

## 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?

## What needs to change?

Based on the problems we've identified that contribute to the current situation, what needs to change?

2

How can we disrupt or transform institutions?

How can we support or amplify alternatives?

3

## 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?

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