

## Define your own awareness/advocacy strategy

### Phase 1: Strategy

- Objectives: macro/micro

- Targets: general/sub-groups

### Phase 2: Means

How are you going to reach your different targets? What is the appropriate time for the campaign?

Targets	Target1	Target 2	Target 3
General Communication			
Digital Communication			
Media			
Mobilisation			
Advocacy			

### Phase 3: Planning and Expected results

**Launch phase:** from ..... to .....

Expected results:

**Consolidation phase:** from ..... to .....

Expected results:

**Mobilisation phase:** from ..... to .....

Expected results:

**Engagement phase:** from ..... to .....

Expected results:

### Phase 4: Result assessment

What tools will you use to measure success?