



## Campaign Toolkit: ONE's 2019 Agenda to End Extreme Poverty

### The Global Fund to fight AIDS, TB, & Malaria + The Global Fragility Act of 2019

## THE ISSUES

ONE's 2019 agenda will primarily focus on **global health** as well as **fragile states**. Throughout the coming months, we'll call on ONE volunteers across the country--that's you!--to urge our elected leaders to take a stand on these two critical issues. In this toolkit, you'll find everything you need to take action and specific instructions for our campaign tactics and goals this spring.

**As we develop more resources, and specific legislative opportunities to impact these issues arise we will update this toolkit with updated sample actions, so be sure you have the latest copy!**

### Global Health:

You wouldn't know it from watching the news, but HIV/AIDS, TB and malaria remain a global emergency. In 2017, nearly one million people died from HIV/AIDS globally, another 10 million people were infected with TB, and after 10 years of steady declines, malaria cases are once again on the rise. For more than 15 years, Republicans and Democrats have come together to support the work of the Global Fund to Fight AIDS, TB, and malaria. The smart investments made by the United States in the Global Fund have had incredible results and helped save nearly 27 million lives.

But the work is not done. Tuberculosis (TB) is the number one infectious disease killer in the world. In 2017, 1.6 million people died of TB, nearly one million people died from HIV/AIDS, and another 1.8 million people were infected with the disease. And after 10 years of steady declines, malaria cases are on the rise.

### Fragile States:

There are over 730 million people living in extreme poverty today and they are increasingly concentrated in fragile and conflict-affected states in sub-Saharan Africa. A fragile state lacks the ability to respond to shocks like political unrest, natural disasters, and violent conflict. Sometimes that lack of capacity is due to government corruption or a lack of political will, and sometimes it's due to a shortage of people who can do the jobs because they have left the country in search for better opportunities or fled from an earlier crisis. Experts predict that by 2030, nearly 80% of people living in extreme poverty will be in fragile states and regions.

**A future without extreme poverty means tackling crises before they happen.** It is time for a new approach in countries on the edge of crises, including addressing poverty, conflict, violence and corruption. A modernized strategy focused on prevention, rather than response, will not only save lives but is cost effective.

## THE CAMPAIGN

There are big opportunities for us to make an impact on these issues in 2019 (more on that below) that we know will help us as we work to end extreme poverty by 2030. **We may be placing more emphasis for actions on one issue or the other over the course of the year depending on the opportunities of the moment**, and we will be sure to keep you updated on what is most critical at any time as you plan events and engage others to take catalytic action.

### Global Health:

This year we have an opportunity to refocus efforts in the fight to end preventable disease. The Global Fund to fight AIDS, TB, and Malaria is hosting a replenishment to raise the funds necessary to continue its vital work.

With this important moment in 2019 looming, the Trump administration once again proposed massive cuts in their FY20 budget, including a suggested contribution to the Global Fund that is 30% short of what is needed. Cuts of that magnitude could put 1.5 million lives risk over the next three years and jeopardize the future success of one of the most effective and transparent organizations fighting to end preventable disease. Additionally, roughly half of the current Congress has been newly elected since the last time ONE campaigned on the Global Fund. This campaign presents the opportunity to educate new Members of Congress about this important program and recruit new champions to ONE's mission.

We need you to mobilize your friends, family, fellow ONE members, communities, and campuses to reach out to your Members of Congress and ask them to reject the president's proposal and to fully finance of the Global Fund in 2019. Throughout the year, ONE members will be **asking Members of Congress to Go On the Record in support of the Global Fund** as a way to show strong support for this critical work.

### Fragile States:

**The Global Fragility Act of 2019** (H.R. 1580 / S.727) will create a long-term strategy to address the root causes of violence and fragility and shift the U.S. approach to focus on prevention rather than crisis response. Creating basic levels of stability enables communities to plan and invest in longer-term economic growth that helps create resiliency and reduce extreme poverty.

In practice, it would create a 10-year comprehensive strategy to stabilize fragile areas and prevent violence. The strategy would focus on priority countries or regions where there are high levels of violence and conflict and those with lower levels of conflict but strong warning signs of future violence. The GFA aims to improve coordination across the State Department, USAID, and Department of Defense and increase flexibility for our diplomatic and development workers on the ground so they can more quickly and effectively address the root causes of violence and fragility. It also looks to put the voices of local leaders and civil society groups at the forefront,

ensuring that plans are inclusive and empower marginalized groups. International NGOs working in the designated countries will also be consulted as plans are developed.

**Our goal is to gain strong bipartisan support for these companion bills in both the House and the Senate by urging our U.S. Representatives and Senators to sign on as cosponsors.**

## THE ADVOCACY ACTIONS

- 1) **Handwritten messages on the Global Fund:** Using the sample letter in this toolkit, generate handwritten messages to your U.S. Senators and Representatives asking them to go On the Record in support of the Global Fund. For public events, like tabling at community events or on campus, you can [request pre-printed constituent cards](#) on which people can write their message, or feel free to print your own (*PDF coming soon*).
- 2) **Tweets on the Global Fund:** We're also asking you to generate Tweets at your Representative and Senators using the sample tweets in this toolkit.
- 3) **Handwritten letters on the Global Fragility Act:** Using the sample letter in this toolkit, generate handwritten letters to your U.S. Representatives and Senators asking them to co-sponsor the Global Fragility Act.

Note that the sample actions in this toolkit may be updated as specific legislative opportunities arise. Be sure you're viewing the most up to date copy.

Don't forget to report your actions ([campus](#) or [community](#)) by submitting a [data spreadsheet!](#)

## CAMPAIGN TACTICS

**Host an Advocacy in Action (AIA) event.** Gather your team members, members of your campus or community, partner with a local group, and invite your friends and family to educate them on ONE's 2019 issues agenda and provide them with an opportunity to take action then and there. We'll have everything you need available--including materials, PowerPoint presentation, and speaker's notes.

- 1) **Choose a date.** Work with your ONE staff contact to set a date for your AIA. Your AIA should take place in April or May.
- 2) **Choose a location.** Choose a location for your event. If you're a ONE Campus chapter, you might consider reserving a classroom or working with a professor to host your AIA during a portion of a relevant class.

**Note: If you are working to present to a local group or class, #1 & #2 will be dependent on their availability and schedule**

- 3) **Promote.** Get the word out there about your event and promote it widely. Post on community calendars, ask people coming to bring a friend, and ask groups to promote.
- 4) **Plan.** Plan out your event: Determine who will serve as the presenter(s) and prepare your presentation. The ONE team will send you speaker's notes and a PowerPoint presentation for your AIA in early April.
- 5) **Execute.** Hold your AIA, have fun, and be sure to leave plenty of time for all attendees to write handwritten letters to their Senators and Representative.
- 6) **Follow up.** Submit the data from the actions you generated at your event, and follow up with attendees who may have expressed interest in joining your team to give them a concrete next step (like tabling to gather actions at a spring/summer community event with you!)

**Deliver your letters.** Call your local Congressional office to schedule a time to hand-deliver the letters you generated. This will double their impact! We recommend recruiting a team of 2-3 additional ONE members to accompany you. When you arrive, simply introduce yourself and ONE and let them know what your letters are about. Snap a photo of your delivery with the staffer (be sure to ask first!), and report your delivery along with the contact information of each person who attended.

## RESOURCES

### 1. Event & Reporting Tools

- [Question Form](#) — If you come across anyone at an event who has a question you cannot answer, have them fill one of these out and send it to ONE Headquarters.
- Event Data Reporting Forms — When as you collect catalytic actions or complete a tabling event, use the form ([campus](#) or [community](#)) to report your event/actions, and be sure to attach a completed [spreadsheet](#) with the contact info of those who took action.

### 2. Messaging

- [Global Fund State Fact Sheets](#)
- Global Fragility Act Talking Points (*Coming week of 4/1*)
- Advocacy in Action PowerPoint (*Coming week of 4/1*)

### 3. Catalytic Action Resources

- [Sample Global Fund Letter & Tweets](#)
- [Sample Global Fragility Act Letter](#)
- Global Fund constituent cards and stickers – Request [here](#)
- [3 Ps of Powerful Catalytic Advocacy](#) Table Sign