

ACTION FOR CHANGE!

Action Plan

What is the problem we want to solve?	
What is the message we want to give people?	
What kind of action will we organise?	
Who is our target group?	
Who are we conducting this action for?	
What do we want to say to whom?	
How will we reach these people?	
What methods will we use to promote our message?	
How will tasks be distributed? Who will do what?	