Checklist for roll out a Narrative Change Campaign[1]

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Planning Checklist
Step 4: Run the campaign[2]

4.2 **Get your ducks in a row and go!**

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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- o Team has worked through potential challenges and how to respond
- Is there a process in place for dealing with the unexpected challenges?
  - o Back up team in place for quick response