

Log Frame Matrix - A Time Poor Campaigner's Best Mate

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A simple tool to make campaign planning and project management a pleasure!

A frequent challenge we face in campaign work is starting with a killer tactic and trying to retro-fit it to an campaign objective. We've all been there "But I love this idea so much, I just want to do it anyway!".

A Log Frame (Or logical framework) matrix is a simple tool used by project managers to help determine there is a logical and practical flow to campaign activities. I.e it makes sure that all tactics or activities are contributing to the overall goal and objectives of the campaign. It also helps us to measure and evaluate our campaign effectively. Its also a great process to go through as a team to help everyone agree on strategy and tactics.

The SMART acronym is a helpful first step for this (i.e Is our objective Specific, Measureable, Achievable, Realistic, Time-bound?)

And the Log Frame Matrix helps us to think through what we're going to do in order to win and how we're going to measure it. (If it can't be measured, sometimes it's best to leave it out!)

After you've completed your Log Frame you also have a built in "To do" list that you can pop into a project management tool (podio, asana) or into a Gantt chart.

So, for example:

If the Australian Ice cream lovers wanted to build the ice cream movement to ensure good policy that supported ice cream, you'd start by defining the goal: (Can be aspirational)

1. To build the movement of Ice Cream lovers in Australia before the national conference of Ice Cream, in order to influence policy on Ice Cream.

Then outline your (SMART) Objectives:

1. To increase the number of core advocates (leaders) and those regularly active in the Ice Cream campaigning /advocacy space in Australia
2. To generate significant media on the amount of people loving ice cream in the lead up to the national Ice Cream conference.
3. To build funds for the long term running of the Ice Cream campaign

At this point the matrix becomes useful as a way of defining what you're going to measure and how your going to measure it:

1. Set your SMART Objectives

Objective	KPI / Target (What you want to achieve)	Indicator (How you're going to measure)	Assumptions / Risks
1. Increase number of core advocates (your campaign leaders) and regularly active advocates	Increase core from 20 to 40 Increase regularly active from 1000 to 2000	Those who attend campaign meetings (in person) Those who sign up to offer to volunteer for the campaign. (Database)	
2. Generate significant media in key policy decision	Generate 10 pieces of media	Media Monitors	Other major media event may happen
3. To build funds	\$10,000 raised	Online donations (website)	Economy stays healthy

← This becomes your risk assessment

So we have our general objectives.

Now we need to think through, logically, how we're going to achieve them. This is the fun bit where we brainstorm tactics and activities. It's important that this happens after the objective setting so you can make sure your activities all contribute to achieving your SMART objectives.

Activity	Target / KPI	Indicator / means of verification	Risks / Assumptions
1. 1 Online petition about Ice Cream	1000 signatures	Petition website	
1.2 Offline events in key decision maker's electorates	5 events held		Weather, other major events
1.3 Table Talks	20 table talks held	Leader identified who holds a table talk	
2.1 PR / Media campaign including PR launch	5 journos in attendance (including Ice Cream industry mag), 10 articles, syndicated coverage .	Media monitors	No other major media event
2.2 Ambassador program	3 national ambassadors		
2.3 Science report on health benefits of ice cream	Key messages from report picked up by major news outlets	Media monitors	News worthiness of report, other big media events
3.1 Engage corporate sponsors	3 Sponsors - \$100000	Indicator 1	Risk 1
3.2 Philanthropy funds	\$20,000	Indicator 2	Risk 2

3.3 Crowdfunder / fundraise from supporters	\$20,000	Indicator 3	Risk 3

Next step is to break it down further to inputs – what you need to do to complete your activity / make your activity a success. This essentially becomes your team’s to do list – which you can then convert into a timeline or Gantt Chart. But importantly, everything on your to do list relates to you completing an activity, and every activity relates to you achieving your objectives. And most importantly – everything is measurable!

This becomes your timeline / to do list!

Inputs	Target / KPI	Indicator / means of verification	Risks / Assumptions
1.1.1 Create petition page	N/A	Complete petition page	Tech difficulties, data sharing?
1.1.2 Write email	N/A	Etc	Etc
1.1.3 Etc	N/A	Etc	Etc
1.2.1 Recruit event manager	N/A	Etc	Etc
1.2.2 identify local ice cream groups	10 local groups identified	database	May not want to engage
1.2.3 Etc	N/A		Etc
1.3.1 Build target list for table talks	40 local groups (50% conversion)	database	etc

1.3.2 Conduct trainings for table talk captains	1 training in each capital city	N/A	Etc
1.3.3 etc	N/A		Etc
2.1.1 Engage pro-bono PR partner	N/A	Etc	Etc
2.1.2 Brainstorm for PR launch stunt	Concept Doc	Concept Doc	Etc
2.1.3 Etc	N/A		Etc
2.2.1 Build target list for Ambassadors	20 Aussie Ambassadors	N/A	Etc
2.2.2 Invitation email for Ambassadors	N/A	N/A	Etc
2.1.3 Etc	N/A		Etc
2.3.1 Engage Uni partners	10 universities engaged	N/A	Etc
2.3.2 Create brief for science report.	N/A	N/A	Etc
2.3.3 Etc	N/A	N/A	Etc
3.1.1 Compile target list	Etc	Etc	Etc
3.1.2 Recruit sponsorship manager	Etc	Etc	Etc
3.1.3 Etc	Etc	Etc	Etc
3.2.1 Etc	Etc	Etc	Etc
3.2.2 Etc	Etc	Etc	Etc
3.2.3 Etc	Etc	Etc	Etc
3.3.1 Etc	Etc	Etc	Etc
3.3.2 Etc	Etc	Etc	Etc
3.3.3 Etc	Etc	Etc	Etc

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