

THUMA MINA (SEND ME) CAMPAIGN

**Nelson MANDELA and Albertina
SISULU VOLUNTEERS**

HANDBOOK



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1. THUMA MINA (SEND ME) CAMPAIGN

The ***Thuma Mina Campaign*** is about the ANC reconnecting with the people through activities that improve people's lives and solve the problems they face. We need to work among people and send a strong message that

- We are committed to working with the people to create a better life for all and improve our communities.
- ANC is a caring organisation that works tirelessly to address people's problems and community challenges.

We will work in partnerships for change with all community organisations and sectors.

WE ARE ALL VOLUNTEERS IN SERVICE OF OUR COMMUNITIES

All South Africans, including ANC leaders, public representatives and branch members will participate in the campaign as ***Nelson Mandela and Albertina Sisulu Volunteers*** to honour the legacy of two of our greatest leaders. 2018 is the centenary year of Ma Sisulu and Madiba, who taught us the importance

of service, humility, hard work, sacrifice and respect for the people.

The ANC's goal is to build a South Africa where we stand united as a people, where racism and sexism are eradicated, where our people participate in all decisions that affect them, where the vulnerable are cared for, and where all are able to fulfill their potential in a more equal and just society.

Our mission as ANC cadres in government, leadership and branches, is to drive the achievement of this goal. This can only be done if we are close to the people and are active agents of change in all communities and in government. Our role is to serve the people tirelessly, listen to and respond to their problems, mobilise and work with them, and account to them for our work in government.

The 54th ANC National Conference held in December 2017 adopted a resolution on organisational renewal and unity to strengthen, support and reinforce the work of branches and public representatives in the community through:

- Branch sub-committees and activities that focus on sectoral work, community issues and problems, and local campaigns.

- A visible presence in communities through advice work, mobilising people to develop our communities and the tireless work of local councillors and other public representatives to improve the lives of our people

Conference also focused on our work in government on becoming better representatives of the people and improving service delivery, public participation, accountability and clean and efficient government.

Thuma Mina Campaign activities

Branches will be expected to choose a community problem/issue for each month that is pressing and about which we can do something practical.

All Thuma Mina Campaign activities will address local issues and be people-centred and could include concrete actions like:

- Clean up campaigns where there are problems in urban areas of waste removal, rubbish dumps not cleared, etc.
- Environmental activities: planting trees, cleaning rivers.
- Painting murals and upgrading parks.
- Establishment of local food gardens.
- Fixing potholes, etc.

- Painting and cleaning crèches, schools and other community assets.
- Creation of memory parks in memory of ANC or local heroes from that community.
- Dealing with service delivery problems.
- Working with communities and law enforcement on social problems like gangsterism, drugs and community safety.
- Visiting and providing support to old people, disabled people and vulnerable children.
- Help people to access social grants and other government services.
- Holding community meetings to discuss and solve problems.
- Fastrack issuing of title deeds where these are due.
- Work with communities on land claims and expropriation, especially land which is in the hands of the state, within the confines of the law.

Plan and organize these weekends beforehand by making sure all resources and teams are available and deployed.

- **Link with Voter registration campaign:** One of the three days (e.g. every Monday), talk to

people about whether they have IDs and are registered. Organize with the municipality to be opened so people can register. Engage with Home Affairs to send mobile units, etc. Show people how to check on their phones whether they are registered. (Sms 32810 or www.elections.org.za).

Campaign co-ordination

As we are preparing for the national and provincial elections, the campaign should not be separated from election work. Election structures are busy identifying community issues, engaging with the people and assisting voters with getting IDs and registration.

The Thuma Mina Campaign can be rolled out by branches, public representatives and leaders, but it should be closely coordinated with local Election Structures:

- Volunteers must respond to the problems and issues raised by communities and individuals in community meetings, door-to-door work.
- Each Elections Team has a head of mobilization who should work with volunteers, leaders and public representatives at municipal, ward and VD level to implement the campaign.
- National up to branch level should develop a plan

of popularizing the campaign which will include: media outlets, meetings with local NGOs and CBOs to mobilise them, informing members, Councillors, and local leaders and icons, wearing ANC t-shirts/colours on the days.

The campaign will run for the three days of each month – the first Saturday, Sunday and Monday.

MONITORING AND REPORTING

- Branches should monitor, reflect and plan every month
- The report of the activity for each month must be uploaded onto the ANC Cloud, so that we improve month by month.

Volunteers conduct will informed by the understanding that they are the ambassadors and public face of the organisation and that they should enhance the prestige and image of the organisation at all times.

2. THE MEANING OF NELSON MANDELA AND ALBERTINA SISULU LEGACY

The African National Congress (ANC) together with the people of South Africa, is celebrating Nelson Mandela and Albertina Sisulu centenary by intensifying efforts to create a united, non-racial, non-sexist and democratic South Africa in which all live in peace with equal rights and opportunities.

Nelson Mandela and Albertina Sisulu were leaders who acted as role models of the caring cadre and change agents the ANC wishes to build. At all times they were listening political leaders who stayed close to the people and responded to their needs. They served selflessly and tirelessly and in spite of the massive repression visited on them and their families, their commitment never weakened. They dedicated their lives to:

- The creation of a “united, non-racial, non-sexist, democratic and prosperous society”.
- Service to the people of South Africa especially the poor and the marginalised.
- The struggle for the liberation of the oppressed and exploited masses.
- The fight against poverty, unemployment and

inequality and betterment of the quality of people's lives.

- The realisation of the ideals of the Freedom Charter.

The ANC commits to honouring their memory through better serving the people and building better and more caring communities. Among the targets we set for ourselves are:

- Eliminating the social distance that has developed between the organisation and society.
- Strengthening the fight against crime and corruption.
- Campaigning against the abuse and ill-treatment of women, children and the elderly.
- Building caring, clean and safe communities together with the people who live there.
- Making the ANC a true agent for change that inspires people through positive actions and conduct.
- Enhancing all efforts that seek to eliminate poverty, unemployment and inequality.

In our efforts to keep their values and legacy alive, the movement will work hard to make the slogan **“Power to the people”** a reality by mobilising people to organise and work together to be their own true liberators.

The ANC commits itself to working with all progressive forces within our country and the world, to build a more caring society that respects the rights and dignity of all human beings.

3. THE NELSON MANDELA AND ALBERTINA SISULU VOLUNTEERS

What is the Nelson Mandela and Albertina Volunteers

If we want to build a better society we need the hard work and efforts of thousands of activists to change and develop our communities. In the National Development Plan this is called “active citizenship” and the ANC sees volunteerism as an important part of people’s power in a democratic state.

Volunteering is the commitment of time and energy for the benefit of society and the community, and can take many forms. It is undertaken without payment and not for financial or any other gain. The mission of the ANC is serve the people in their common quest for a better life. At all times, the ANC should be active in local communities, identifying community problems and mobilising government and organisational support to deal with problems.

Individual members of the ANC should be agents of change and active in community work, campaigns and service. . While volunteer work should be an on-going ANC branch activity, in the run up to an election we should also focus on voter registration, helping people access IDs, voter education and understanding people's service delivery problems.

The ANC will mobilise National, Provincial and Local level leaders and members to volunteer to work in the community in the spirit of serving the people and improving their lives.

Recruitment and training of Nelson Mandela and Albertina Sisulu Volunteer

Nelson Mandela and Albertina Sisulu Volunteers will be recruited from the ANC membership and a short training programme will ensure that they are well prepared for the job.

The ANC Training Team will train trainers for every province and groups of volunteers will be trained at municipal level as soon as they are recruited and LET/BETs are ready to manage and coordinate their ID and registration work and other broad community and organisational work.

To ensure effective co-ordination of the programme, the ANC Leagues will be part of the programme and efforts will be made to ensure that the alliance components at local level are integrated into the programme.

4. MESSAGE OF THE PROGRAMME

The main message that the organisation wishes to convey is:

- We are committed to working with the people to create a better life for all and improve our communities
- ANC is a caring organisation that works tirelessly to address people's problems and community challenges.
- We will work in partnerships for change with all community organisations and sectors.

5. BASIC PRINCIPLES AND VALUES THAT GUIDE THE MANDELA/SISULU VOLUNTEERS

Key principles, values and ethics that underpin the volunteers programme are:

Humility and respect for everyone

Nelson Mandela, OR Tambo, Albertina and Walter Sisulu are among the many ANC leaders who taught us the value of humility and respect for all the people we serve. We never put ourselves above the people and should treat everyone with the same level of respect. Those who are in leadership or government are put there by the people, to represent them and serve them. They should never forget that they owe their position to the trust the people put in them.

Selflessness and Service

We join the ANC because we support the goals and programmes of the organisation. Over the last 100 years our best leaders have taught us that there is no place for self-interest and that we can only achieve our goals through selfless service to our people and our movement. We earn the trust of the people by working for them, and with them and always putting their interest above our own.

Caring

The ANC cares about the people, especially those who are marginalised, disadvantaged, oppressed, and exploited or discriminated against. We want to build a society where all are able to reach their full potential and lead dignified and productive lives. Wherever we find suffering we should work with communities to address the causes and build a better life for the people.

Hard working

The ANC should be at the forefront of voluntary work in all communities. We cannot claim to lead society without putting in the hard work and dedication that will earn us that title.

Discipline

ANC members must behave in ways that earn the respect and the trust of our people. Discipline includes personal behaviour such as accountability, reliability, respect, integrity and honesty. It means acting at all times as a role model and treating everyone with respect.

Discipline means that you put the people and the organisation before your own interest and always act in ways that will best serve the ANC and help achieve

our goals. It also means respecting the democratic processes in the ANC – once a decision is made all ANC members are expected to respect and implement that decision.

As an ANC cadre, what you do in your personal life, or your free time, is just as important, and at all times you have to behave like a leader in your community.

Self-education and development of others

Leaders take responsibility for the development of others and always take their own development seriously. We cannot provide leadership without developing our own capacity and understanding.

Human rights, equality and dignity

Our movement was built on fighting for the principles of equality, dignity and rights for all. These are the core values that informs everything we do and how we act towards our people and each other. It means that we have to “walk the talk” and fight for and defend the rights of those that are oppressed or discriminated against. We have to treat all human beings as being of equal value and treat them with respect and protect their dignity.

6. CODE OF CONDUCT FOR NELSON MANDELA AND ALBERTINA SISULU VOLUNTEERS

In their day-to-day work, the Nelson Mandela and Albertina Sisulu Volunteers will be guided by the ANC's Code of Conduct as stipulated in Rule 25 of the ANC constitution.

The Volunteers conduct will be informed by the understanding that they are the ambassadors and public face of the organisation and that they should enhance the prestige and image of the organisation at all times.

7. CO-ORDINATION AND RELATIONSHIP TO OTHER ANC STRUCTURES

Centrality of the Branch

The Branch has a unique responsibility to keep the movement in dynamic contact with communities and make it responsive to the pressing grassroots issues, while at the same time spreading the vision and perspectives of the movement.

Volunteers will work with their branches to make the ANC visible in every community and to make sure that the ANC lives and works among the people. It is through their work that we will build support for the ANC and maintain the trust of our people.

The Nelson Mandela and Albertina Sisulu Volunteers will play a vital role in strengthening our presence among the people. But their role is an ongoing one to strengthen the ANC's connection with the masses and not only an election campaign action.

The Nelson Mandela and Albertina Sisulu Volunteers will also conduct election work which include helping with ID and voter registration. In conducting the election campaign work, the Nelson Mandela and Al-

bertina Sisulu Volunteers will be guided by the Branch and VD election structures. Where they do voter registration work they must work with the BET and make sure their visits are part of the election programme. They must account to the VD co-ordinators and record house visits on the Cloud.

National, Provincial and local level ANC leaders and members will volunteer to work in the community in the spirit of serving the people and improving their lives. Their work will be co-ordinated and guided by the branch.

Branches in implementing their programmes, will work closely with the local Community based organisations, Non-governmental organisations and the Mass Democratic Movement structures that exist in their areas.

In community efforts that require the role of government institutions, branches will engage local, provincial and national government institutions, through our ANC public representatives

8. PROGRAMME IMPLEMENTATION AND FOCUS AREAS

For Nelson Mandela and Albertina Sisulu Volunteers serving the people is an ongoing mission.

Volunteers will work with their branches to make the ANC visible in every community and to make sure that the ANC lives among the people. It is through their work that we will build support for the ANC and maintain the trust of our people.

Programme focus areas:

The work of the Nelson Mandela and Albertina Sisulu Volunteers will focus on three areas which are:

1. Community campaigns
2. Community service
3. Election campaign work

Community Campaigns:

Volunteers will work very closely with community based organisation and religious formation in raising awareness around community challenges and issues that threaten social cohesion. Volunteers will initiate campaigns such as:

- Campaign to build safer communities – crime, alcohol and drug abuse, etc.

- Campaign against abuse of women, children and the elderly.
- HIV and AIDS campaign and raising awareness around other diseases.

Community Service Delivery

In conducting community service delivery programmes, volunteers will engage in programmes such as:

- Community clean-ups.
- Sorting out community problems and providing advice to individuals.
- Helping to fix and sort out government service delivery.
- Visiting and providing support to old people, disabled people and vulnerable children.
- Help people to access social grants and other government services.

Election work

Voters must be at the centre of our organisational work and election campaign action. Our most important task in each of the phases of our election campaign is to reach voters and communicate with them. All our actions should be aimed at getting to voters and

persuade them to come out and vote for the ANC on the Election Day.

Nelson Mandela and Albertina Sisulu Volunteers will constitute a core of the volunteers that will be working on the ANC election campaign. In their day-to-day activities, the volunteers will be guided by the BETs, LETs and VD Coordinators. Their work will mainly focus on the following activities.

- Door-to-Door work (persuading voters to register and vote for the ANC).
- ID campaign (ensuring that voters have IDs).
- Engaging with voters on their problems and needs and building confidence in the ANC's ability to address these.

9. NELSON MANDELA AND ALBERTINA SISULU VOLUNTEERS TRAINING PROGRAMME

VOLUNTEER TRAINING PROGRAMME

3 Hours

- 30 min What does the spirit and values of Madiba and Ma Sisulu mean to us and how can we build on this legacy?
- 15 min The objectives of the Volunteers and relationship to other ANC structures (input)
- 30 min Practical examples of work that volunteers could do – provincial and local: basic action, maximum impact
- 30 min Building the image of the ANC: basic values we stand for, code of conduct for volunteers, recruiting volunteers, training, branding
- 60 min Developing a six month programme of action: provincial or local
- 15 min Way forward

