Narrative Change Campaign Planning Process

1. Find a focus and opening
   Develop a campaign strategy that identifies a target segment, the value appeal you will work with and an event or debate to target.

2. Build out the elements
   Develop messages, stories, evidence and visuals. Select messengers and decide on the tools and resources needed. Put together the nuts and bolts of the campaign.

3. Prepare for responses
   Test your messages, develop talking points and prepare the team for challenging exchanges.

4. Run the campaign
   Get ready to go! Plan the sequencing and monitoring. Roll out the campaign and expect the unexpected!

5. Evaluate reach and uptake
   Assess how well you reached and engaged/convinced your target audience with your new narratives.

To get more details and guidance on the Narrative Change Campaign Planning Process, the full reframing migration narratives toolkit and the overall project, visit www.narrativechange.org. This poster was produced as part of a pilot project: Reframe the Debate — New Migration Narratives for Constructive Dialogue (2017—2019).