

Use this template to develop your calendar.

DEVELOP YOUR CALENDAR

day/week 1	day/week 2	day/week 3	day/week 4	day/week 5	day/week 6	day/week 7	day/week 8	day/week 9	day/week 10	day/week 11	day/week 12

Use this template to identify your supporters.

IDENTIFY YOUR PROMOTERS

Supporter name:

What particular segments does your promoter belong to? (e.g. politician, religious leader, celebrities etc.)	What subjects of your counter narrative will the promoter engage with? Be precise! (e.g. legal status of refugees)
Which target audience the promoter will effectively reach? And which target audience is valued?	Has the promoter been engaged with similar initiatives in the past? If yes, explain how and what initiatives?
Is your promoter a voice trusted by the target audience?	What media does the promoter use? How often? What is their reach in the media? (e.g. number of followers online, etc.)