

**CRC Summit – Washington, DC**  
**May 18-20, 2006**

**Call to Action**

**Networking, fundraising, and building our capacity for action**

- Create a Yahoo! group to disseminate information.
- Share our success stories with each other so that we can duplicate successful plans.
- Use other successful programs, such as USA for ICC, as models of how to work with diverse groups and bring people together.
- Study the history of the ratification of the Convention on Genocide and other treaties for lessons on how to promote ratification.
- Bring in the groups who aren't represented in our campaign but should be, such as PTAs, school boards, and unions.
- Fundraise.
- Find spokespersons and leaders who are interested in children's issues and motivated to take up the cause.
- Collaborate with groups and networks of organizations that share our interests, concerns, and goals, such as groups that advocate for victims' rights.
- Exchange Web links with other child-friendly organizations.
- Facilitate the exchange of ideas by placing a discussion board on the Campaign Web site.
- Encourage youth at this Summit and future gatherings to exchange myspace.com links, email addresses, and other contact information.
- Use performing arts events to raise awareness of the CRC, especially among youth; to recruit youth to the Campaign; and to raise money for the Campaign through the cover charge.
- Hold a CRC ratification convention that is youth-oriented.
- Develop incentives to promote greater participation in future conferences and events, such as reduced rates for larger groups.
- Continue to educate ourselves on the CRC, including on the law and rights.
- Identify and facilitate ways for youth from different countries to work together on issues of mutual concern.

**Communicating with our audiences**

- Teach the people who oppose the CRC what it's really about.
- Learn how to talk to our audience. Listen to how kids speak with each other so we can pick up their lingo.
- Make our messages cool, fast and flashy to appeal to youth.
- State our messages simply so that people of every age can understand them.
- Translate each article of the CRC into "kids' speak" so that it's easier to read.
- Empower kids by telling them what they can do to promote the CRC.

- Invite parents to promote the CRC as a positive means of addressing the world's crises.
- Make our message short and sweet, like an elevator speech.
- Focus on why the CRC is important to our target audience.
- Showcase children, because "children are cute. They make money."
- Provide information on the CRC in multiple languages.

### **Using the media and creating promotional materials**

- Start small and local.
- Target local news stations, radio stations, and newspapers.
- Talk to journalists, editors and producers whom we know.
- Send a message about the CRC to the major newspaper editorial boards: *The Washington Post*, *The New York Times*, *The Boston Globe*, etc.
- Draft op-ed pieces and place them online so that we can use them to communicate a common message.
- Put every article of the CRC on a poster, and place the posters in high-visibility locations.
- Create posters with messages about the CRC, such as the fact that the U.S. is the last country to join.
- Create an advertising campaign with ads that will grab people's attention, featuring a phone number that people can call, similar to the post-911 "Why Islam?" campaign. Route the phone inquiries to experts.
- Keep the ad message simple and direct.
- Create a variety of educational pamphlets about the CRC targeting different audiences, such as kids and legislators. Print business card-sized flyers. Bring the flyers and pamphlets with you wherever you go.
- Create pamphlets we can leave in high-trafficked areas, such as doctors' offices and airplane seat backs.
- Develop a speakers' bureau. Gather experts on the CRC, including youth, who can be called on to speak in front of audiences. Post their bios on the Web site of the Campaign for U.S. Ratification of the CRC.
- Target places where youth are already going. Post CRC information on myspace.com and other popular sites. Spread the message on TV networks such as MTV and BET.
- Use the television. Create a documentary to help people understand the CRC.
- Produce and use public service announcements. Post a public service announcement to the Campaign Web site.
- Work with what we can. Create our own materials, if necessary, until we can afford more. Don't let money stop us.
- Ask supportive mayors and other people with resources to contribute advertising space.
- Create CRC-related board and computer games. Specifically, develop a Sims™-type game called "Sim Kids" for the Campaign Web site.
- Host an online art exhibit on the CRC with young artists from around the world.
- Create documentaries on issues relating to the CRC.

- Create CRC pages on Web sites that are already popular with youth, such as myspace.com.
- Create a CRC blog and promote it through bloggers.com and other blog hubs.
- Encourage CRC supporters to post the CRC Summit Declaration to their own Web sites.

### **Crafting and sharing our message**

- Provide workshops on the CRC to local organizations.
- Use art.
- Talk about why the U.S. needs to ratify and what benefits it will gain when it does so. Explain how many people in the United States are hungry and live in poverty.
- Tell people that the image of the U.S. abroad is extremely poor, and it's not helping our image that we have not ratified the CRC. It's a low-cost, simple way to improve the image of the United States.
- Convey a sense of urgency. Explain why it's important to ratify it now.
- Illustrate to people what will happen if we don't ratify, in terms of trends such as education and poverty.
- Discuss what happened in countries that ratified the CRC and the benefits they realized.
- Discuss the benefits of helping to build a unified global force on behalf of children's welfare by ratifying.
- Engage clubs and associations of potentially interested young people, such as international clubs, extracurricular activities, and church groups.
- Work with youth groups to create curriculum by youth for youth.
- Develop a curriculum that can be implemented in Sunday school and other classes. The curriculum should incorporate poetry, stories, and other creative and informative materials and lessons.
- Take advantage of CRC curricula which already exists.
- Explain that ignorance and poverty are the roots of extremism. Tell our audience that by supporting the CRC, we can raise future generations who will be less likely to engage in detrimental and extreme activities, such as violence and terrorism.
- Encourage people to read the actual text of the CRC and discuss the issues it raises. Help people to see for themselves what is in the document.
- Facilitate discussions on the fundamental questions associated with the CRC. For example, do we see children as objects, or do we believe they have rights?
- Reframe the dialogue on the CRC from a positive perspective. For example, focus on the family by explaining that the CRC promotes a safe and healthy family.
- Make the message positive.
- Post letters on the Campaign Web site that respond to specific criticisms of the CRC.
- Integrate material on the CRC into academic curricula in schools around the world and at all levels of education, from kindergarten through college.

### **Raising awareness**

- Create an information packet on the CRC that we can provide to our contacts. Go door to door to pass it out.
- Use bike-a-thons, races, and walks to raise awareness and money.
- Commit to making a certain number of contacts in a certain amount of time. For example, every youth at the summit can identify ten adults who vote and make it their mission to tell them about the CRC.
- Collaborate with performing artists to launch a major email campaign. The artists can connect to youth right now with the questions: “Have you heard about this? When are you going to take up the CRC?”
- Arrange a benefit concert hosted by celebrities.
- Identify celebrity spokespersons to attract attention and resources.
- Encourage celebrities to promote the CRC by presenting the promotions as attention-generating opportunities that can help their careers.
- Call Oprah. Try to get a young person on her show.
- Have a youth group at the summit draft a letter to Oprah and sign it with their youth advisor.
- Brand the CRC with a unified symbol that people can recognize, ask about, and connect with. (Our group has a symbol, as does the CRC committee.)
- Solicit and encourage donations to the campaign.
- Find free and low-cost ways to promote the CRC. Speak at a school, or arrange to be interviewed.
- Organize a “Trick or Treaty” initiative.
- Hand out material on the CRC to our colleagues, classmates, and community members.
- Share the CRC Summit Declaration with our friends and families.
- Identify victims of exploitation and provide them with a platform to discuss the violation of their rights.
- Use traveling art exhibits and the performing arts, including music and theater, to promote awareness and knowledge of the CRC in a variety of venues, from college campuses to senior citizens’ groups to Web sites.
- Host a variety show to raise awareness of the CRC through musical performances and skits.

### **Mobilizing our communities and engaging our representatives**

- As a short-term goal, commit to talking to groups in our home communities, such as church groups and neighborhood associations. Report back to this group about our activities.
- Contact organizations that work with children, such as the Girl Scouts and the Boy Scouts.
- Utilize faith communities and interfaith groups to show the universality of the CRC and mobilize believers.
- Ask churches to take up and promote the CRC.
- Identify a political champion here in Washington, DC.

- To target politicians, research the long-term effects of neglecting children. Hit up politicians with facts. Show them how the CRC will affect their constituencies and how it will be good for America.
- Go to city and state legislatures, state by state, and ask them to ratify the CRC to show support for the document.
- Arrange educational meetings on the Hill and elsewhere where children back up the adults. Children make more of an impact on an individual level, and they seem to make Congressional staff more likely to pay attention and investigate issues.
- Identify a time that we all mobilize at the same time so that our elected representatives will be flooded with messages.
- Target adults. Get parents involved so that they can fight for the CRC.
- Target college campuses. College students are often activists. Work with teachers who have classes on international issues. Provide them with speakers and materials.
- Begin implementing the CRC now even though it hasn't been ratified. Frame things in terms of children's rights during meetings; work for an outcome that promotes children's rights in all of our activities; and ask elected representatives what they're doing on behalf of children's rights. Let our colleagues know that we are taking many of these ideas from the CRC.
- Provide tools on the Campaign Web site that make it easy for people to identify and contact their members of Congress.