

Narrative change campaign planning process¹

1. **Find a focus & opening** – in this first stage, the focus is on developing a campaign strategy. This includes the following:

Find a focus & opening		
	<i>Element</i>	<i>Detail</i>
1	Target middle segment(s) & current frames/positions	Identify a specific sector of the middle to engage in the campaign and their current frames/positions in the debate
2	Positive value map	Map out the positive values that the target audience sees themselves promoting or defending in their views/positions.
3	Narrative space for your campaign	Identify an overlap between the values of the target segment and the value and narrative space you are willing to message into.
4	Opportunity or opening	Choose an upcoming event, debate or opportunity that allow you to will reach and engage the target middle segment(s).
5	Feasible campaign objectives	Develop a set of feasible objectives for your campaign

¹ This planning tool was developed as part of the Reframing Migration Narratives Toolkit (www.narrativechange.org) by the International Centre for Policy Advocacy (www.icpolicyadvocacy.org).

2. Build out the elements – Based on the strategy you defined for your campaign, the next step is to build out the elements needed that go together to trigger a positive response in your target segment. This includes the development of:

	Elements of the campaign	Detail
1	Messages	Write down the core ideas you wish to convey in the campaign in simple sentences.
2	Stories	Develop stories to illustrate the points you are making and humanise the focus of the campaign.
3	Slogans & hashtags	Develop a set of short memorable phrases or hashtags you can use across the campaign materials.
4	Evidence	Put together the key facts and data you need to support and defend your messages.
5	Visuals	Develop the set of images, videos & memes needed to drive the campaign.
6	Messengers & supporters	Make plans to put together the team of spokespeople and supporters that are trusted voices for the target segment(s).
7	Threshold forum/publication	Map the forum or publication you are targeting and use it to guide the build out.
8	Action plan	Draw up a detailed plan of activities, communication tools and resources needed to engage your audience enough to achieve your objectives.

3. Preparing for responses & engagement – After building out the campaign elements, you need to prepare the team for the campaign and consider the expected responses. This includes the following steps:

	Prepare for responses & engagement	
	<i>elements</i>	<i>details</i>
1	Test & adapt campaign elements	Test the messages and other key campaign elements with a target audience sample and adapt based on responses.
2	Develop talking points	Develop a full set of campaign talking points (how to move through discussions, what to avoid and dealing with challenging questions).
3	Prepare the team	Get the team ready to deliver the planned campaign and engage in challenging exchanges.

4. **Run the campaign** – Now you are ready to go and roll out the campaign. Taking your plan in hand, there are a number of key aspects and steps to consider:

Run campaign		
	<i>Elements:</i>	<i>details</i>
1	Sequence the campaign phases	Plan the elements of the first wave of the campaign and further phases.
2	Get your ducks in a row & start	Get ready for the first wave and implement the campaign.
3	Monitor as you go	Keep an eye on the schedule, responses/targets and spending.
4	Prepare to defend your position	Be ready to defend against challenges and expect the unexpected!

5. **Evaluate Reach & Uptake** – A key element of learning from the campaign experience is to assess the effectiveness of campaigns in reaching your objectives. This stage involves the following:

Evaluate reach & uptake		
	<i>Elements:</i>	<i>Details</i>
1	Develop an evaluation design	Flesh out the methods you will use to measure the reach, response and uptake of the campaign
2	Collect the data, share and reflect	Generate an action plan for data collection, analysis and reporting on the campaign