## Checklist for roll out a Narrative Change Campaign

### Planning Checklist

**Step 4: Run the campaign**

<table>
<thead>
<tr>
<th>4.2 Get your ducks in a row and go!</th>
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</thead>
</table>

#### Print materials
- Have you completed your texts for the campaign?
  - Press releases
  - Articles and editorials
  - Policy briefs or position papers
  - Letters or petitions
  - Flyers, handouts, leaflets, stickers and other merchandise
- Is the printing/copying of printed material already completed, delivered and in hand?
- Is the schedule fixed for the specific release dates for each element?

#### Visuals
- Have you completed your visuals to the quality level you need?
  - Photos, pictures, diagrams/info-graphics, memes
  - Videos
- Are all visual elements uploaded and ready to share on social media?
- Is the schedule fixed for the specific release dates for each element?

#### Broader campaign team preparation
- Have you completed your campaign team preparation?
  - Developed and shared talking points for the team
  - Team familiar with the schedule for each wave
  - Team very familiar with the talking points to stay on message and know what to avoid
  - Team ready to take an engaging approach in the challenging exchanges expected

#### Campaign team ready for 1st wave
- Are those in various roles in the team ready for the first campaign wave?
  - Main spokespeople
  - Campaigners at other levels (e.g. for events or street campaigns)
  - Other messengers or supporters
  - Team members that are supporting the spokespeople
  - Campaign management and coordination

#### Campaign team ready for responses
- Is the team ready for the predictable challenges of different kinds?

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1. This checklist tool was developed as part of the Reframing Migration Narratives Toolkit ([www.narrativechange.org](http://www.narrativechange.org)) by the International Centre for Policy Advocacy ([www.icpolicyadvocacy.org](http://www.icpolicyadvocacy.org)).
2. The checklist is linked to the Narrative Change Campaign Planning Process, Step 4 Run the campaign and element 4.2 Get your ducks in a row! (See [http://www.narrativechange.org/toolkit/42-get-your-ducks-row-start](http://www.narrativechange.org/toolkit/42-get-your-ducks-row-start))
<table>
<thead>
<tr>
<th>Team has worked through potential challenges and how to respond</th>
</tr>
</thead>
<tbody>
<tr>
<td>Is there a process in place for dealing with the unexpected challenges?</td>
</tr>
<tr>
<td>Back up team in place for quick response</td>
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</tbody>
</table>