



Information for GRAN Working Groups

Introduction

The purpose of this document is to help new Working Groups, and those undergoing leadership changes, understand the way GRAN functions. It also highlights tools and guidance documents for Working Groups available on GRAN's website. One example is a quick-reference chart entitled "*GRAN Review and Approval Process*". A much longer document, the 90-page *GRAN Policy Handbook*, is where you will find all GRAN's policies, governance protocols and also the job descriptions for the Working Group (WG) Co-chairs, WG members and Leadership Team (LT) Liaison. (The *Policy Handbook* is mainly procedural – giving you an idea of the way we do things at the moment. It will be updated from time to time as circumstances and procedures change.)

All these documents to guide and support the work of GRAN's Working Groups can be found under the Resources tab on the GRAN website. Look for: [Resources for Working Groups](#) in the drop-down list.

Heads up! Because these guidance documents are for the use of Working Group members and not the general public, they are password-protected, so you will need to log in to GRAN's website for the full list to appear on the page. (Username: **member**, Password: **ssafr**)

Initiation of a Campaign

The first job is to collect a group of enthusiastic people who want to work on an issue, then do your research on the issue and prepare an Advocacy Action Proposal (AAP). The AAP asks you to go through a number of steps to describe the campaign, how it conforms to GRAN priorities, what you'll do and what outcomes will be achieved.

The AAP form is available under [Resources for Working Groups](#) on the GRAN website. This proposal will be sent to the Leadership Team (LT), preferably 8-10 days before the Steering Committee (SC) meets on the second Wednesday of the month. The LT may suggest changes or additions before it goes to the SC for their approval.

The new WG should start having regular meetings, preferably monthly, to work on their advocacy actions. Ideally these meetings will be by Zoom or the GRAN conference line. Log-in information is available from your LT liaison who can confirm if the conference line is available for your meeting.

LT liaison

Ideally every WG will have a member of the LT on it. They will participate in the WG calls and act as a communication link between the WG and the LT. There are certain communications that need to be passed to the LT via the liaison. Please check with your liaison before sending anything to the LT. (*Note: From time to time, individual GRANs may wish to write a Letter to the Editor, not connected to a specific campaign. These LTEs do not require a review by the LT.*)

Writing Reports for the Steering Committee and the Update

Every month (except Dec, July and August), prior to the SC call, the secretary will ask you to send in a WG report which will outline your work over the past month. Some months this report may be long, but if you are between campaigns, don't be afraid to send in something very brief or even a "nil" report. This report is sent out to the SC with the agenda.

The monthly *GRAN Update* is written by a member of the LT and reviewed by one or two other LT members. The *Update* is meant for a general audience and is widely distributed to the GRAN membership, for that reason it will not always contain everything that you have put in the SC report and parts may well be reworded. Feel free to check with the *Update* editor if you are concerned about what is going into the *Update* – she will be happy to send you the relevant sections to review before it is sent out.

Direct Messages

As part of your campaign, you will periodically want to send material to all the GRAN members on our list. There are two types of direct email messages:

- 1) **News Posts:** These are email messages with a link to relevant news, reports, or other developments on your issue, accompanied by a photo if possible. News posts should be short - just a few sentences, a paragraph at most, to provide a "hook", making our readers want to click the link to read more. These posts will be edited by the web team if needed. They do not need to go to the LT or SC for approval, but please share with your LT Liaison before sending to the web team.
- 2) **Action Messages:** These are email messages asking our members to take an advocacy action related to your particular campaign. The WG will prepare a draft with a photo or graphic and send it to Pat Dolan via your LT liaison. The web team and the GRAN Co-chairs will edit them if needed. The LT will make sure the action requests go out at an opportune time and do not overlap with action messages from other GRAN campaigns. Please also refer to the document, "*Helpful Hints for Communications with the Web Team*", (under the Resources tab: [Resources for Working Groups](#).)

Resources such as Template Letters and Backgrounders to be posted on the Web Site

These documents again need to be sent to the LT for review via your LT liaison. They will then be sent to the web team for final editing and posting. We feel it is important that any document which will be available to the public be factually accurate and written in as clear and compelling a way as possible. You are encouraged to update your backgrounders and template letters as needed or to ask for out-of-date material to be removed from the website.

Meeting with MPs

Your AAP may well include encouraging GRAN members to contact their own MPs either by email or a personal visit. These actions will of course be part of the campaign approved by the SC. There is a helpful document entitled “*Visiting your MP*” available on the website (under the Resources Tab: [Resources for Working Groups](#)). If your MP happens to be a Minister, you are welcome to contact her or him directly to request a meeting. Please let the LT know if you are meeting with a Minister.

Contacting Ministers and their Staff

Each WG should have a Hill Team (HT) representative. The HT coordinates GRAN’s parliamentary strategy. Please ensure that both the LT and the HT know of your intentions before you contact any Minister or a member of their staff to seek a meeting. The HT will help to coordinate any meetings WGs are seeking and will want to be represented at this meeting to ensure continuity and a “Whole-of-GRAN” approach.

If you want GRAN, as an organization, to send a letter to the Prime Minister or any other Minister on your issue, please write an initial draft and send it to the LT via your liaison. They will edit it if needed (consulting the HT), and format it on GRAN letterhead and send it. The GRAN Co-Chairs sign all letters to Ministers and the PM. The letter will be sent back to the WG along with any replies and it will also be sent to GRAN’s Correspondence Secretary.

A document entitled “*GRAN Interaction with Ministers, Parliamentary Secretaries and Deputy Ministers*” explains this procedure more thoroughly and is available on the web site (under the Resources tab, [Resources for Working Groups](#).)

Partnerships and Coalitions

Joining with other organizations that share our issues and concerns makes the work of GRAN far more effective. The organizations with which we currently work closely are listed under the About/À Propos tab under [Friends and Allies](#) on our website. If you find another organization that you feel would be advantageous to your work, let your LT liaison know and then read the “*Partnership Policy*” (pages 51-56 in the Policy Handbook) and fill out the “*Partnership Proposal Form*” (under the Resources Tab, [Resources for Working Groups](#)).

If one of our allies or partners asks GRAN to sign on to a joint letter to the PM or to Ministers, please let your LT liaison know and provide her with a copy of the letter. If approved, the LT will communicate our confirmation to the partner organization (with a cc to the WG) and provide our logo if requested.

Social Media

Campaigns should make effective use of social media and we encourage our members to use Twitter and Facebook to amplify our messages. Some of our members act as Administrators and have authority and access to post using GRAN’s Twitter and Facebook accounts. You are encouraged to retweet and share their messages. It is also important to support partners and allies by retweeting and sharing their messages. Remember that we are non-partisan in all our messaging and cannot be seen to support any particular political party. The primary focus for our messaging should always be grandmothers and children in sub-Saharan Africa and the issues that affect them.

Meeting Times

The SC meets on the second Wednesday of the month at 3:00 p.m. (ET)

The LT meets the first and third Wednesday of the month at 3:00 p.m. (ET)