



# **Engaging Men Campaign Examples: Lessons Learned**

While there have been few nationwide campus campaigns that have an exclusive focus on engaging men, there are still many campaigns to use, learn lessons from, and build templates off of.

**Let's look at a few organizations and campaigns...**



CAMPAIGN HUBS & ORGANIZATIONS

CAMPAIGN	DESCRIPTION	LESSONS & BEST PRACTICES
<p>OVW’s “Center for Changing Our Campus Culture” Campaign List <a href="http://changingourcampus.org/campaigns/">changingourcampus.org/campaigns/</a></p> 	<p>Hub for campus campaign resources.</p>	<p>N/A</p>
<p>No More <a href="http://nomore.org/takeaction/toolkit/">nomore.org/takeaction/toolkit/</a></p> 	<p>No More’s Campaign Toolkit includes a wide net of materials on domestic violence prevention and healthy relationship education, including: conversation guides; event templates; posters; “fill-in-the-blank” signs; branding; social media graphics; and handouts.</p>	<ul style="list-style-type: none"> <li>• Using accessible, catchy slogans like “JoinTheChorus.”</li> <li>• Practical resources that help people act in a variety of ways (e.g., discussion guides of “write-in” signs for events).</li> <li>• Branding guidelines that make it easy to reproduce.</li> <li>• Easily re-postable graphics for social media.</li> </ul>
<p>It’s On Us <a href="http://www.itsonus.org/educational-tools/">www.itsonus.org/educational-tools/</a></p> 	<p>It’s On Us is a campus movement to combat sexual violence. They’re holistic campus organizing model includes campaign-focused elements such as: event checklists; sample language; name tag templates; social media guides; campus customizability; and reports on campus men’s attitudes.</p>	<ul style="list-style-type: none"> <li>• Campaign components go beyond 1-2 graphics towards a structure for sustained action.</li> <li>• Compelling framing that focuses on “everyone’s responsibilities” rather than blaming men.</li> <li>• Research and anecdotes about men’s engagement, specifically.</li> </ul>



CAMPAIGN HUBS & ORGANIZATIONS

CAMPAIGN	DESCRIPTION	LESSONS & BEST PRACTICES
<p><b>White Ribbon</b> <a href="http://www.whiteribbon.ca/campaign">www.whiteribbon.ca/campaign</a></p> 	<p>White Ribbon has numerous campaigns that focus on men’s engagement. These campaigns address mental health, redefining masculinity, and leveraging sports for change.</p>	<ul style="list-style-type: none"> <li>• Concepts, language, and messaging all target (or come from) men.</li> <li>• Leveraging key male influencers, such as athletic coaches.</li> <li>• Emphasis on deep learning about gender expectations and masculinity.</li> <li>• Identifying many ways that men can take action, from their personal relationships to work, sports, at parties, and more.</li> </ul>
<p><b>The Representation Project Campaigns</b> <a href="https://thereproject.org/campaigns/">https://thereproject.org/campaigns/</a></p> 	<p>The Representation Project, known for their documentaries on gender stereotypes and expectations, have discussion guides, classroom lessons, and formal campaign materials, many of which emphasize men’s roles and engagement.</p>	<ul style="list-style-type: none"> <li>• Diving deep into gender expectations for men.</li> <li>• Great for discussion and ongoing programming.</li> <li>• Includes “light-touch”, catchy phrases such as “#NoAskTask.”</li> <li>• Leverages celebrities and influencers.</li> </ul>



**CAMPAIGN HUBS & ORGANIZATIONS**

CAMPAIGN	DESCRIPTION	LESSONS & BEST PRACTICES
<p><b>SPARC “Stalking Awareness” Campaign</b>  <a href="https://www.stalkingawareness.org/wp-content/uploads/2021/09/Campus-Stalking-Public-Awareness-Campaigns.pdf">https://www.stalkingawareness.org/wp-content/uploads/2021/09/Campus-Stalking-Public-Awareness-Campaigns.pdf</a></p> 	<p>SPARC provides comprehensive resources on stalking, one of which is their campaign toolkit. This toolkit includes fact sheets, campaign planning guides, best practices for stalking campaigns, sample language, and webinar trainings.</p>	<ul style="list-style-type: none"> <li>• Identifies and provides templates for different types of messages (e.g., “story,” “explainer,” or “call to action”).</li> <li>• Integrating campaign messaging into varied, tailored events.</li> <li>• Ensure students are involved in message-development and dissemination.</li> </ul>
<p><b>UN Free &amp; Equal Campaigns</b>  <a href="https://www.unfe.org/campaigns/">https://www.unfe.org/campaigns/</a></p> 	<p>United Nations “Free &amp; Equal” hosts diverse campaigns focused on LGBTQ+ issues, including those that seek to normalize LGBTQ+ relationships and others that seek to activate individuals against anti-LGBTQ+ violence.</p>	<ul style="list-style-type: none"> <li>• Leverages stories.</li> <li>• Uses catchy, diverse slogans and graphics.</li> <li>• Mobilizing messaging uses relatable concepts like safety, respect, and sense of “home.”</li> </ul>
<p><b>National Sexual Violence Resource Center “Sexual Assault Awareness Month” Campaigns</b>  <a href="https://www.nsvrc.org/">https://www.nsvrc.org/</a></p> 	<p>NSVRC is host to annual Sexual Assault Awareness Month (SAAM) campaign materials, from social media templates to webinars and stock messages.</p>	<ul style="list-style-type: none"> <li>• Very shareable social media graphics that offer many ways for people to get involved (e.g., pledges or information-sharing).</li> <li>• Creative calls-to-action, such as a 30-day calendar of small actions.</li> <li>• Focus on intersections of sexual assault, equity, and racism, thereby drawing connections for campaign recipients and broadening a base of interest.</li> </ul>



**EXAMPLE CAMPAIGNS**

CAMPAIGN	DESCRIPTION	LESSONS & BEST PRACTICES
<p>White Ribbon’s “Draw-the-Line” Campaign <a href="https://www.dtl.whiteribbon.ca/">https://www.dtl.whiteribbon.ca/</a></p> 	<p>United Nations “Free &amp; Equal” hosts diverse campaigns focused on LGBTQ+ issues, including those that seek to normalize LGBTQ+ relationships and others that seek to activate individuals against anti-LGBTQ+ violence.</p>	<ul style="list-style-type: none"> <li>• Leverages stories.</li> <li>• Uses catchy, diverse slogans and graphics.</li> <li>• Mobilizing messaging uses relatable concepts like safety, respect, and sense of “home.”</li> </ul>
<p>White Ribbon’s “Redefine” Campaign <a href="https://www.whiteribbon.ca/redefine">https://www.whiteribbon.ca/redefine</a></p> 	<p>“Redefine” is a small campaign focused on prompting men to reflect on social expectations about manhood. Includes videos, definitions, and reflection prompts.</p>	<ul style="list-style-type: none"> <li>• While this campaign is less “action-oriented,” it succeeds in having one very specific goal.</li> <li>• Use of “fill-in-the-blank” graphic novels is creative, fun, and supports user investment.</li> </ul>
<p>The Representation Project’s #NoAskTask Campaign <a href="https://thereproject.org/campaigns/noasktask/">https://thereproject.org/campaigns/noasktask/</a></p> 	<p>#NoAskTask addresses gender disparities in domestic labor by uplifting the everyday actions that men can—and need—to take responsibility for their end of household tasks. The campaign pairs a film with graphics.</p>	<ul style="list-style-type: none"> <li>• Uses an everyday, very relatable concept that applies to nearly all men.</li> <li>• Provides education on broader gender disparities while encouraging accomplishable everyday actions men can take to promote gender equity.</li> </ul>



EXAMPLE CAMPAIGNS

CAMPAIGN	DESCRIPTION	LESSONS & BEST PRACTICES
<p>United Nations Free &amp; Equal “All Women” Campaign <a href="https://www.unfe.org/allwomen/">https://www.unfe.org/allwomen/</a></p> 	<p>“All Women” brings light to the experiences of LGBTQ+ women through graphics, statistics, videos, and action steps. The campaign focuses on normalizing LGBTQ+ women’s experiences, combatting discrimination and exclusion.</p>	<ul style="list-style-type: none"> <li>• Simplicity is the strength of “All Women.” Graphics are striking and have a clear message.</li> <li>• Graphics are coupled with statistics and actions, creating a “to-the-point” campaign that is very re-shareable.</li> </ul>
<p>United Nations Free &amp; Equal “Solidarity Means” Campaign <a href="https://www.unfe.org/solidarity/en/">https://www.unfe.org/solidarity/en/</a></p> 	<p>For the 75th anniversary of the Universal Declaration of Human Rights, UN Free &amp; Equal created “Solidarity Means” which highlights LGBTQ+ stories and advocacy for each Article of the Declaration.</p>	<ul style="list-style-type: none"> <li>• Creatively leverages human-stories for every key concept of the broader campaign.</li> <li>• Structures a campaign around articles (key principles), providing digestible structure.</li> <li>• Representing diverse individuals and identities shows that everyone can play a role in advocating for safety and respect, while also not singling out one specific group.</li> </ul>
<p>PFLAG “Straight for Equality: Ally Visibility” Campaign <a href="https://straightforequality.org/allycampaign/">https://straightforequality.org/allycampaign/</a></p> 	<p>The campaign by the LGBTQ+ ally organization PFLAG includes three resources to promote LGBTQ+ allyship through “fill-in-the-blank” style pledges.</p>	<ul style="list-style-type: none"> <li>• Identifies multiple levels of allyship and action through sample statements like “I’m an ally because ____” and “As an ally I will ____.”</li> <li>• Graphics are easily shareable and promote self-reflection and ownership.</li> </ul>

EXAMPLE CAMPAIGNS

CAMPAIGN	DESCRIPTION	LESSONS & BEST PRACTICES
<p><b>United Nations “HeForShe” Campaign</b>  <a href="https://www.bbdperfectstorm.com/work/un-women-heforsg">https://www.bbdperfectstorm.com/work/un-women-heforsg</a></p> 	<p>These videos and images, part of the larger <u>HeForShe campaign</u>, intend to pose reflection questions and push men to consider different ways they can support gender equality.</p>	<ul style="list-style-type: none"> <li>• Videos are provocative and evoke action, empathy, and education.</li> <li>• Topics address and educate on many key aspects of gender equality, from sexual harassment and domestic responsibilities to parenting and gender stereotypes.</li> <li>• Messaging focuses on what men care about.</li> </ul>
<p><b>Promoting Awareness   Victim Empowerment’s “Consent Is” Campaign</b>  <a href="https://www.shatteringthesilence.org/consentcampaign">https://www.shatteringthesilence.org/consentcampaign</a></p> 	<p>“Consent Is” seeks to educate on what consent means, with posters and “fill-in-the-blank” wristbands.</p>	<ul style="list-style-type: none"> <li>• Zeroes in on one specific issue, making it clear what intended action and reflection are supposed to be about.</li> <li>• Posters are eye-catching and informative.</li> </ul>
<p><b>NYC Street Harassment Prevention Advisory Board</b>  <a href="https://docs.google.com/document/d/1NrKDqXe5xsKlwdSafqvAzmeBBSkRA8m9yFeixZgXV8/edit#heading=h.1hvz5r4jhjll">https://docs.google.com/document/d/1NrKDqXe5xsKlwdSafqvAzmeBBSkRA8m9yFeixZgXV8/edit#heading=h.1hvz5r4jhjll</a></p> 	<p>NYC’s social media campaign toolkit to address street harassment, including graphics, captions, action steps, and email templates.</p>	<ul style="list-style-type: none"> <li>• Comprehensive social media templates that include sample captions and Instagram stories.</li> <li>• Actions promoted are easy to take.</li> <li>• Campaign follow-up and sustainability is considered via surveys.</li> </ul>



EXAMPLE CAMPAIGNS

CAMPAIGN	DESCRIPTION	LESSONS & BEST PRACTICES
<p>Esperanza United’s “Te Invito” Campaign  <a href="https://nationallatinonetwork.org/en/knowledge-base/te-invito/te-invito-campaign/">https://nationallatinonetwork.org/en/knowledge-base/te-invito/te-invito-campaign/</a></p> 	<p>Developed through listening sessions with diverse Latin@ community members in Minneapolis, “Te Invito” includes bilingual posters and videos about ways men can get involved in promoting healthy relationships, safety, and violence prevention.</p>	<ul style="list-style-type: none"> <li>• Messages come directly from men in the community.</li> <li>• Messages are short, direct, and use stories.</li> </ul>
<p>University of Maine’s “Male Athletes Against Violence”  <a href="https://umaine.edu/maav/">https://umaine.edu/maav/</a></p> 	<p>Male Athletes Against Violence (MAAV) of UMaine represents a student-faculty partnership and multi-year campaign effort including posters and videos.</p>	<ul style="list-style-type: none"> <li>• Leveraging social influencers and male convening spaces.</li> <li>• Leverages national campaign materials of White Ribbon, customized for UMaine.</li> <li>• Extensive, creative, fun set of posters created in conjunction with annual awareness events.</li> </ul>
<p>The Pillow Talk Project  <a href="https://thepillowtalkproject.com/">https://thepillowtalkproject.com/</a></p> 	<p>A storytelling and digital activism project seeking to create safe and nurturing spaces for men to reflect on “dangerous archetypes of masculinity.” Includes stories, articles, and research as well as the “#WeSmileToo” campaign.</p>	<ul style="list-style-type: none"> <li>• While not a traditional campaign, this site uplifts diverse stories that many men can relate to.</li> <li>• Creates a platform and pathway for involvement through story collection.</li> </ul>



## EXAMPLE CAMPAIGNS

CAMPAIGN	DESCRIPTION	LESSONS & BEST PRACTICES
<p><b>Ohio Men’s Action Network</b> <a href="https://ohman-ohio.org/">https://ohman-ohio.org/</a></p> 	<p>While also a larger initiative with a toolkit and training, OHMAN also is home to the “Know Better. Do Better. Be Better.” campaign, which includes social media templates, pledges, and webinars, and training opportunities.</p>	<ul style="list-style-type: none"> <li>• Combines a public awareness campaign with in-depth learning opportunities (online training) and “action kits.”</li> <li>• Uses pledges to build commitment.</li> </ul>
<p><b>Aid to Victims of Domestic Abuse, Inc.’s “Committed Men” Campaign</b> <a href="https://www.avdaonline.org/committed-men">https://www.avdaonline.org/committed-men</a></p> 	<p>AVDA’s local campaign works through schools and public venues such as billboards. Messaging centers on the commitments men can make—and the roles they can play—to ending violence. A media literacy toolkit accompanies the campaign.</p>	<ul style="list-style-type: none"> <li>• Working through community venues, stakeholders, and influential figures.</li> <li>• Emphasizing how men can be part of the solution.</li> <li>• Using frameworks that resonate with men such as “taking responsibility.”</li> </ul>
<p><b>Movember Mental Health “Practice Conversations”</b> <a href="https://conversations.movember.com/en/conversations/">https://conversations.movember.com/en/conversations/</a></p> 	<p>More learning platform than campaign, Movember developed this site for individuals to learn how to have conversations with men who are struggling with their mental health. The site features “Practice Conversations” on how to ask, listen, check in, and encourage men to take action.</p>	<ul style="list-style-type: none"> <li>• Emphasizes and teaches practical actions to engage men in conversations about mental health.</li> <li>• Uses realistic scenarios that will resonate with men (e.g., grieving, juggling work and family, being withdrawn).</li> </ul>