



Communications Toolkit

June 2010

Act Now on 2015 is a campaign led by over 60 anti-poverty NGOs to cement the Irish Government's commitment to spend 0.7% of GNP on overseas development aid by 2015. The campaign calls on the Government to put in place binding interim targets for the aid budget and to meet these targets, beginning with the Budget in December 2010.

Campaign aims:

- An increase in ODA spending in the 2010 Budget, in line with binding targets set by the Government for 2011 – 0.56% of GNI
- The formulation of binding annual targets for spending on ODA to deliver 0.7% by 2015
- Progress by the Irish Government on pushing the EU to propose collective and individual EU targets in advance of the September MDG Summit
- An increase in political support for legislation or for other arrangements to guarantee Ireland's aid commitments and predictability
- A strong commitment to ODA is part of how Ireland sees itself in the world, and increased prominence of ODA in political and public discourse
- Increase in active public support for the campaign within the Dóchas membership

An important tool in achieving these aims is a carefully targeted media campaign carried out by the member organisations at local, national and international level. Member organisations will be supported in this by Dóchas.

The campaign has two core messages and three supporting messages:

Core messages:

1. "0.7% by 2015 at the latest" – starting now!
2. 2010 is the year of the MDGs, we need an action plan!

Supporting messages:

1. Aid works – Aid from Ireland helps fight global poverty.
2. Aid is affordable – It is only 70 cent in every 100 Euro.
3. Ireland's role in the world – We need the world, and we need to engage with the world.

The overall message for this campaign is that Ireland must reach the target to spend at least 0.7% of GNI on aid by 2015, at the latest.

This message should be an important part of every communication from the campaign.

2010 is a focus year for the MDGs. We need to call for the Summit in September to deliver an ambitious action plan for the achievement of the MDGs and we should reference the important role that Ireland and the EU will play in this process.

“Aid works” and “Aid is affordable” should be used in support of the overall core messages, not in a stand-alone way, as should the argument that aid is an important part of Ireland's foreign policy and a source of pride for Irish people.

Media Targets:

As the decisions about ODA and Ireland's contributions to the MDGs are essentially political in nature, the targets of the campaign are Government Ministers and their advisors, in addition to the general public.

To reach these, a wide range of media will be targeted:

- Print media
- Radio news and current affairs programmes
- TV news and current affairs programmes
- News wires
- Online media, blogs and social networks
- Specialist magazines on development issues (?)
- Glossy magazines covering women's and wider development issues
- Local media, especially papers and radio.

A number of key events will be targeted in the media, in particular the June EU Council Meeting, September UN MDG summit and the Budget in December.

Resources to help you make the most of the campaign:

Dóchas has produced a number of campaign resources – available via actnow2015.ie/campaign/information/

Past press releases can be found on dochas.ie/pages/news/default.aspx#pressReleases

Dóchas can also provide you with graphics and photos to accompany articles, with facts and figures on the work of Irish NGOs. We are carrying out research to find concrete examples of the impact of budget cuts on the work of NGOs, which will be available in the coming weeks.