



4. Planning Action

So far, you've written your mission statement, objectives, and identified the key people. Now, let's think about what activities will make your campaign a success.

For each objective written earlier, have a think about what actions need to happen and which of the stakeholders from the last worksheet are involved. Then, write down what resources you need. It's also a good idea to assign actions to members of the campaign team to help share the work and ensure that everyone has the opportunity to make your campaign a success!

Objective	Actions	Resources needed	Who's responsible

Finally, for each of the actions above, work out what needs to happen when and map it on the timeline below. At the start of your campaign, don't forget to think particularly about how you can raise awareness and find additional support. Towards the end of your campaign, you should also include actions to raise awareness of the impact you've made!



Ways to raise awareness

Ways to communicate success