



<b>GOAL -</b> (impact)	<i>'I would <b>love</b> to see this eventual long-term improvement'</i>	<i>Example:</i> To increase gender equality in political representation
<b>Outcome 1</b> (a change)	<i>'I would <b>like</b> to see this result' (institutional or behavioral change)</i>	<i>Example:</i> Political parties nominate 50% female candidates and alternate male and female names on each candidate list
<b>Output 1.1</b> (# participants, products, skills)	<i>'I <b>expect</b> to reach X' or 'I <b>expect</b> to increase Y'</i>	10 leaders and 250 members of 5 political parties are lobbied with new policy recommendations
<i>Activity 1a</i>	<i>'I <b>will</b> fulfill this action'</i>	2 work sessions with NGO coalition committee are held to draft policy memo to disseminate to political parties, and to plan communications campaign
	<i>Stakeholders</i>	<i>NGO coalition members, legal scholars, media experts</i>
	<i>Month</i>	<i>Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec</i>
<i>Activity 1b</i>	<i>'I <b>will</b> fulfill this action'</i>	Public media campaign is carried out urging political party members to insist that their party make half of the leadership and candidates women.
	<i>Stakeholders</i>	<i>Media outlets, grassroots base, graphic designer, public relations specialist, NGO coalition</i>
	<i>Month</i>	<i>Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec</i>
<i>Activity 1c</i>	<i>'I <b>will</b> fulfill this action'</i>	10 meetings held with 5 political parties—one with leadership and one with membership or women's committee in each party



	<i>Stakeholders</i>	<i>Political party leaders, party members, NGO coalition representatives, contacts with connections to the party officials to help set up the meetings</i>
	<i>Month</i>	<i>Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec</i>
<b>Outcome 2</b> (a change)	<i>'I would <b>like</b> to see this result' (institutional or behavioral change)</i>	<i>Example: Women candidates get higher percentage of the vote than in last election.</i>
<b>Output 2.1</b> (# participants, products, skills)	<i>'I <b>expect</b> to reach X' or 'I <b>expect</b> to increase Y'</i>	10000 voters become better acquainted with women candidates from the different party lists
<i>Activity 2a</i>	<i>'I <b>will</b> fulfill this action'</i>	5 candidate forums attended by 100 local voters are held in towns and cities, featuring different female candidates answering voter questions. Assumption is that each local voter will share knowledge about the candidates to 10 more voters through word of mouth.
	<i>Stakeholders</i>	<i>NGO coalition member, party candidates, and party membership</i>
	<i>Month</i>	<i>Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec</i>
<i>Activity 2b</i>	<i>'I <b>will</b> fulfill this action'</i>	Social media campaign reaches 5,000 through Twitter and Facebook accounts created for voters to submit questions to the women candidates
	<i>Stakeholders</i>	<i>NGO coalition social media coordinators, members of political parties, and grassroots base</i>
	<i>Month</i>	<i>Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec</i>
<b>Outcome 3</b> (a change)	<i>'I would <b>like</b> to see this result' (institutional or</i>	



DIGNITY AND EQUALITY

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