

For CFUW, advocacy = social action = advocacy, activism and civic engagement

1. CFUW GUIDELINES for ADVOCACY

As approved by CFUW Board, June 29,2011

- ◇ When writing, or speaking, “on behalf of CFUW” and asking for some action, this **must be based on CFUW policy** as found in the *CFUW Policy Book*.
 - ◆ If a club needs to react to a local situation when there is no policy, a vote shall be taken of its membership before committing the club to any course of action. Any action must be consistent with CFUW purposes and policy.
 - ◆ When there is no policy, letters may be written asking for information only – “Our club is studying ...”
- ◇ **Local clubs write to their local elected officials and local MPs/MPPs/MNAs/MLAs**, but not to the Premier, the Prime Minister or Cabinet Minister (unless he/she is the local MPP or MP).
 - ◆ Dealing with your own MPs and provincial legislators is what creates the momentum and potentially adds to the pressure. These are discussed in caucuses.
- ◇ If your club invites a Cabinet Minister to a social event or to speak to a meeting, tell your RD, who might want to give you a package of information for the Minister.
- ◇ Clubs, Councils and National CFUW write to elected officials within **their own jurisdictions**. If they wish to contact someone elsewhere, they need to consult with the club or, if it is a provincial matter, the provincial Council and/or provincial Regional Director in consultation with the Regional Vice President.
 - ◆ National and Councils may send letters, etc. to Ministers and Critics without necessarily notifying the local club.
 - ◆ If letters are being sent to elected officials where there is no CFUW club, do explain to the recipient why they are receiving the letter from you.
- ◇ **Letters must be sent out under the signature of the club President, or designated member of the executive, on club letterhead.** The club President or designated member of the executive committee should have the support and authorization of her executive.
 - ◆ If the President has a conflict of interest or is uncomfortable signing, she must excuse herself, discuss the matter with her Board, and if necessary delegate someone else to sign.
- ◇ The **individual club member** is encouraged to write to any politician on any issue about which she has a concern. She may use information from CFUW sources, but she may not write “on behalf of CFUW”, or use CFUW letterhead.

POLICIES

1. CFUW Guidelines for Advocacy
 - Resources for Advocacy
2. Resolutions – draft and adopted
 - Guidelines for resolutions
 - Post-AGM Adopted Resolutions Advocacy policy
 - Policy-to-Action National Advocacy Campaigns
3. CFUW advocacy priorities and National Initiatives
4. Policy in Adm. Manual 1
 - Partnerships
 - Use of CFUW name
5. Policy in Adm. Manual 2
6. United Nations

● RESOURCES FOR ADVOCACY:

Websites:

The two relevant websites - public one www.cfuw.org and Members' site www.cfuwadmin.org

1) www.cfuw.org - The public site has some links that you will find under Advocacy under WHAT WE DO

2) www.cfuwadmin.org - The Member Resources site is now the main one for all sorts of information. Look for Advocacy & Resolutions, and Advocacy Tools under Member Tools & Resources Members' site: username: viewonly password: cfuw4321

▶ ADVOCACY & RESOLUTIONS <http://www.cfuwadmin.org/AdvocacyResolutions.aspx>

TAKE ACTION: the key place for clubs to go each month to find where National would like some help with advocacy action such as letter-writing or MP visits

RESOLUTIONS: a link to all things about resolutions both proposed and adopted

TOOLS & RESOURCES: a new section now including information about Aboriginal Study and Resources, plus government resources

ADVOCACY TOOLKIT: the online collection of advocacy guides, handouts and 'How-to's

ISSUES: including CFUW background information, letters and briefs

NATIONAL INITIATIVES: Information concerning the National Initiatives on violence against women and girls, and the new one on Early Learning and Child Care

CLUB PROJECTS & ACTIVITIES: learn what other clubs are doing

POLICY BOOK ONLINE: including all adopted resolutions since 1964

UNITED NATIONS: Commission on the Status of Women

INTERNATIONAL WOMEN'S DAY: The fundraising project and events

2. RESOLUTIONS and ADOPTED RESOLUTIONS:

● RESOLUTIONS GUIDELINES:

Resolution guidelines, schedules and writing guide can be found on the CFUW Administration website <http://www.cfuwadmin.org/AdvocacyResolutions/Resolutions.aspx>

Important dates for 2017 AGM: Intents due November 15; proposed resolutions due January 15; package sent to clubs Feb. 15; amendments due April 15; emergency resolutions due May 15; amended proposed resolutions sent to clubs May 15th. resolutions@cfuw.org

● CFUW POST-AGM ADOPTED RESOLUTION ADVOCACY: Protocol

A resolution adopted by the Voting Body at a CFUW AGM becomes a CFUW/FCFDU Policy.

Adopted resolutions or policies give CFUW direction for national advocacy, in order to: solve a problem; react to the government's agenda; get the issue onto the government's agenda; and explain our position to the public and our partners.

Immediate Action:

Once the resolution is adopted and becomes CFUW Policy:

- The CFUW Advocacy Committee will place it in the CFUW *Policy Book Online* available at www.cfuwadmin.org, and email it to CFUW clubs;
- National Office will compile an Advocacy Package for CFUW Clubs. The advocacy team will approve all materials that go out on behalf of CFUW and all items go out under the name of the President. The advocacy coordinator will work with the proposing Club in the preparation of these materials.

There may be:

- **Backgrounder** to explain the issue and the purpose of the policy. There may be some footnotes. The Backgrounder should not be more than one page.
- **Handout:** Clubs **and** CFUW/FCFDU National Board members can use this when visiting elected officials or other organizations.
- **Draft/Template letters** for CFUW/FCFDU National President, Club Presidents, and individuals; examples are available on the website.
- **Suggested contacts and partners** for CFUW, CFUW Clubs and CFUW Councils
- **Suggested activities** for Clubs and Councils.
- This material will be posted on the website
- National Office sends letters to the relevant Departments and critics. Follow-up letters are sent when appropriate. All such letters are signed by the **CFUW President**.
- National (CFUW President, or her designate) provincial, or club representatives will meet, with elected officials or their representatives.
- When possible CFUW National will work with partner organizations on campaigns and other advocacy actions pertaining to the new adopted policy.

Ongoing action:

The proposing Club may wish to:

- Monitor the issue, keeping the National Office informed of activities;
 - Help to draft letters for the National President if there is a new development pertaining to the policy.
- Inform National Office of information up-dates for action and posting on the website.
- Be a resource for Clubs and National Office and Board on the Policy.

● **CFUW POLICY-TO-ACTION NATIONAL ADVOCACY CAMPAIGNS**

A club, region, national committee or national study group can help to create a National Advocacy Campaign **using CFUW policy**. The purpose of a National Advocacy Campaign will be to help spread awareness (to CFUW clubs, the public and elected officials) about an issue and to encourage CFUW members to take concerted action across the country (for example, letter writing, MP meetings).

Those wishing to do a National Advocacy Campaign are asked to connect with their Regional Director and then the National Office.

Proposals are to be submitted to the National Office for discussion with the national advocacy team. With the acceptance of a proposed campaign, the proposers will be responsible for developing a campaign strategy and assembling the materials for a tool kit to be distributed to CFUW members.

If the campaign is accepted, the proposers will be asked for a campaign strategy, as well as materials that will be the basis of the Tool-Kit, including among other things, letters, handouts and media releases. The national advocacy team will approve all material that goes out on behalf of CFUW either under the signature of the President or in the name of CFUW.

For the APPLICATION FORM and GUIDELINES, please connect with the Advocacy Coordinator at the National Office. cfuwadvocacy@rogers.com

3. CFUW ADVOCACY PRIORITIES

CFUW has developed two National Initiatives for clubs to become involved with:

- National Initiative on Violence against Women and Girls
- National Initiative on Early Learning and Child Care

At the same time, much of the work of the National Office has centred on these two priorities as well as education, women's economic security, women's leadership, climate change and as always reacting to the government agenda.

4. POLICY FOUND IN THE ADMINISTRATION MANUAL, Vol.1 – Policy.

These are found on the Members' website www.cfuwadmin.org under Governance.

● **Partnerships, Affiliations, and Coalitions** (this is reproduced here, since it relates to Clubs as well as the National/Provincial CFUW)

With the exception of IFUW, of which CFUW is an integral member, CFUW may not affiliate (becoming a subordinate member) with any other organization.

CFUW may enter into a coalition/partnership/alliance with organizations whose purpose and policies are compatible with those of CFUW. CFUW may work with organizations without entering into official partnerships and/or memberships in order to exchange information or to lend support.

The purpose and policies are to be compatible with those of CFUW.

● **Adhering to CFUW Policy – Use of CFUW Name**

5. POLICIES, PROTOCOLS and PROCEDURES FOUND IN THE ADMINISTRATION MANUAL, Vol.2 – Board Policies and Procedures.

These will be found on the Members' website under Governance. www.cfuwadmin.org. This covers everything that we do under three headings: Board Policies and Procedures, CFUW Policies and Procedures and Relationships. These are continually updated to reflect actions and policies.

6. UNITED NATIONS

● **United Nations Commission on the Status of Women**

CFUW has consultative status at the United Nations and each year sends a delegation to attend the CSW meetings. CFUW has been limited to **20** delegates in the past few years and positions are allocated on a first come, first served basis. Delegates are responsible for paying their own accommodation, travel and meals.

● **Canadian Commission for UNESCO**

CFUW has a representative on the Education Sector of the CC-UNESCO.

More information can be found on

<http://www.cfuwadmin.org/AdvocacyResolutions/UnitedNations.aspx>