Action Plan for Impacting Your Sustainable Development Goal

Your final project of the term is to put together a clear and thoroughly developed action plan for your sustainable development goal. Throughout the term, you gave weekly updates on your progress of how you are making an impact. Now it is time to expand your influence beyond the actions you are personally responsible for. Using the article "Stop Raising Awareness Already" by Cristiano and Neimand and the six-step template below, create a plan to show how you apply the knowledge learned this term to make a broader impact. You should **very narrowly choose a single action you want a group of stakeholders to take and develop a multiple-step plan to accomplish this action**. In your project, you will articulate what action you want to take, who you are asking, and what will be the result of the action.

Additionally, you need to make a compelling case for why this action is required. Your rationale must go beyond generalizations of "it will help the environment or improve human health." Get specific and get focused!

Your final deliverable will consist of one of two options:

Option 1: A 1-page Executive Summary and a one-page summary of each Step 1 through 6.
Option 2: A 1-page Executive Summary and a 12-15 minute presentation that documents your six steps process.

For each Step (on either the written or presentation option), you should clearly articulate answers to all questions raised in the Step Worksheet and explain Why. Use facts, figures, and scientific data to support your rationale and include references as footnotes at the bottom of each page or slide.

You may work with up to one other partner on the project. You will only need to turn in one final project between the two of you. Your SDG goal for the term doesn't need to be the same to be partners, but your final project must focus on only one SDG, not both.

The final project will be graded according to the following rubric

Component	Total Points Possible	Unclear, lacking sufficient details, too broad	Clear, with vague information and generalizations	Detailed & Clear
Executive Summary	20	8 - 11 pts	12 - 15 pts	16 - 20 pts
Step 1	20	8 - 11 pts	12 - 15 pts	16 - 20 pts
Step 2	20	8 - 11 pts	12 - 15 pts	16 - 20 pts
Step 3	15	6 – 8 pts	9 – 11 pts	12 – 15 pts
Step 4	15	6 – 8 pts	9 – 11 pts	12 – 15 pts
Step 5	5	0 – 1 pts	2 – 3 pts	4 -5 pts
Step 6	5	0 – 1 pts	2 – 3 pts	4 -5 pts

Step 1: Creating Awareness that Leads to Action (High-Level Overview)

Direction: The first Step to creating awareness that leads to action is defining the set of behavior/s you want to make. This call to action should be achievable, actionable, and **lead to new behavior from a group of people**. Practical and feasible calls to action focus on a specific target or goal(s). These goals should be simple and attainable. The plan should result in consistent and positive behavior change that encompasses more than just one organization.

Team leader for Step 1:	
What is your goal?	Fill in
How is it achievable?	Fill in
What action will you ask folks to make to meet your goal?	Fill in

Resources Needed for Success

Who is needed : • A strong leader with a clearly defined idea of what you want to change	You are a strong leader.
What is needed: • A solid understanding of what you want to change creates a targeted call to action.	**What Do You Want To Change & Why?**

What Success Looks Like

Creating a successful awareness campaign that leads to action is measured through actual change. Success can be either qualitative or quantitative, depending on the specific goal of the call to action. Develop clear metrics that show progress on your effort, not on your awareness. For instance, petition signatures measure action, opening a newsletter, distributing brochures, and audience engagement time do not.

Is the goal being measured by qualitative or quantitative means?	Fill in
What metrics will show your progress? (How will you show growth.) Provide a beginning outline:	Fill in

Step 2: Target Your Audience as Narrowly as Possible

Direction: Identify a group who could create the most significant impact on the issue you are tackling. The more niche your focus group is, the easier it will be to achieve meaningful results. Work with an audience that shows the most enthusiasm and dedication to your campaign and has the power and authority to impact *the broader community*. Be very strategic in approaching them and make your ask very simple, clear, and actionable.
Ex: SDG Goal – Gender Equality, Goal – Equal Pay, Target Audience – Girl Scouts, See Fair Play, Equal Pay Initiative

Resources Needed for Success

What is needed: • **A stakeholder map**. It should clearly show your targeted community and other groups who are related to your action.	Create a stakeholder map. Map the groups involved or not involved in your SDG(but need to be) for success? Ensure groups are appropriate for the scale of your action campaign (local goal = local groups)
Who is needed: • Create a list of individuals or groups whose action or behavior change will be the most important to helping you achieve your goal	Evaluate the stakeholder map. Who on the map can impact the most people w/ the amount of effort you can give/organize?

What Success Looks Like

Metrics to measure: A narrow dedicated audience that can enact the largest scale change in a defined timeframe. Example - Targeting Congress may be the most potentially impactful target, but if this timeframe takes ten 'years' worth of effort, are you achieving your action goals. Could you achieve early success at the city level in a six-month timeframe?	Target audience: *Fill In* Projected timeframe: *Fill In* How does the audience align with your timeframe goals? *Fill In*

Step 3: Create Compelling Messages with Clear Calls to Action

When creating compelling messages with clear calls to action, there must be an advanced understanding of the audience. Are they health-focused caregivers, CEOs, or residential life staff at a University? How complicated is the issue for all stakeholders? The campaign must be non-threatening and motivating to the values of the individuals involved. Depending on who your audience is, there are different strategies on how to approach problems. For example, Michelle Obama created a "Let's Move" campaign to promote healthier lifestyles rather than scaring people away from sugary drinks or foods.

Resources Needed for Success

Who is needed: • An understanding of who the target audience is (list all that could apply)	What are the characteristics of your target audience? What do they value?
How/When/Where • What tactics are you going to use to address the audience and anticipation of how the message impacts • Where a message is needed depends on the target and their favorite activities. For example, trying to educate a younger audience, have a campaign at schools.	How, when, and where do you deliver your message to your audience? Tactics: Align your messaging tactics with your goals and the values of your audience. What is your sticky message? What are your follow-up messages? Anticipations: How does your audience react to your message initially, and is a further explanation needed to compel action?

What Success Looks Like

How do you measure the audience's responses to the campaign?	

Step 4: Develop a Theory of Change (Journey from uninformed to action taker)
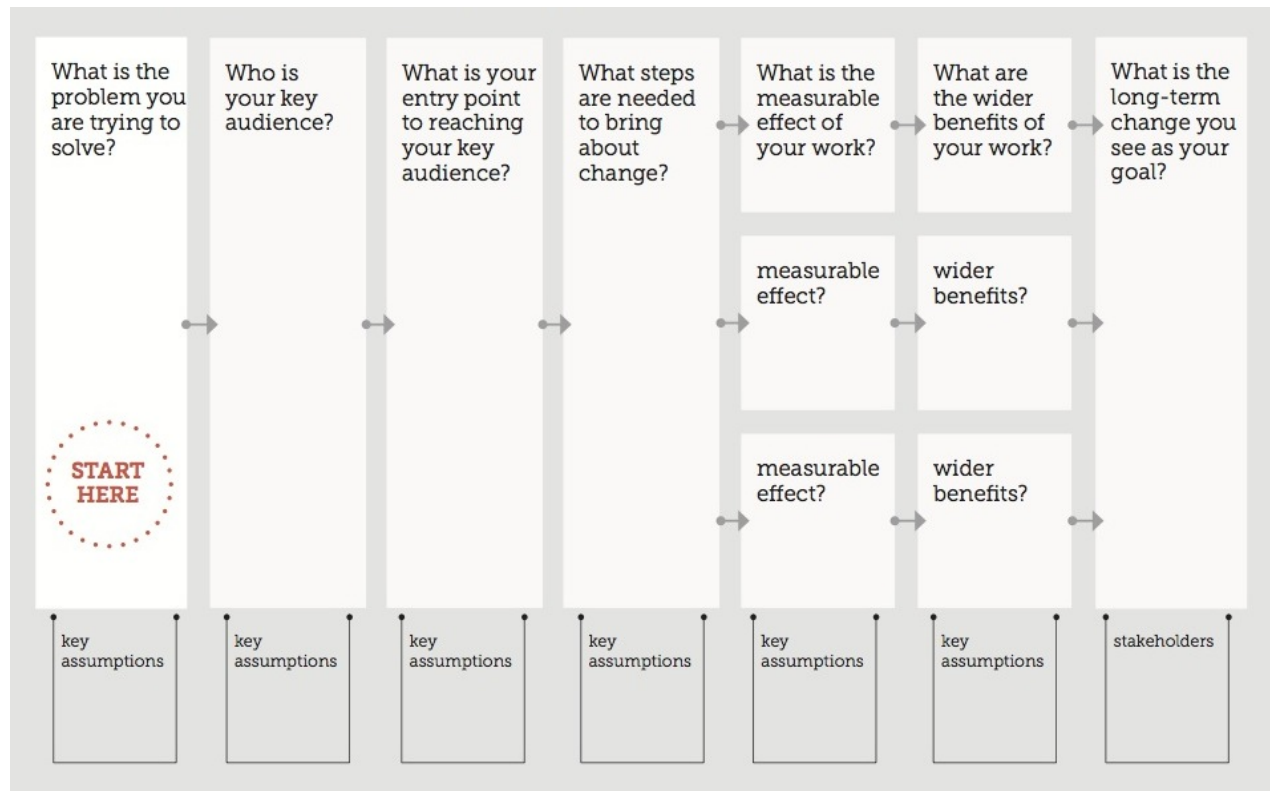
Awareness is never an end, and evidence shows people will only change their attitudes if they have a strong reason to. People need to understand the big picture in order to understand the issue and why they should support it. Use the theory of change map and put in the steps necessary to translate intention into behavior.

Resources Needed for Success

What is needed: • Completed theory of change map	Use the template below to develop your theory of change **(Insert text boxes over the columns to fill in the chart)**

What is the problem you are trying to solve?	Who is your key audience?	What is your entry point to reaching your key audience?	What steps are needed to bring about change?	What is the measurable effect of your work?	What are the wider benefits of your work?	What is the long-term change you see as your goal?
				measurable effect?	wider benefits?	
START HERE				measurable effect?	wider benefits?	
key assumptions	key assumptions	key assumptions	key assumptions	key assumptions	key assumptions	stakeholders

https://innovationforsocialchange.org/en/tool-develop-theory-change/

What Success Looks Like

Success involves a clearly defined roadmap of getting from awareness to the end goal. It should include the objective, tactics, and measurement for evaluation. Place concrete, detailed and logical connections from the initial behavior (before your interaction with your stakeholder audience) to the thought process, emotions, and actual changes on your roadmap.	You need to be honest and document your key assumptions between stages of your roadmap.

Step 5: Use the Right Messenger

When looking for the appropriate messenger, it is essential to consider who your audience can trust for information. That trust stems from how someone views themself, their values, and their identities. A call to action will not be successful if a person believes that it counters who they are as an individual. Embrace the messaging of informal communicators (like friends and family).

Resources Needed for Success

Who is needed:	
Look for influencers that the target group trust and respects. • Use a trusted influencer to represent the message/goal. • Facts and science are not always enough to convince people of your message • If the audience has skeptics, look towards informal communicators such as religious leaders, neighbors, coworkers, and friends for information.	Trusted Influencer*: Compelling message: Informal communicators:

What Success Looks Like

Identify how to measure informed supporters over blind followers of your message**	

*This doesn't mean social media influencer, though it could include them. For example, using the Girls Scouts as the target audience – the influences could be the local troop leaders if you are trying to get the national organization to launch a equal pay campaign.

** See Article "Stop Raising Awareness Already" for description of these terms.

Step 6: Put Accelerant on the Fire of Change

Strategic communication has an agenda and a clear plan. It will be the catalyst in making the proposed idea

spread. Use the links below to explore how to spread your messaging to your target audience and beyond.

- [What is Strategic Communication](#)

- [Do's & Don'ts of Strategic Communication](#)

- [Using Social Media for Messaging](#)

Resources Needed for Success

What is needed: • A person to strategically communicate or coordinate communication. • A plan to communicate and deliver a consistent message.	

What Success Looks Like

Direct and quantifiable actions measure impact. If numbers are low, it could be early. If activities remain lackluster, your audience may feel that the campaign's message is unclear or unmotivating. These signals could be a sign to change strategy. Have a secondary plan or pivot if the first 'doesn't work right.	Communication Campaign ideas, plan A: Communication Campaign ideas, plan B: