

Good Strategy template - Stories for Advocacy toolkit

Why?

Why are you doing this in the first place?

My overall objective is...

Why will this advocacy campaign achieve that objective?

My tactical objective is...

Why could a story help?

Who?

Who do you need to campaign *at* to achieve your objective?

Who do you need to campaign *with* to influence that audience?

What?

What stops your audience supporting your objective?

What are the myths your story needs to challenge?

What could 'the opposition' attack your story with?

...so your morals (or messages) are:

Where?

Where is the 'battleground' for your advocacy?

Where can you reach your audience physically?

Where do they get information they trust from?