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!!