



#UNIQUELYCP

Activism 101

How to build your campaign



World Cerebral Palsy Day (October 6) brings together people with cerebral palsy (CP), their families, supporters and organisations to celebrate our global community and raise awareness about CP.

The benefit of a global awareness day is in harnessing collective energy to spotlight issues facing people with CP and turn this energy into action to ensure a future in which children and adults with cerebral palsy have the same rights, access and opportunities in society.

Here's a quick guide on how to create your advocacy campaign:

1

Research and identify your issue

Make it specific - the need for better healthcare in your local community, wheelchair accessibility, funding for disability education - what is your focus and who do you need to convince to make change?

2

Build your base and attract allies

Start talking to friends and family about your issue. Find others in your community who are affected by the same issue and organise them into a campaign group.

3

Educate and activate

Create resources that can be shared widely and make your case for change - posters, social media, videos, petitions. Bring the issue to life through stories of lived experience.

4

Turn your activism into action

Once you've attracted enough supporters, put pressure on your relevant decision makers, such as a local politician or government agency.

Helpful resources to get you started

- **Canva** A great free graphic design website for posters, social media and lots more
- **Change.org** Set up a petition and reach new audiences
- **Mailchimp** Build email campaigns and communicate at scale
- **WhatsApp** Create a group to organise your base and coordinate campaigns

World Cerebral Palsy Day was established in 2012 and has since grown to a community of millions across more than 100 countries. The global day of action is a platform to celebrate our CP community while raising awareness about disability and combating stereotypes. **Join us to build a future in which children and adults with cerebral palsy have the same rights, access and opportunities as anyone else.**



@WorldCPDay



@WorldCPDay



worldcpday.org

Visit our website for social media templates, campaign guides and more resources