

ActionAid Global Platforms Ghana

ARTISTIC ACTION PLANNING	
TITLE	
INTENT. What is your artistic aim? (affect) What is your Activist Goal? (effect)	
OBJECTIVE (SMART)	
AUDIENCE (Who do you want to reach? Why? primary, secondary, unintended audience)	
ARTISTIC OBJECTIVE: <i>What do you want your Audience to THINK? FEEL? DO?</i>	
DESCRIPTION OF THE ACTION. What do you want to create? <i>(Note: Include the tactic, description of activities, date, time, duration, and venue. When choosing the activity or art form to use consider building on popular culture activities and locations where your audience is likely to be in or go.)</i>	
AUDIENCE ENGAGEMENT: How will the action engage your primary audience? How will it help the audience Think, Feel and Do what you desire? <i>(Note: Describe how the action will engage the audience to take action. Audience engagement can be face to face during the action or via media during and after the action. If relevant, describe how you would engage the audience through media)</i>	
MEASURES: how will you know if you've succeeded? <ul style="list-style-type: none"> · How will you assess whether the action was successful? · How will you assess whether the action has achieved the objective? · How will you know whether the action was able to engage your primary audience? 	
EVALUATION TOOLS What documentation and evaluation tools will you use?	

MATERIALS AND RESOURCES NEEDED (this includes list of materials and budget)

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1. Activist vision (utopia)	
2. Artistic aim (affect)	
3. Concrete objectives (effect - SMART)	
4. Audience (power map/stakeholder analysis): <ul style="list-style-type: none">· Primary (people who have power to change things) - What do you want them to Think, Feel, Do?· Secondary (people you do not want to alienate) - What do you want them to Think, Feel, Do?· Unintended· Social media audience	
5. Ethics: Principles for action	
6. Action: <ul style="list-style-type: none">· Plan (A, B, & C)· Place & Time (A, B, & C)· Props· Resources	
7. Audience Engagement: What action will the audience take? (During and after)	
8. Evaluation: <ul style="list-style-type: none">· Goals· Audiences (during and after)· Tools	