

Sections of plan	This section includes...	Suggested process/es
1. Problem	What's wrong with ...some particular social or environmental issue?	Individual writing Facilitated discussion Asking "why" core analysis Theories of Change
2. Social and political context	Opportunities and threats Eg. political decisions, decision-making processes	Stimulus images Force-field analysis Theories of Change
3. Issue/solution	What part/s of the problem are you intent on changing (and why)? What changes need to happen? In what order? Why?	Cutting the issue Critical path analysis Theories of Change
4. Campaign framing & messages	What angles or frames can you use for this campaign? What messages will be most effective?	Cutting the issue Battle of the story Movement Action Plan (MAP)
5. Organisational considerations	Strengths & weaknesses: People, skills, networks, resources, etc	SWOT analysis Strengths analysis Team Types MAP roles
6. Power analysis	Decision-makers: primary and secondary targets Allies, adversaries, constituents	Power Mapping Spectrum of Allies
7. Campaign objectives	These need to be SMART [Specific + Measurable + Achievable + Realistic + Time-specific] How and when will campaign progress be evaluated?	Individual writing Facilitated discussion
8. Tactics & timelines	How will each tactic work towards your objectives, what power will those tactics build? What energy do they take?	Tactics to Strategy (BME) Tactic-analysis Strategic frameworks, MAP
9. Resources	What do you need? Where can you get it from?	Individual writing Facilitated discussion Asset Mapping