Use this template to develop your calendar.

<table>
<thead>
<tr>
<th>day/week 1</th>
<th>day/week 2</th>
<th>day/week 3</th>
<th>day/week 4</th>
<th>day/week 5</th>
<th>day/week 6</th>
<th>day/week 7</th>
<th>day/week 8</th>
<th>day/week 9</th>
<th>day/week 10</th>
<th>day/week 11</th>
<th>day/week 12</th>
</tr>
</thead>
</table>

Use this template to identify your supporters.

**IDENTIFY YOUR PROMOTERS**

<table>
<thead>
<tr>
<th>Supporter name:</th>
</tr>
</thead>
</table>

- 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.)