

STRATEGY PLANNING STEP - BY- STEP

<p>STEP 1 - IDENTIFY GOAL and OBJECTIVES</p>	<p>Question: What do you want to make happen? Your goal is the long-term general outcome you'd like to see happen. To achieve your goal you need to identify SMART objectives: Specific - Is the objective detailed, well-defined, action oriented? Measurable - Can you track progress, change and success? How? Achievable - Can it be done in proposed timeframe with available resources? Relevant - Is this relevant to your work and goal? Time-bound - Is there a clear deadline?</p>
<p>STEP 2 - IDENTIFY YOUR AUDIENCE</p>	<p>Question: Who are the people you must target to achieve your objectives? You have several target audiences, for example: government representatives, allies in the government, the community, media, etc.</p>
<p>Step 3 - IDENTIFY YOUR MESSAGE</p>	<p>Question: What does your audience need to hear? Reaching these different audiences requires crafting and framing a set of messages that will be persuasive. Although these messages must always be rooted in the same basic truth, they also need to be tailored differently to different audiences depending on what they are ready to hear. In most cases, advocacy messages will have two basic components: an appeal to what is right and an appeal to the audience's self-interest.</p>
<p>Step 4 - IDENTIFY YOUR TACTICS</p>	<p>Question: What types of actions do you need to take to achieve your objectives? Think creatively! Different situations call for different tactics. There is almost always a need for multiple tactics. Often, different groups will take on different responsibilities, depending on their areas of expertise.</p>
<p>Step 5 - ANALYZE YOUR ASSETS AND GAPS (SWOT)</p>	<p>STRENGTHS - What do we have? An effective effort takes careful stock of the resources that are already there to be built on. This includes past work and experience, alliances already in place, staff and other people's capacity, information and political intelligence. In short, you don't start from scratch, you start from building on what you've got.</p> <p>WEAKNESSES - What do we need to develop? After taking stock of the resources you have, the next step is to identify the advocacy resources you need that aren't there yet. This means looking at alliances that need to be built, and capacities such as outreach, media, research, and funding which are crucial to any effort.</p> <p>OPPORTUNITIES - What is happening in the society that can help achieve your objectives? External conditions always influence your strategy and course of action. You need to be aware of what is happening around you and identify factors and events that can play to your advantage. For example: Your country is in an election year.</p> <p>THREATS - What is happening in the society that can prevent you from achieving your objectives? Some external conditions can impede your strategy or even prevent you from achieving your objectives. You need to identify them early and act to neutralize the damage these can have on your plans and objectives.</p>
<p>Step 6 - ACTIVITIES</p>	<p>Question: What concrete activities will you do to achieve your objectives? Based on the SWOT analysis, the next step is to verify your tactics and determine a list of concrete actions you can take to achieve your objectives. List the individual activities chronologically, so to get a timeline for implementation.</p>
<p>Step 7 - EVALUATION</p>	<p>Question: How can you tell if it's working?</p>

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	As with any long journey, the course needs to be checked along the way. Strategy needs to be evaluated by revisiting each of the questions above (i.e., are we aiming at the right audiences; are we reaching them, etc.) It is important to be able to make mid-course corrections and to discard those elements of a strategy that don't work once they are actually put into practice.
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Goal	Objectives	Outcomes	Activities	Outputs	Deadline	Resources needed
	Include specific endpoint in time.	What will be the concrete result of your campaign? What will be different when you are successful?	What concrete steps will you take to get to the result you want to achieve? E.g., Send monthly appeal letters to the parliamentarians requesting that they put ratification of the CCM on the government's agenda.	What will be concrete results of your activities? NOTE: Outcome is the result of the project objective. Output is the result of the specific activity? E.g. 20 parliamentarians participate in the public event promoting the CCM.		Types of costs you will incur in implementing the activities.
Now it's your turn!						

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