Vision

SDG

Problem Statement

What is the long term vision and impact on social change you want to achieve or influence with this campaign?

1

What needs to change?

Based on the problem identified:
- *What is the narrative that needs to change?*
- *What are concrete legislations or policies that need to change?*

2

Actors

Who are the people or organisations involved?

End beneficiary

People, social groups or populations that benefit from this change.

Supporting

Who are the people or organisations working to support our vision?

Challenging

Who are the people or organisations that might challenge our vision?

3

Narratives

Dominants

Undermining human rights

Alternatives

Counter-narratives that promote human rights

4

Tactics

What are the tactics we will use?

Narrative Tactics

Advocacy Tactics

5

Goals

SMART Goals
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-
-
-

6

Outcomes

Immediate results or direct products of the campaign's activities
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-
-

Indicators

Metrics to measure impact
-
-
-

7

What is the story?

What are the key elements of the new narrative we want to create with our campaign?

- *Key Message:*
- *Story:*
- *Narrative:*
- *Deep Narrative:*

8

Mobilization - broad engagement

How will the audiences of our campaign relate to it? What do we expect them to do?

9

Mobilization - deep engagement

What collective efforts need to happen?

10

Safety & Security

*What are potential risks for **victims, survivors, or campaigners**?*

RISK   **MITIGATION**
-
-
-

11

Backlash

For the campaign: Why this plan might fail? What are possible backlashes?

RISK   **MITIGATION**
-
-
-

12

Monitor & Evaluation

What do we need to monitor to make sure our progress is heading in the right direction? How will we use this data to provide insights into the campaign? How can we document our impact?
Data collection sources/tools:

13

RNW media