



## **WORKSHOP : Mobilizing for impact in the digital age (Oxfam's Amplifiers Project)**

**October 11**

### [DESCRIPTION](#)

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Oxfam has a transformational plan to become the leading digital influencing organisation within 2 years. Oxfam's digital future depends on being connected and networked globally, locally and at affiliate level.

Our vision and execution plans are bold and at the same time it's a realistic positioning of where Oxfam needs to be in this critical area. We launched a global activist programme, dubbed the 'Amplifiers Project' that is a strong piece in our work to lay the foundations for a bigger and bolder digital future. We are focusing on the key objectives of digital mobilization. With a phased approach that allows for both immediate progress and the opportunity to test in increments in different markets and at different speeds. We also tasked ourselves to listen and empower supporters to do their own actions related to the issues we work on.

The Amplifiers Project is currently a network of engaged English, Spanish and French speaking supporters from across the globe who are committed to amplify our messages, push for change and play a more involved role in the creation of our campaigns. By joining the group, amplifiers benefit from exclusive previews of our campaigns and the opportunity to influence what we create, the chance to join discussions with experts and like-minded individuals and take part in training and events all designed to amplify the power of people against poverty.

The amplification effect is an iterative process where supporters, by creating, sharing and distributing campaign and recruitment materials to their own peer networks (on and offline), connect to and recruit new campaigners (and supporters). Once this cycle has been initiated it should become a self-generating and exponentially growing system where new recruits are fed



into the beginning of the cycle, are elevated from ‘Supporter’ to ‘Campaigner’ and repeat the process with new recruits.

As an organisation we recognise that while technology continues to inform, empower and inspire women and girls globally; and as mobile phone use increases, women still have far less access than men.

Changing this is key to [women's] economic empowerment and employment something that is central to our work strategically as an organisation. The implications of this digital divide is also a services divide, and an information divide and information is power.

Our project is also looking at ways to connect communities of women- who have the power to change long-held ideas and traditions. We have deliberate efforts in progress to connect women influencers in digital communities, with women who are not ‘on-the-grid’; and connect with all of these groups with our initiatives for change.

## OUTCOMES FROM THE SESSION

- Learn about our supporter ‘virtuous cycle’ (feedback loop) where we recruit supporters into a longer supporter journey – mostly through our <https://actions.oxfam.org/international/> platform – from first contact, to Supporter, to Oxfam campaigner (or Amplifier).
- Learn about our content strategy that gives supporters a range of activities, from petitions to higher level activities such as letters to newspapers and access to off-line events.
- Learn about our MOOC platform, where we connect supporters to content that trains them on how to create change
- Learn about our future plans for this platform and ideas for growth and deeper engagement with supporters. We have ambitious goals to engage supporters in the global south who mostly connected via mobile channels and WhatsApp
- Our platform is run by several Oxfam International team members that are formed of a cross functional team across campaigns, Oxfam’s WIN (Worldwide Influencing Network) and the Public Engagement team. Learn how to create a platform with cross functional, central expert support that can provide supporters the opportunity to participate in campaigns.