

Action plan template



GROUPWORK

What's the problem?

Write a definition of exactly what you want to address. Be as specific as possible! *E.g., Local faith leaders preach hate in sermons.*

Describe your problem here:

What change do we want to see?

The changes you want to see are your goals! Goals should be SMART – Specific, Measurable, Achievable, Realistic and Time bound. Be as specific as possible! *E.g., Local faith leaders stop preaching hate in sermons.*

Describe your goal here:

What will we do?

Brainstorm all possible activities to achieve the desired change, however crazy! Then choose a few you think are realistic and likely to make a difference to describe here. E.g., *Dialogue with local faith leaders on impact of hate speech; poster campaign on impact of hate speech; local monitors listen to sermons and document hate speech; report hate speech to local police/media; dialogue with local police on importance of enforcing hate speech legislation.*

Describe your main activities here:



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Who can help?

Who else is concerned about the problem and agrees with the change you want to see? Who has influence over the issue? E.g., *Local mayor, national religious leaders, local newspaper, community groups, other NGOs.*

The bigger your team, the more likely you are to make a difference. However, beware of spending time on relationship building activities that don't lead to concrete results like joint action, or public approval of your activities. Always have a concrete 'ask' – know what you want to get out of a meeting!

List your potential allies here:

Coalition building activities:

Who might oppose us?

Who contributes to the problem or opposes your solution? Can you engage in dialogue to convince them or work out a compromise? E.g., *Religious leaders involved in hate speech.*

List your potential opponents here:

Dialogue activities:



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Who should we tell?

Who needs to know what and how will you communicate this? Can communication help you reach your goal? Where appropriate, safe and possible, let as many people know about the problem you are trying to solve and your proposed solution. Local newspapers, radio, television and social media might be interested.

Communication activities:



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Who will do what, when and how? (Step by step plan)

List all the steps you need to take to implement the activities you have planned above. Include a time frame!

Write your step-by-step plan here:

How will we know if the plan is working, or if we should adapt it?

Keep thinking creatively about different ways to solve the problem and change your plan if you need to! How will you know if your plan is working? What signs of behaviour change do you hope to see among the actors involved? E.g., *Faith leaders acknowledge negative effects of hate speech.*

Describe the signs of change you would like to see here:



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Monitoring activities: