



Advocacy and Awareness Ideas for Campus Chapters



*“Change does not roll in on the wheels of inevitability, but comes through continuous struggle. And so we must straighten our backs and work for our freedom.”
~ Martin Luther King, Jr.*

In order for human rights issues to enter the consciousness of students and communities, it is vitally important to get the word out about the reality of oppression in our world. It is equally important to communicate the hope of what God is doing to rescue and restore the oppressed.

The following ideas for activities may be used to raise awareness on your campus about human rights abuses or simply act as a springboard for other activities you may want to try.

IDEAS	DESCRIPTION
Documentary or movie night	Hosting a documentary night is a wonderful way to introduce students to the reality of injustice. Make sure you develop discussion guides for the movie that you choose and host a conversation after the screening in which you offer students ways in which to engage with your chapter. Some suggestions include She

	<i>Has a Name</i> , <i>Nefarious</i> , <i>Born Into Brothels</i> , <i>God Grew Tired of Us</i> , <i>Not for Sale</i> and <i>Very Young Girls</i> .
Research human rights issues	Your chapter should be fully educated on current human rights abuses. Take part of your time together to bring each other up to date on issues you are following in the news. Assign specific topics to different individuals.
Article in the school newspaper	If you have talented writers in your chapter, encourage them to write a piece about injustice for the school newspaper. They can include information about injustice in general, the work of IJM, and your campus club's activities.
Hold a prayer gathering	Host a prayer gathering or vigil on your campus or in coordination with local churches to involve a broader community in praying for victims of injustice and for the people and organizations working on their behalf.
Piece for the school TV show	If your school has a TV show, work with the students who create this TV show to highlight the work of your chapter and global issues of injustice.
Interview on the campus radio station	Many campuses have their own radio stations. If yours does, ask if you can arrange an interview and come prepared with information about the work of IJM as well as news about your chapter. If your campus does not have its own radio station, consider trying to get an interview aired on other local stations.
Art gallery	Students who are gifted artists can raise awareness about injustice and IJM by creating artwork. Consider enlisting several students to create artwork, and then host a gallery night on campus where the art is displayed. Be sure to have brochures about IJM and a contact sheet available at the event.
Research paper/project	Encourage your club members to take advantage of the opportunity to write about injustice and get class credit at the same time! Writing a paper about injustice is a great way to learn more and spread awareness. If you have students who are looking to assist professors with research, encourage them to look for justice-related projects.
Benefit concert	Ask student bands or performance groups to raise awareness about the work of IJM as well as your campus chapter. They can wear IJM t-shirts, talk about IJM when on stage, write music about injustice, or show video clips about IJM (found on our website in the resource library) at events.

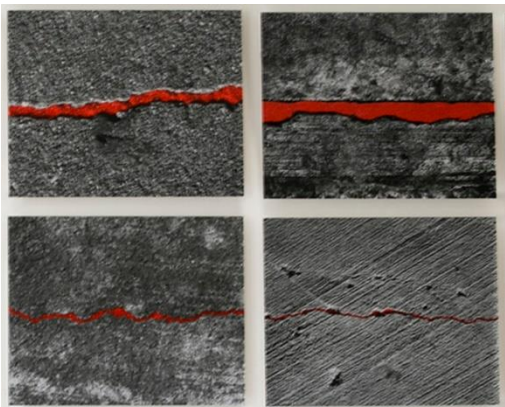
Bring a speaker to campus	Request a human rights expert/activist to come to speak to your school about injustice. This works especially well if your school holds regularly scheduled Chapel services or has some sort of platform for regular speaking events. If so, talk to the chapel scheduler or event coordinator about inviting the speaker to come. IJM representatives often speak at universities, churches, and law schools, but other human rights professionals or theologians would be willing to speak as well. To request an IJM speaker, complete the form online .
Conduct a justice Bible study	Use your meeting time to investigate God's heart for justice more thoroughly. You can order the Good News About Injustice study guide from our website at https://www.ijm.ca/resources . Another book to consider using is Just Courage , which offers helpful questions for discussion and reflection in the back of the book.
Give a presentation to... a local church group, other campus group, or student government	Prepare an informative talk about IJM and the injustices that exist throughout the world. Be sure to include specific real-life stories. Professionalism is key. If possible, we encourage you to use visual aids/a PowerPoint presentation, etc. Contact IJM in advance that we can send brochures to have available for attendees. Be sure to include clear information on how attendees can get involved and support the work of IJM. For example, request an invitation to give a presentation to the international student group, the anthropology group, Inter-Varsity group, Amnesty group, etc.
Professor endorsement	Talk to professors at your school, especially in departments related to IJM activities (Political Science, Theology, Sociology, etc) asking them to make announcements to their classes about meetings and/or endorse the mission of the campus chapter. You can also encourage professors to read Gary Haugen's book, <i>Good News About Injustice</i> .
Info Table	Get permission to set up an information table in your student centre or on a well-travelled route on your campus. Have display posters with brochures about IJM and your chapter to hand out to students. Or you can use the table to feature a specific type of injustice and have pictures/materials explaining that abuse and what people can do about it. Be sure to have a sign-up sheet to get names and email addresses from interested students.
Bookmarks	Make or print bookmarks that have facts about IJM and the human rights issues worldwide. Distribute them at your meetings or at your local library, bookstore, and other popular campus spots.

Volunteer with local justice-oriented organizations	Get involved in human rights work right where you are! Find local law firms, businesses or non-profit organizations that are serving your community and volunteer with them. You can also volunteer with local government offices that are involved in seeking relief for victims of injustice around the world, refugee resettlement, etc.
Write letters of support to overseas humanitarian workers and missionaries	Identify missionaries and others serving abroad. They may be connected to your church or a friend/family member. Contact them to offer encouragement, and tell them about IJM so that they can refer cases of violent injustice to the organization.

Join a Global Campaign

End It Movement

The [End It Movement](#) (#EndItMovement) is “a coalition of the leading organizations in the world in the fight for freedom. Each of the coalition partners are “doing the work, on the ground, every day, to bring awareness, prevention, rescue, and restoration.” International Justice Mission is a coalition partner. Every February 22nd they hold a “Shine a Light on Slavery” day to bring awareness to this global issue. They have resources online to help you plaster your campus and social media feeds with imagery. Unite your campus by having all who stand against slavery mark a red ‘x’ on their hands.



Red Sand Project

The [Red Sand Project](#) is “participatory artwork that uses sidewalk interventions, earthwork installations, and convenings to create opportunities for people to question, connect, and take action against vulnerabilities that can lead to human trafficking and exploitation.” Participants order sand from the organization, and then for a sidewalk installation, they pour the red sand into any cracks in the sidewalk or street. Take a photo and post to social media with the hashtag “#RedSandProject.” They also have press release, poster, and flyer templates that you can use to advertise your efforts.