

Vision

What is the long term vision for what you want to achieve with this campaign?

1

How can we create that change?

How can we disrupt and transform the current system?

How can we create culture change on this issue?

How can we disrupt or transform institutions?

How can we support or amplify alternatives?

Who can help?

Who do we need to bring about this change? Who has influence? Who is affected? And who can we collaborate with?

4

What influences?

What relationships, trends or events currently have influence/help sustain the current situation or could shift it?

5

Goals

What is the specific goal for this project?

Objectives

What do we need to do to bring this about?

6

Outcomes

What does success look like?

Indicators

How will we know we're on the right path?

7

What's the story?

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

8

What do people need to do?

How can audiences and allies help bring about this change? What are our asks to them?

9

What do we need to do?

What are the key activities and tasks that we need to do to support people to take action and create a shift?

10

Assumptions

What assumptions have we made about how the system will respond? Why do we believe this plan will succeed?

11

Risks

Why might this plan fail? What resistance could we face? Are there risks to staff or the organisation?

12

Tracking & measuring

What will we track and measure to show we are making progress towards our objectives?

13