

Impact Strategy template

UNQUIET

FILM* NAME

*or other project

FILM LOGLINE / ONE LINE SYNOPSIS

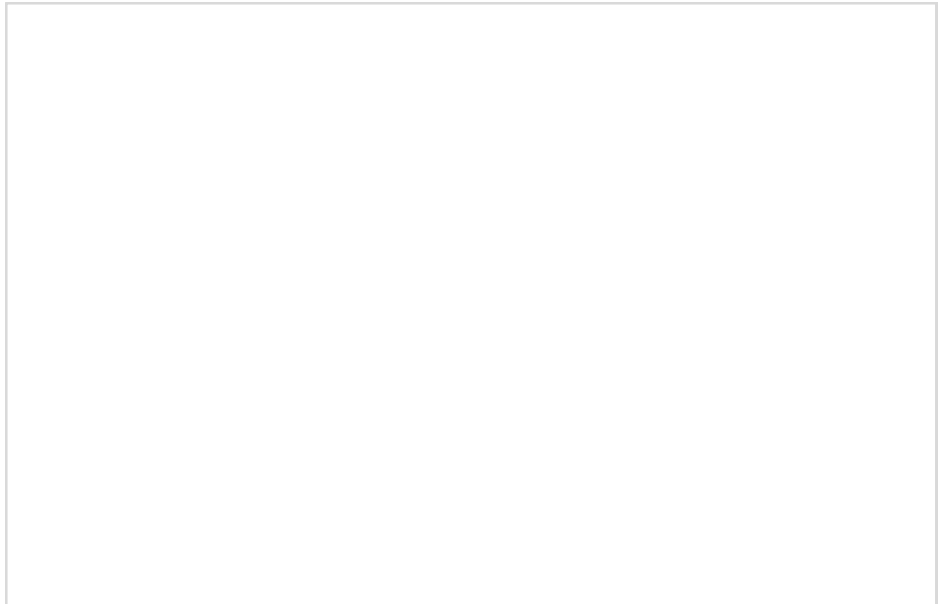
ONE PARAGRAPH DESCRIPTION

GOALS

- Big picture transformation goal (end plastic production, close all prisons, trans liberation)
- One key policy goal (a law change, a new policy - all health workers wear pronoun badges, increase minimum wage)
- One key cultural / attitudinal goal / narrative shift ()
- One key behavioral goal (pledge to stop)

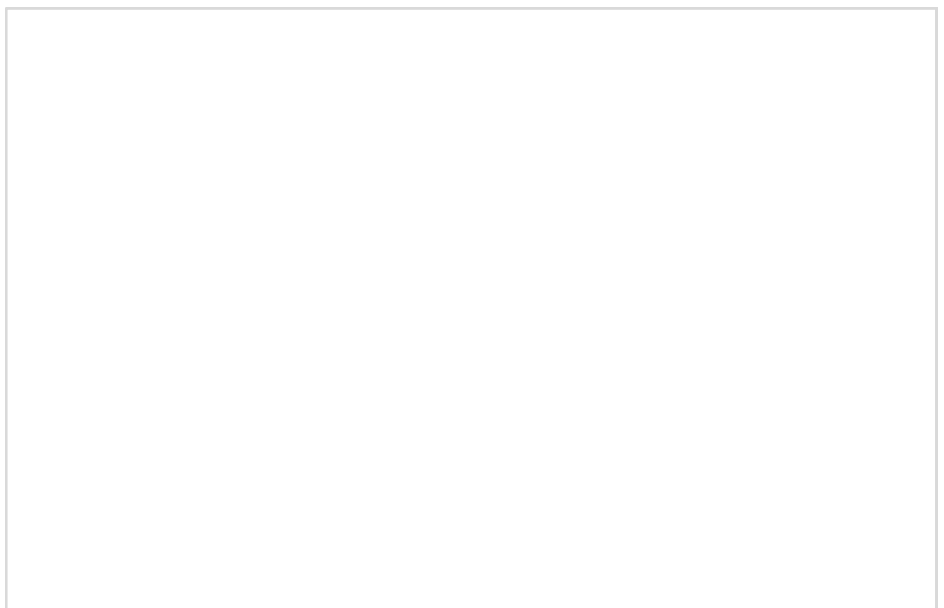
KEY MESSAGES

- All framed in the affirmative (rather than saying what you are against, articulate what you want, what you vision, what you believe in)



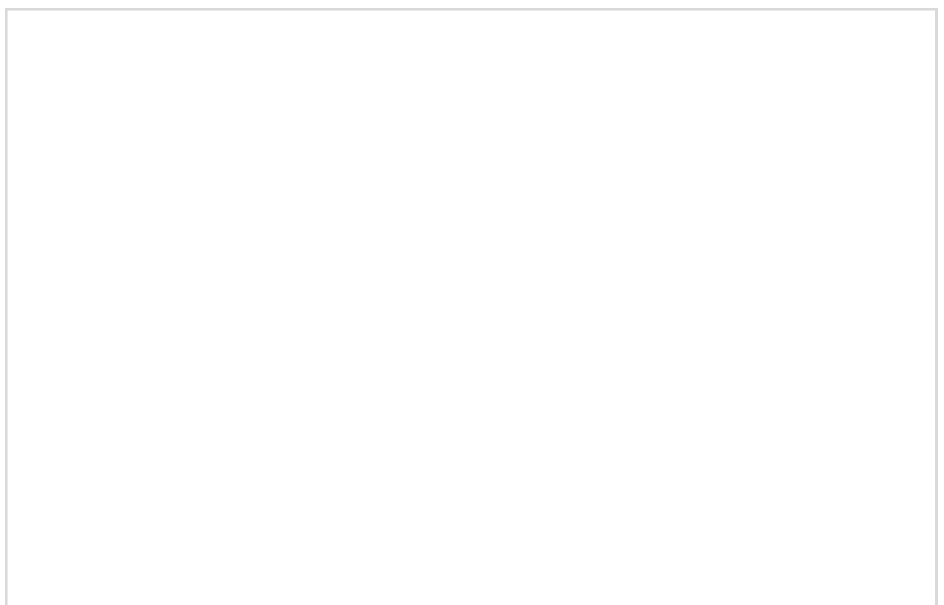
APPROACH & VALUES

What are the key values underpinning this work. How are you developing this impact strategy.



AUDIENCES

- Primary audiences
- Secondary audiences
- Impact targets (who do you need to reach and move to achieve the above goals)



PARTNERS

- 3 big NGOS
- 3 grassroots movements
- 3 key influences / leaders
- 3 key academics / lawyers / researchers

RELEASE EVENTS

- 2 Key festivals to screen at
- 2 Key organisations / government departments to screen to
- 2 Key moments / events to organise around

BUDGET AND FUNDRAISING

- See Unquiet Impact Budget template
- Plan to find partners and supporters to fund the impact