

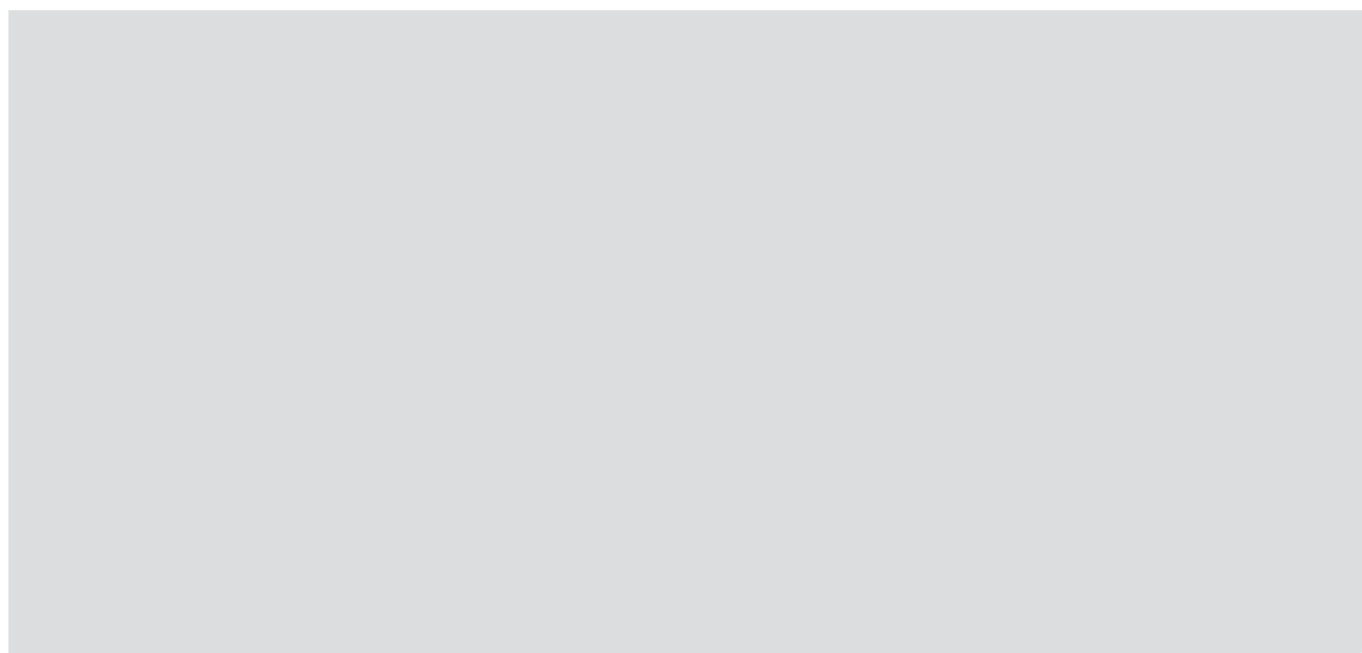
# OUR PUBLIC SUPPORT STRATEGY

This format allows you to record all elements of your public support strategy in one document. The document will guide your (communication) work towards generating public support for your SRHR objective.

Change: This should also identify particular milestones within the strategy that allow you to measure steps towards your ultimate goals.

- 01. MAPPING YOUR CURRENT SITUATION**
- 02. PUBLIC SUPPORT OBJECTIVES**
- 03. TARGET AUDIENCES**
- 04. CALL TO ACTION**
- 05. MESSAGES**
- 06. CHANNELS**
- 07. TRACK AND IMPROVE**
- 08. OPERATIONAL PLAN**

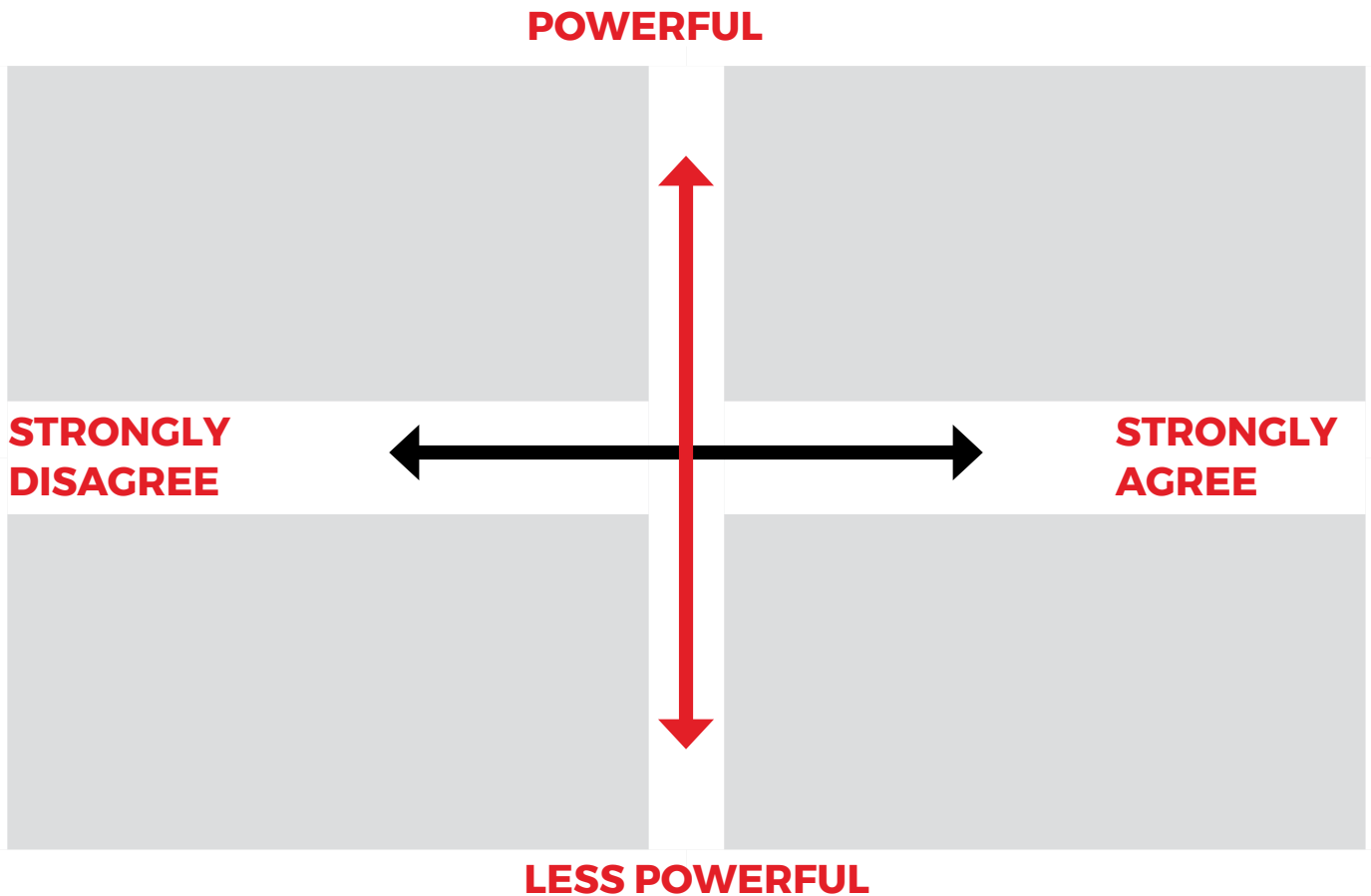
Your mission statement



## **01. MAPPING YOUR CURRENT SITUATION**

### **Fill in your PowerMap Matrix**

For more information see chapter 1 of the Public Support Strategy toolkit.



### **Social and cultural norms analysis**

Note: give a brief overview of the social and cultural norms and values that are relevant to the topic you want to generate public support on. For inspiration have a look at your baseline research.

## Fill in version of SWOT analysis – Matrix

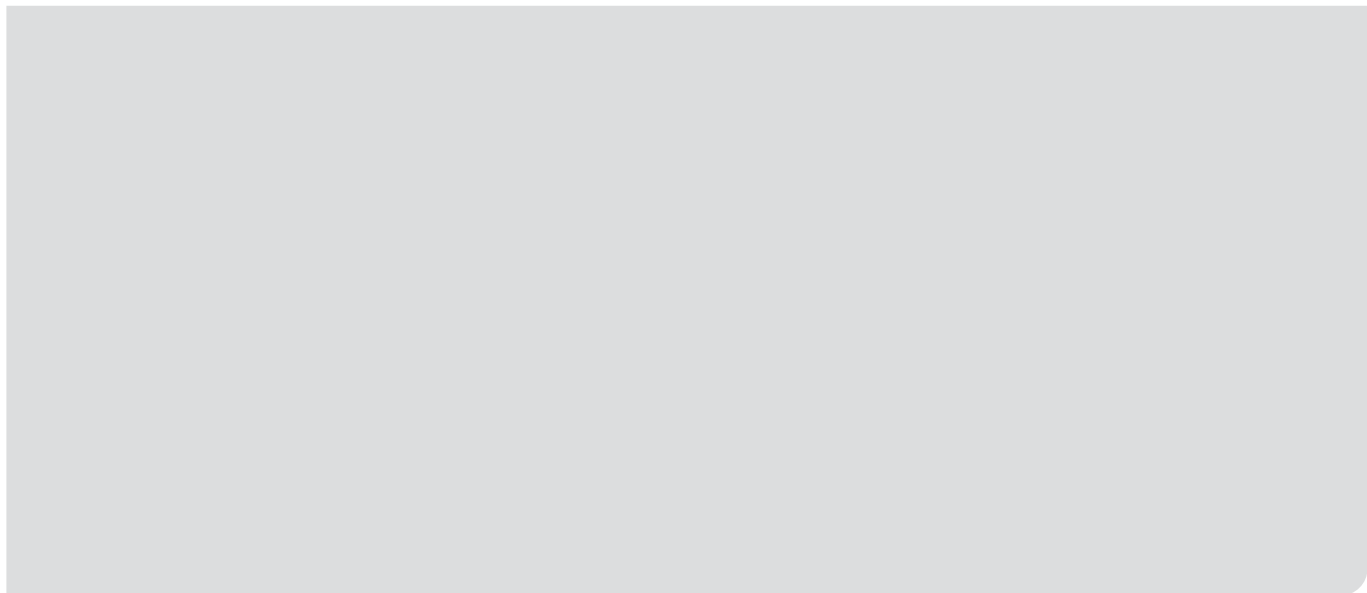
Fill in this SWOT reflecting on your strategy objective, the coalition you are part of, and the context you operate in. Look at internal and external conditions

For more information on SWOT see **chapter 1** of the **Public Support Strategy toolkit**.

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
S	W	O	T

### Political and legal analysis

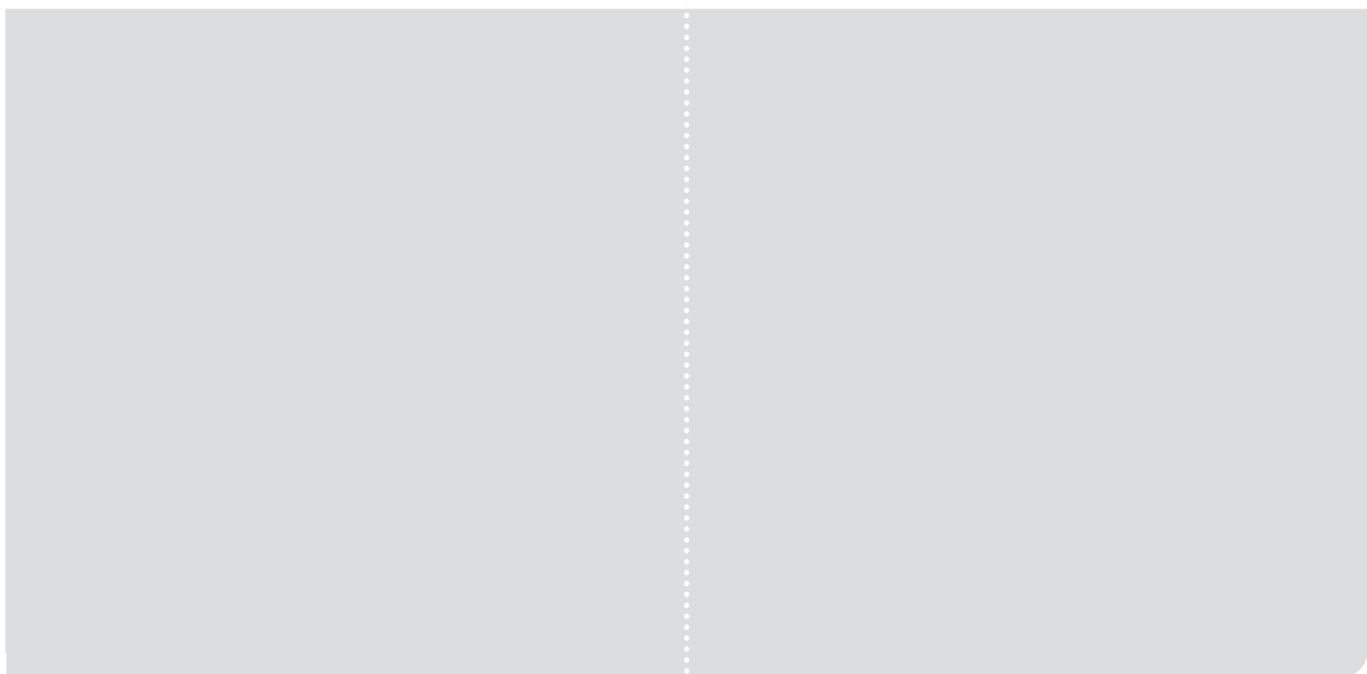
Note: give a brief overview of the political and legal context that you are operating in. Mention the most important elements that relate to the area you want to generate public support on. Have a look at the work on this you did when designing your advocacy strategy for inspiration.



### Dealing with Opposition

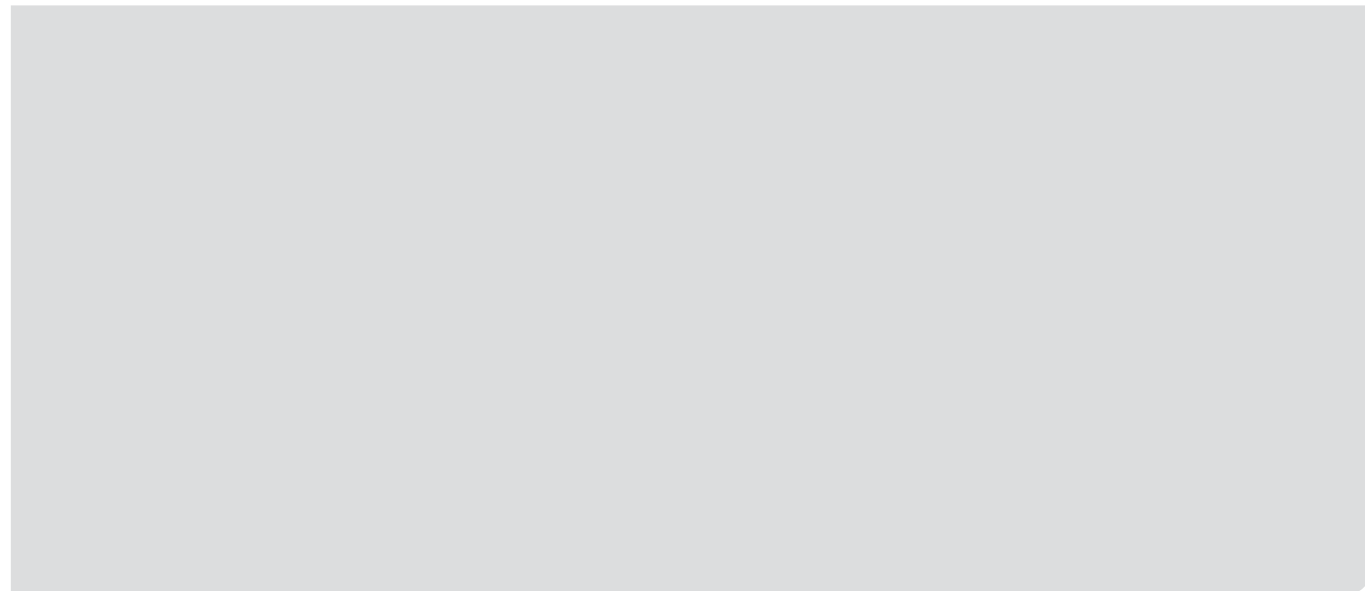
#### EXPECTED OPPOSITION

#### HOW TO MINIMIZE THEIR IMPACT



## Capacity assesment

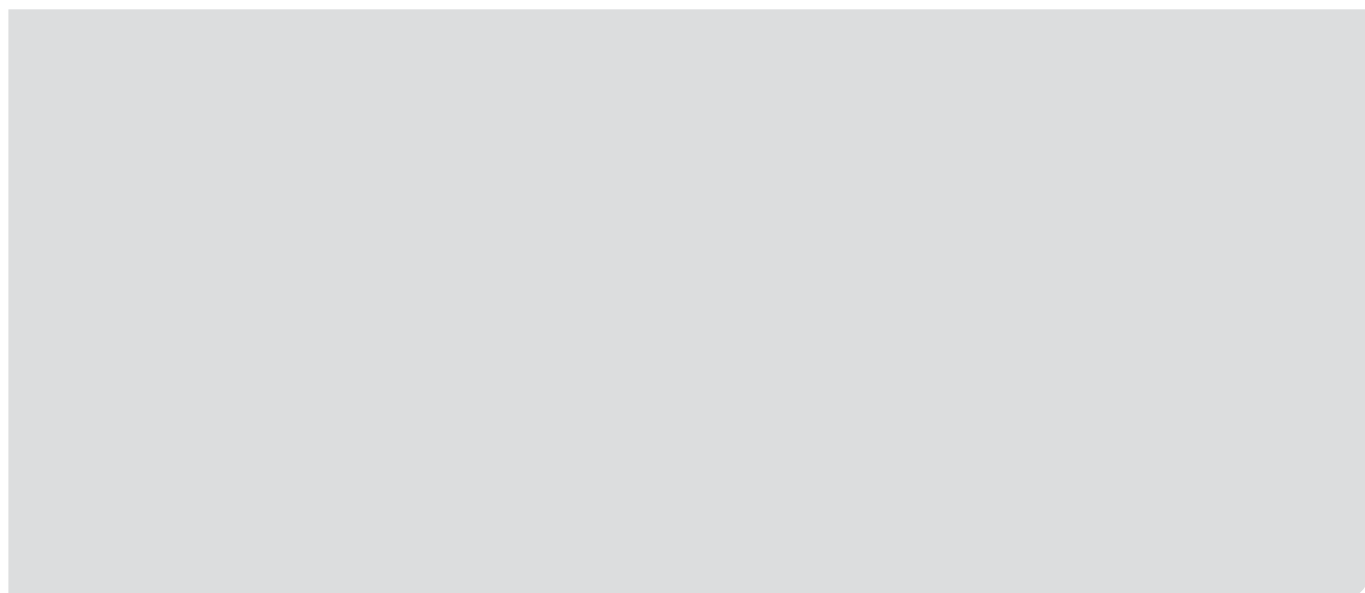
What relevant capacity do you already have? And what do you need to find externally?



## **02. PUBLIC SUPPORT OBJECTIVES**

### **What is/are your main public support objective(s)?**

Note: make sure to base these upon your advocacy strategy objectives and the desired outcomes of your work on public support. Ensure your public support objectives are formulated SMART.



### 03. TARGET AUDIENCES

#### Who is your target audience(s)?


Note: you can divide this in primary (the ultimate audience that you working for) and secondary audience (the audience that allows you to reach your primary audiences such as media, influencers, parents, religious leaders etc.)

#### Fill in your Empathy Map

Note: do the empathy map for your primary target audience.

**WHAT DOES THE PERSON  
HEAR?**

**WHAT DOES THE PERSON  
THINK AND FEEL?**

#### **PAIN**

What fears, frustrations or obstacles is the person facing?

#### **GAIN**

What is the person hoping to get?  
What does success look like?




# How to best reach and engage your target audience

Note your insights and any ideas you have on strategy.

A large, empty gray rectangular area intended for notes and strategy ideas. It occupies the majority of the page below the introductory text.

## 04. CALL TO ACTION

What do you want our main audience to know/feel/do in response to the communication message?

 <b>THINK</b>	 <b>FEEL</b>	 <b>DO</b>
<p>What do you want the audience to know after listening to you or reading your information?</p>	<p>What emotion or response do you want to evoke?</p>	<p>What specific action do you want the audience to take?</p>



What is your main call to action? Maybe you want to identify a call to action for each of your audiences.

**PRIMARY AUDIENCE**

**SECONDARY AUDIENCE**

**TERTIARY AUDIENCE**

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**Safety and Security**

Consider the risks that you and your audience might run. Is this a risk you want to take? And your audience? If so, then fine. If not, consider a change to your call to action.

## 05. MESSAGES

### Message 1

### Message 2

### Message 3

Audience	Audience	Audience
What do they need to know	What do they need to know	What do they need to know
Key message (short & simple)	Key message (short & simple)	Key message (short & simple)
Tone of voice	Tone of voice	Tone of voice
Format	Format	Format
Key moments	Key moments	Key moments

## **06. CHANNELS**

### **Digital Context Analyses**

Note: give a brief overview of the digital context that is relevant for your target audience. Think about internet penetration. Which digital spaces/tools are mostly used. What could be potential challenges?

**Which channels does your target audiences prefer?**

#### **TARGET AUDIENCE**

#### **CHANNEL**



## 07. TRACK AND IMPROVE

Note: the activities you mention here needs to match with your coalitions overall yearplan.

ACTIVITY	CHANNEL	INDICATORS	METHODS AND TOOLS FOR MEASUREMENT

# 08. OPERATIONAL PLAN

Note: anything you put into this operational plan will be updated every year and needs to correspond with your coalitions overall year plan

PLANNED ACTIVITY	ACTIVITY OBJECTIVE	SUGGESTED TIMELINE

### Organisations committed to this public support strategy

ORGANISATION	NAME	SIGNATURE

### Communication policy agreement