CAMPAIGN PLANNING DOCUMENT – Karama (FGE)

**Major goal:**

**PLANNING**

1. What is the current public sentiment on this policy issue, this goal?
2. Who are the decisionmakers to influence on this issue? When is the policy being set or implemented?
3. What are your arguments for why they should make the policy decision you want?
4. How are you going to get your goal and message to them? When or what is the key intervention point?
5. Who in your coalition or alliances will help to achieve this goal?
6. Are there unnatural allies who can help deliver the message to the targets? Who?
7. Who are a few key influencers of public opinion on this issue, and in social media, to help create pressure?

**IMPLEMENTATION**

1. Activity: Lobbying

*Target group(s) or individual(s):*

*Describe activity:*

*Numbers planned per activity (of events, items, individuals to be reached?):*

2. Activity: Awareness raising

*Target group(s) or individual(s):*

*Describe activity:*

*Numbers planned per activity (of events, items, individuals to be reached?):*

3. Media needs, plans:

*Describe media elements envisioned and audience to reach:*

*Describe social media envisioned and audience to reach:*

4. Handling Opposing Messages:

*Who are your opponents?*

*What are their opposing arguments against your goal?*

*How will you answer these?*

**WORKPLAN**

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| **Months**  **(2014)** |
| **10** | **9** | **8** | **7** | **6** | **5** | **Activities**  | **م** |
|  |  |  |  |  |  |  | **1** |
|  |  |  |  |  |  |  | **2** |
|  |  |  |  |  |  |  | **3** |
|  |  |  |  |  |  |  | **4** |
|  |  |  |  |  |  |  | **5** |
|  |  |  |  |  |  |  | **6** |