

Change Plan

Change Plan

Change Plan

Action:

Examine how this action fits into your change plan.

Instructions:

- Devise a change-plan on a particular problem.
- Investigate the issue to understand the best solution to solve the problem.
- Investigate the field to find the best actions or events related to solving the issue.
- Take the actions and share them with friends on Facebook, Instagram, making sure you explain why it is important.
- Finally evaluate whether you think this action has helped solve the issue or is there other work you can do to deliver the right outcome

Why is this important?

Having a strategy and making an action plan to tackle a problem is the basis of good change creation. Taking actions as part of a strategy is much more impactful than taking random petitions without a change-plan.

Evaluation

Evaluation

Organisation

Action:

Get to know about the organisation behind the action.

Evaluate:

- What sort of work do they do? Do they run programs? Are they activists? Is it a site that hosts a range of petitions like Change.org?
- How influential are they? How many Instagram, Facebook and Twitter followers do they have?
- Do they have other actions? How did those actions do - did they have a large number of supporters? Were they successful?
- Can the organisation make the action into something big? Can they get it into the press? Can they help make it viral?

Why is this important?

An organisation with strong influence with the media, the public and decision-makers will have more success in getting their actions noticed by the public which puts more pressure on decision-makers to act.

Evaluation

Evaluation

Strategy

Action:

Figure out whether the action is part of a wider strategy

Evaluate:

- Is this action part of a longer campaign or is it just a one-off action by the organisation?
- Are there other resources or activities as part of a wider campaign?
- Is this a policy-based action? If so, does the host organisation share their resources and policy analysis to support the action?
- Is it strategy and results orientated? Is it looking for a specific outcome or is it to create awareness on a problem? Some actions or sign-ons are more about building a constituency of support than delivering a concrete outcome such as stopping a pipeline.

Why is this important?

A petition that is part of a well-resourced and planned strategy with strong policy analysis is likely to have more influence and impact than a stand alone action.

Evaluation

Evaluation

Timing

Action:

Assess the petition in its broader context.

Evaluate:

- Is there an upcoming decision or process for making a decision affecting the petition issue?
- Is there a special event coming up like a G7 or UN Summit? Or an anniversary, like the 30th anniversary of the nuclear disaster at Chernobyl, which Greenpeace used to put nuclear energy in the media.
- Are the press talking about the issue? Is it a current media topic?
- Is it something that is popular in your network - this is not the only reason to take an action but shows it is trending.

Why is this important?

Petitions and actions that tap into a current decision-making process, or use an anniversary or special event as a 'hook' can attract more attention and usually have a greater chance of success.

Evaluation

Evaluation

Target

Action:

Take a look and assess the target of the action.

Evaluate:

- Does the action have a clearly identified target?
- Is the target a decision-maker on the issue?
- Can the target influence the decision-maker or the decision process?
- Can the target apply pressure or further influence the issue in any way? Often organisations will target a larger retailer like Walmart to address a problem such as deforestation which is happening further down the supply chain.

Why is this important?

Actions that have a clearly identified target are more likely to apply pressure on the right person or organisation increasing their chances of success. Actions that are targeted in a vague or broad way may not be part of a strong strategy or are just for raising awareness rather than seeking concrete change.

Tracking

Tracking

Tracking

Action:

Keep track of the action's progress and outcome.

Instructions:

- Once you have taken the action, check to see if the host organisation followed-up with you and, if so, how they did it.
- Did they give you status up-dates on the progress of the action?
- Did they share the final tally of signatures and how they delivered the action to the target?
- Did they make you feel like a valued contributor to their campaign or just another signature?
- Was the action closed after the handover or targeted event took place?
- What was the outcome? Did it win, lose or was there no outcome?

Why is this important?

A good campaigning organisation should not just ask for your signature but keep you up-dated on the progress and outcome of every action.