

Micah Challenge →

HALVE POVERTY BY 2015



**JUBILEE DEBT
CAMPAIGN**

the Jubilee campaign

What sort of partnership?

Coalition of groups that came together to be voices for advocacy on global debt

Based on injustice of heavy burden of national debt that kept nations struggling to provide services for citizens and kept them powerless in the world economic system

Not a formal partnership - rules tend to develop as you go along

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Strengths of this type of partnership?

Lots of groups could not do advocacy alone - too small, lack of experience, fear of the political, not core business

Loose ties so people can commit at various levels

Jubilee gave a brand and clear tag line for all to use

Name was great Biblical reference point for Christians

Christian focus but not Christian exclusive

Linked “charity” to justice

Gave an equal voice to the South

Size matters in advocacy so coalition is vital

Definite timeframe - it's not a marriage

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Difficulties of this type of partnership?

Decisions take time and involve compromise

The bigger the coalition, the more diverse the voices - creates tension

Economic expertise required

Time frame - what happens after 2000?

Who provides funds? How do you measure contributions in kind vs money?

Core funding vs funds for a particular campaign

How to measure impact - no toilets or water pumps

Marketing of aid vs justice message

Loose relationship means less commitment

Keeping supporters active and feeling valued

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How do you overcome difficulties?

Patience and grace

Develop research expertise, draw on outside help

Stick to timeframe

Use emotional and practical pressure to deepen commitment

Success tends to reduce tensions

Some agencies commit to core funding

Others contribute according to size - make this open

Sell the success stories

Stay true to justice message vs celebrity, gimmicks

Educate supporters, value them

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Why did this partnership work?

Limited timeframe

Clear objective

Contributed to each organisation's agenda

Feel good factor

Tangible / measurable output

Celebration of success

Strong leadership

Huge media buy-in

Clever and creative global message and local asks

Faith links

Compelling issue

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What has MC learnt from Jubilee?

Strong faith message to reach new audience

Use the skills of others

We will finish in 2015

Keep sharp focus

Campaign moments to excite and unite

Christians can be a powerful voice

Used partnerships and goodwill of Jubilee

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What are the keys to success?

A strong full-time coordinator at national level

A strong steering group with diverse membership

Clear focus on 2 MDGs

Realistic goals and measuring outcomes

Global mixed with local

Spiritual and practical – beyond integral mission to full campaign

Good communication within coalition and with supporters

Willingness to take on new partnerships, think outside the box

Passion - not halfhearted commitment

Idealism and pragmatism

Wise as serpents, innocent as doves

Prayer