

**Exercise: 1) Select 1 reform in 1 country per table 2) Discuss/explain the situation and 3) locate real individual stakeholders and groups of stakeholders on the matrix.**

**Likelihood to care and do something**

## **Issue predisposition**

**For**

**Undecided**

**Against**

**Very**

**A**

**D**

**G**

**Maybe**

**B**

**E**

**H**

**Not**

**C**

**F**

**I**

<b>Very</b>	<b>A</b>	<b>D</b>	<b>G</b>
<b>Maybe</b>	<b>B</b>	<b>E</b>	<b>H</b>
<b>Not</b>	<b>C</b>	<b>F</b>	<b>I</b>

Exercise: 1) select the same reform, same country as previous exercise 2) write relevant statements in each square of the message box.

## Who Says What...

**Us**

**Them**

**...About Whom?**

**Us  
Them**

(What we say  
about ourselves)

(What they say  
about us)

(What we say  
about them)

(What they say  
about themselves)

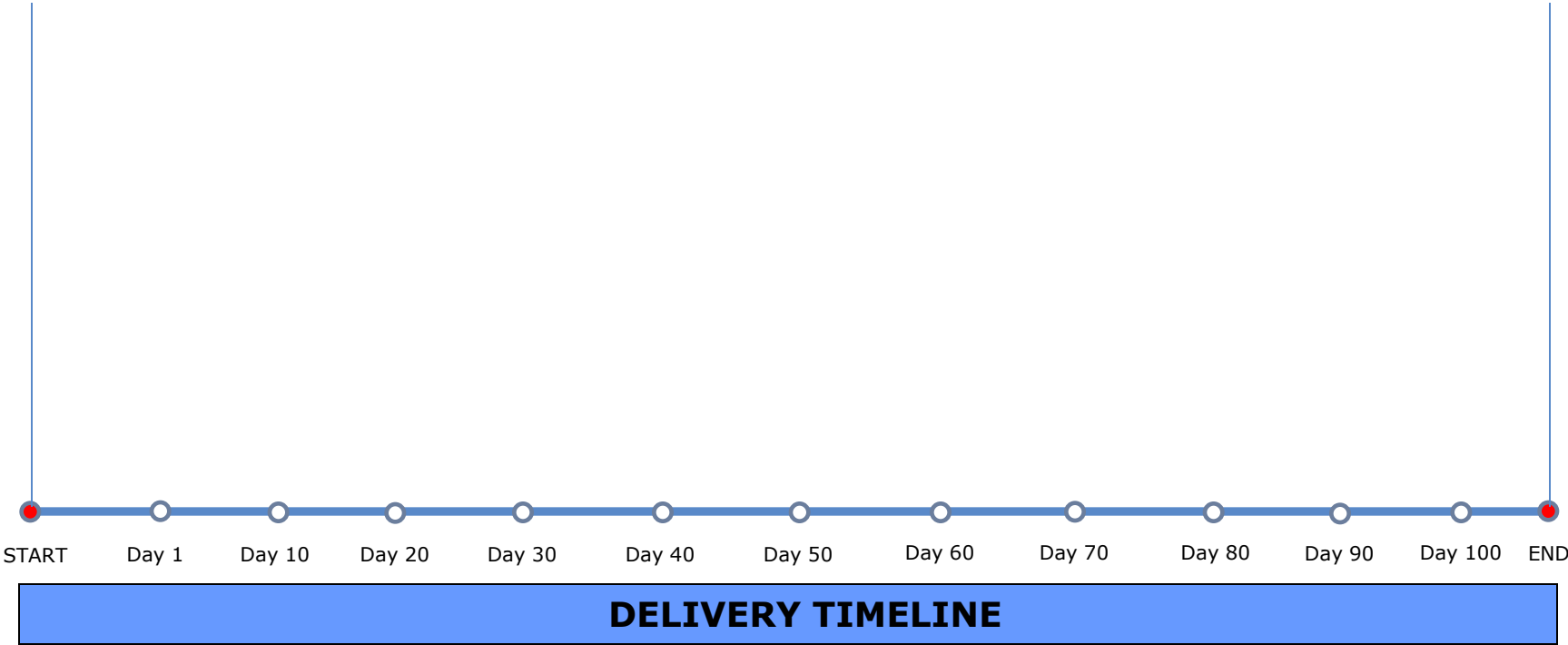
**Exercise: 1) select the same reform, same country as previous exercise 2) write the message that will help you promote a reform successfully.**

A discrete amount of information, founded in empirical research and in the times, and drawing a distinction from others, communicated effectively to a narrow group of stakeholders who have not yet made up their minds.

Your message:

A large, empty rectangular box with a black border, intended for the user to write their message. The box is currently blank.

**Exercise: 1) select the same reform, same country as previous exercise 2) Plan the delivery of your messages over a 100 day period.**



# Advocacy campaigns, step by step

