

EXPLORE

The problem:

What must be changed? What is your problem and why do you care about it?

Your vision:

What change do you want to happen? Your vision should be clear and catchy.

Research and analyze the problem: find as much data as possible

THINK

Aims and objectives:

What steps do you need to take? Make your at least 3 objectives SMART!

Target groups:

Who has the power? Who can make it happen? (Make a list of all stakeholders involved and analyze who has the biggest impact)

ACT

Key message:

What do you need to do? Your campaign must has a few key messages for different targets

Your Tactic:

What do you need to say? Make a tactics to reach your objectives!

Risks and challenges Write down all the possible risk and your actions to lower the risk.

EVALUATE

Lessons for the future

Think of the possible ways how you could evaluate your campaign when it's over.

Source: UNICEF UK, Youh Advocacy Toolkit, Retrieved from: <https://www.unicef.org.uk/working-with-young-people/youth-advocacy-toolkit/>