



# EMERGE

EMpowerING civic Engagement and participation

## Capacity Building Training Programme

### Module 5 - Unit 1

### Worksheet 1



**Activity:** List your CSO's Communication Objectives in order of priority

**Instructions:**

1. Identify your CSO's Communication Objectives: First and foremost, you must understand the specific communication objectives of your Civil Society Organization (CSO).
2. Gather Information: Collect relevant data about each communication objective. This can include previous campaign results, target audiences, the importance of the objective to your organization's mission, and more.
3. Write Down all Objectives: Make a list of all communication objectives. Keep the list concise and clear. Each objective should ideally be stated in one sentence or less.
4. Evaluate Each Objective: Consider each objective's relevance to your CSO's mission, the potential impact of achieving the objective, the resources needed, and the feasibility of achieving it within a given timeline.
5. Rank Each Objective: Based on your evaluation, assign a priority level to each objective. Use a numerical ranking system where 1 represents the highest priority and the largest number represents the lowest. You can also use labels like "high," "medium," and "low" if that feels more intuitive.
6. Review the Order: After ranking the objectives, review the list again to ensure the order truly reflects your CSO's priorities. You might need to adjust the order based on feedback from others in your organization, new information, or a change in your CSO's strategic focus.
7. Reflect and Justify: For each communication objective, write a short justification for its given priority. This will help ensure that your ranking decisions are well-reasoned and will provide a helpful reference for future discussions about communication strategy.
8. Share your List: Share your prioritized list with the rest of the group. Be prepared to discuss and defend your rankings.

Remember: This activity is not about choosing what you personally like or prefer. It's about determining which communication objectives are most important for your CSO to achieve its mission and strategic goals. Stay focused on that as you work through the activity.

	
	
	
	
	
	
	
	
	



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