

# WHAT'S THE RECIPE?

1. Identify an issue
  2. Do the research
  3. Formulate demands
  4. Devise a strategy (educate, lobby, mobilize..)
  5. Assemble a coalition (or 2: NGOs and govts)
  6. Nurture the community
  7. Offer campaign resources
  8. Reach out to the mainstream
  9. Disseminate the outcome; evaluate, record, share how you did it
  10. Move to the next level
- and FUNDRAISE!!