

HOW TO GET YOUR FINANCE MINISTER / HEAD OF STATE TO ATTEND THE FINANCING FOR DEVELOPMENT CONFERENCE IN ADDIS ABABA IN JULY

- **Words alone will not make the commitments made in 2015 a reality. We need money and political will to deliver.** The third Financing for Development Conference is a crucial summit taking place in Addis Ababa (Ethiopia) from 13th – 16th July 2015. This Conference is a critical step in the journey to strong, implementable development and climate frameworks.
- Currently many leaders around the world are deprioritising Financing for Development. **Without Finance Minister or Head of State level participation in the Conference, the question of money will continue to be neglected and we won't get the decisions and ambition that people and planet need.** Leaders must show they are serious.
- **In May and June, action/2015 members will call on their Heads of State and Finance Ministers to be #heroes of people and planet by committing to attend the Financing for Development Conference in Addis Ababa from 13th – 16th July.** By attending they will show they are serious about fighting poverty, inequality and climate change and financing our future!
- We will be joined by globally and regionally renowned influential voices and champions who will reinforce the importance of Financing for Development in media and social media action.
- **First** you must decide whether you are calling on your Head of State or Finance Minister to attend the Addis Ababa conference. It might also be relevant for you to put pressure on them both to attend. For support on taking this decision – please contact ffdaction2015@gmail.com



HERO?



HERO?



HERO?

WHAT ACTIVITIES COULD YOU DO TO PUT PRESSURE ON YOUR HEAD OF STATE/FINANCE MINISTER TO ATTEND THE ADDIS ABABA CONFERENCE?

1. Run a #hero social media campaign

By using the [compelling #hero graphics and tweets](#) you can run a social media campaign to put pressure on your Head of State/Finance Minister to be and #hero and announce their commitment to attend the Addis Ababa Conference in July. Make sure to use the #action2015 and #FinanceOurFuture hashtags in all your social media activities.

2. Invite your Head of State/Finance Minister to a meeting with your action/2015 youth ambassadors

At the action/2015 launch 15 year olds met with their leaders in over 60 countries. Following on from this success, a good way to get your Finance Minister/Head of State to feel the pressure to attend the Addis Ababa Conference would be to get a meeting in the diary with her/him and your 15 year old/youth ambassadors.

WHEN YOU SHOULD YOU MOBILISE?

There are a number of national/regional opportunities for concerted action during May and June during which you could arrange an activity surge day or thunderclap – examples of those include these opportunities:

- **25th May:** African May Mobilisation Day (to get involved a regional open statement contact kyerewa@whiteband.org)
- **26th May:** EU Development Ministerial meetings in Brussels (email claire.desmesnards@whiteband.org to get involved in a stunt and other activity she is coordinating !)
- **1st June:** FfD Negotiations in New York
- **3rd-5th June:** World Economic Forum Meeting, South Africa
- **7th-8th June:** G7 meeting in Europe
- **15th June:** FfD Negotiations in New York

Look out for emails from the FfD Action Team and your regional coordinators as we will highlight last minute opportunities for influence as they arise.

1. Run a #hero social media campaign

Why this activity will have impact:

By mobilising your existing supporters and the general public on social media to call on your Finance Minister/Head of State to attend the Addis Ababa Conference, you will be showing the huge concern for the issues at stake around Financing for Development and exerting critical pressure on them. Remember to use the #action2015 and #FinanceOurFuture hashtags

Step by Step Guide?

1. **Find out the twitter address ('handle') of your Finance Minister/Head of State** (try searching their name on twitter or google). The address might look something like @nameofMinister. Use the twitter handle of your government if your Finance Minister or Ministry isn't on twitter.
2. If you are targeting your Finance Minister you can download the #hero picture of him from here: <http://bit.ly/FfDhero>. You will also find a generic hero graphic in the resources – with a blank silhouette – for use to accompany all tweets to targets. (In the event that your country's hero graphic is out-of-date or incorrect, please contact ffdaction2015@gmail.com).
3. **Tweet your Finance Minister/Head of State** asking him/her to attend the FFD conference. Here are three suggested tweets:



Use these tweets to put pressure on your Finance Minister/Head of State:

Hi **<insert Finance Ministers/Head of State/Government twitter handle>** be a #hero, go to the Financing for Development Conference this July [#action2015](#) [#FinanceOurFuture](#)
*Accompany with image of finance minister

Hi **<insert Finance Ministers/Head of State/Government twitter handle>** be a #hero and attend [#FFD3](#) to tackle poverty, inequality & climate change [#action2015](#) [#FinanceOurFuture](#)
*Accompany with image of finance minister

Use this tweet to get your supporters and campaigners to take action to target your Finance Minister/Head of State:

Call on your leader to be a #Hero and attend Financing for Development this July [#action2015](#) [#financeourfuture](#) <http://action2015.org/what-were-doing/financing-for-development/>

4. **Recruit public figures, celebrities and national champions to support your #heroes campaign** and engage and tweet their followers with the messages above to increase the pressure on your Finance Minister/Head of State.
5. **Ask your action/2015 coalition, colleagues, friends, contacts and other networks to join your campaign** by tweeting the Finance Minister/Head of State.
6. **Tell media outlets about your campaign and encourage them to cover the story.** You could get one of your high profile supporters or celebrities to engage with the media too to help broadcast your message to a wider audience and increase the pressure on your target.



Delegates to the action/2015 Assembly in Tunis were encouraged to share their ideas on the opportunities we have in 2015 and post them on social media

Idea for community campaigning action

At a local level you could hold a community event, led by community champions, to demonstrate grassroots support for Heads of State/Finance Ministers' attendance of the Addis Ababa Conference. Edit the letter text on page 4 into a petition text for community use.

2. Invite your Head of State/Finance Minister to a meeting with your action/2015 youth ambassadors

Why this activity will have impact:

By bringing together 15 year olds/young people with your Finance Minister/Head of State, you will be sending a powerful message about the importance of the decisions in 2015, and the Financing for Development Conference for future generations.

Invite your Finance Minister/Head of State to a meeting just ahead of the Addis Ababa Conference – this will challenge them to announce their commitment to attend the Conference now!



Action/2015 Nigeria – youth meeting with Finance Minister Ngozi

Step by Step Guide:

1. **Bring together your team of 15 year olds and make a plan** to invite your Finance Minister/Head of State to a meeting.
2. **Send an invitation to your Finance Minister/Head of State** inviting her/him to agree to meet with the young people ahead of the Financing for Development Summit. In the coming weeks we will be sharing suggested talking points for the meeting to help you prepare for it. On the next page you will find a template invitation letter available for you to adapt.
3. **Tell the media about the meeting** and ask if they will cover the story
4. **Share the story on social media on the day** using the #action2015 and #FinanceOurFuture hastags.

Idea for community campaigning action

At a local level you could hold a community event with community leaders asking them to commit to leading local change initiatives to further the fight against poverty, inequality and climate change.

REMEMBER: The FfD Action Team is here to help you!

Over the coming weeks we will let you know which leaders will attend the Addis Conference Throughout the build up to the Conference in July, we'll be letting you know when Finance Ministers/Heads of State announce their commitment to attend the Conference so you can use this to increase the pressure on your leaders to step up!

Don't forget to tell us when you find out your Finance Minister/Head of State is attending the Conference. Tell us by emailing ffdaction2015@gmail.com.

Don't forget to look out for emails from the FfD Action Team and your regional coordinators as we will highlight last minute opportunities for influence and mobilisation as they arise.

PLEASE LET US KNOW WHAT YOU HAVE PLANNED FOR FfD BY EMAILING US ffdaction2015@gmail.com

Template invitation letter for you to adapt and use to invite your Head of State/Finance Minister to a meeting with your action/2015 youth ambassadors

Dear Finance Minister/Head of State

RE: Your Attendance at the Financing for Development Conference in Addis Ababa in July 2015

We are part of the action/2015 campaign – a growing citizens movement active in over 140 countries – who are campaigning to ensure leaders around the world live up to the opportunities we have in 2015.

2015 can be a transformative year in tackling poverty, inequality and climate change. With two historic summits within 2 months of each other – one in September on development and one in December on climate change – we have a unique opportunity to secure a better future for people and planet.

But words alone will not make these commitments a reality. We need money and political will to deliver. A third crucial summit is taking place in July in Ethiopia. The third Financing for Development Conference is our chance to turn the ambitious development goals and climate agreements currently being discussed at the UN into reality.

In the last two decades we have seen huge progress – extreme poverty has halved around the world, more girls are in school and fewer children are dying than ever before but we can do more.

Therefore we are writing to you today to urge you to attend the Financing for Development Conference in Addis Ababa from 13th – 16th July 2015. There is too much at stake for you not to show you are serious and attend this important conference.

We would also like to invite you to a meeting with the action/2015 youth champions from your country – we are a group of young people from across the country who are taking action in our communities to fight inequality, poverty and climate change. If you commit to attend the Addis Ababa Conference, we would like to meet you ahead of your travel to the Conference in early July **<insert date>** to discuss your priorities for the Conference.

Best wishes, **<insert your names>**

Please let us know what you have planned for FfD by emailing us on
ffdaction2015@gmail.com

**And don't forget to tell us when you find out your Finance Minister/Head of State is attending the Conference. Tell us by emailing
ffdaction2015@gmail.com.**