



Sample Workshop #2: Group preparation for an objective

Once you have a core group of support, you may want to bring them together occasionally to plan collectively or prepare to achieve a certain objective. This gives your biggest supporters the chance to contribute to the direction of the campaign, increasing their sense of ownership and making them more likely to use their influence toward the campaign objectives.

In this example, the fictional campaign has built strong support among mayors, who are now willing to launch a programme to fight malaria using their municipal resources.

Committing to malaria elimination: The Zero Malaria Starts with Me pledge

A signature feature of the Zero Malaria Starts with Me campaign in Senegal was its use of pledges, where members of the political sphere, private sector, or communities pledge their commitment to malaria elimination. This pledge recognized the responsibility of all actors to do their part, and engagement prior to and following the pledge provided an opportunity for the campaign to share with these actors how their support could make a difference.

If you believe the pledge would be a useful tool for your campaign, here is how it works:

- First, build a relationship with influential stakeholders. Whether they are in politics or another field, everyone's support makes a difference.
- If the individual is ready to champion malaria interventions, request that they publicly sign the pledge. Meet with them when they sign and be sure to take photographs.
- Then, with their permission, display photos and text about their commitment and what it means for your country on your website and social media. If they are particularly famous, there is a chance the pledge could warrant media coverage. See [Module 6](#) for more information about visibility strategies.

The pledge can be used as a starting point to develop a network of allies committed to fight malaria. To cultivate these relationships over time, you could:

- Develop a network of Malaria Champions among pledge-signers, encouraging cooperation across sectors.
- Remind pledge-signers of their commitment when important actions need to be taken (passing a new budget, financing a new intervention, community-based anti-malaria efforts, etc.).
- Give pledge-signers the opportunity to give speeches encouraging others to make a commitment to malaria elimination.

Goals	○ Develop a launch strategy for the new "Mayors against Malaria" initiative	
Attendees	○ Ten mayors of major cities who have been engaged with the campaign over the past year	
Agenda	09:00	Arrival of attendees at hotel conference room
	09:15–09:30	Welcome speech by workshop organizer, explain objectives and agenda of the workshop
	09:30–09:45	Introductions of attendees: Say name, position, and why malaria elimination is an important goal for their city.
	09:45–10:30	Recap of Zero Malaria Starts with Me campaign progress <ul style="list-style-type: none"> ○ Major accomplishments since launch ○ Malaria burden in municipal areas ○ Need for a new approach led by mayors
	10:30–12:00	Work session: developing the Mayors against Malaria initiative. Define objectives and available resources
	12:00–13:00	Lunch
	13:00–15:00	Work session: developing the mayors against malaria initiative. <ul style="list-style-type: none"> ○ Build an action plan and timeline ○ Identify risks ○ Define next steps
Logistics and Materials	<ul style="list-style-type: none"> ○ Book hotel conference room for the date of the event ○ 10 notebooks, water bottles, and pens ○ Bring projector, screen, and laptop. ○ Print 10 copies of the Zero Malaria Starts with Me concept note and briefing booklet ○ Prepare presentation with research on malaria burden in each municipality 	

See [Module 6: Making the campaign visible](#) for tips on increasing the spread and impact of the pledge.

An example of the pledge can be found below.

Additional political engagement resources

When meeting with political stakeholders, it is useful to have some materials on hand to ensure your campaign is visible, memorable, and convincing. In this section, you will find some resources that can help you get started.

Briefing documents: This one-page brief may be helpful when introducing the campaign to new audiences. [Will be developed in June with graphic designer]

Templates: If appropriate for your campaign, letterhead, factsheet, and invitation templates with the Zero Malaria Starts with Me branding can be downloaded through the online toolkit at [will be developed in June with graphic designer].

Zero Malaria Starts with Me

Pledge your support for a malaria-free future!

Over the last two decades, Africa has seen remarkable progress in fighting malaria. With over 6 million lives saved, malaria programmes have proven to be one of the best investments in health. But the fight is far from over. A malaria-free Africa is a bold vision, and one that is within our reach—but only if everyone commits to fight malaria whenever and however the can.

Whether you are a politician, a member of the private sector, a religious leader, or are simply concerned for the health of your family, friends, and neighbours, please pledge your support today!



I promise to act as a champion for the fight against malaria.

I commit to:

- *Make the fight against malaria a priority to set an example for others in my community, in my country, across Africa, and around the world.*
- *Support my country's investments and actions in fighting malaria through the National Malaria Control Programme, Ministry of Health, and other organizations.*
- *Spread awareness about malaria prevention, care, and activism among my colleagues, constituents, and community.*

Signed: _____

Date: _____



Graphic resources: The Zero Malaria Starts with Me logo, banners, and high-quality photos about the campaign are also available through the online toolkit, at [will be developed in June with graphic designer].

Zero malaria pledge: A printable copy of the Zero malaria pledge is available in the online toolkit at [will be developed in June with graphic designer].