

Inspiring and equipping activists to change the world. [Join us.](#)

ABOUT New Tactics in Human Rights

We support human rights activists in their advocacy work by giving them the tools to think and plan more strategically, by sharing great ideas, and by connecting them with other activists around the world. Although our work is international in scope, we also focus in specific regions of the world and are therefore seeking strong locally-based organizations to join our network.

NEW TACTICS ACTIVITIES INCLUDE:



Building a human rights community through monthly, expert-led online conversations

Topics of interest to the region, discussion in the local language



Seeking out and sharing great ideas, including *innovative tactics*

New Tactics has a database of over 250 innovative tactics from around the world. Tactics appropriate to the region are translated into the local language, and new tactics specific to the region are researched, documented and shared. All forms of social media are used to share information.



Training and mentoring on the New Tactics *5 Steps to Strategic Effectiveness Method*

In-person and virtual training and mentoring are conducted to help human rights activists work strategically and tactically to achieve their objectives

New Tactics seeks to establish relationships with local and regional human rights organizations to accomplish these core activities. A description of the relationship and how it could evolve over time is detailed on the following page.

Benefits

Affiliation with the New Tactics network allows human rights organizations to:

- Receive training and mentoring in the Strategic Effectiveness method. The organization's trainers will be able to share the method with others in the organization or other groups to aid in their work
- Have access to e-learning opportunities
- Utilize New Tactics website tools for their network
- Exchange ideas and develop contacts within an international group of human rights organizations
- Claim accreditation/affiliation with New Tactics and the international network on their website and other materials
- Receive assistance in developing tactics and case studies
- Share tactics and results with others
- Have their trainers be considered for other New Tactics training opportunities
- Attend regional or international seminars or workshops
- Be considered as a primary New Tactics partner organization for purposes of future proposals and grants
- Be promoted in network and international communications as part of the New Tactics network

How a Network Affiliation Could Develop Over Time

1. Virtual Participation: The locally-based organization and New Tactics agree to establish a relationship. During this period the organization learns more about New Tactics by participating virtually in online conversations, using the available online resources, and through regular interactions with New Tactics by email and Skype.

2. Training of the Local Organization's Trainers: As a next step, New Tactics would travel to the organization to conduct in-person training of the *5 Steps to Strategic Effectiveness Method* with the organization's trainer(s) and would follow up over several months with on-the-job mentoring to assist the trainers in spreading the methodology within their own organization and their network. New Tactics would also assist the organization in developing tactics and case studies.

3. Participation Outside of Network: After the organization's trainers have gained sufficient experience in the New Tactics methodology, they would be considered for further training opportunities outside their own network but within the New Tactics network. The organization could be invited to participate in regional or international seminars and workshops, and would be able to display New Tactics accreditation/affiliation on their website and materials.

4. Primary Partner Designation: At this point, the organization would be included in New Tactics grants and funding proposals, and would receive assistance in developing and evaluating campaigns.

We envision it could take from two to four years to reach primary partner designation.

<https://www.newtactics.org/>