**2025 IMPACT STRATEGY TEMPLATE**

*Use this template to develop an impact strategy for your film.*

**Documentary Title:**

**Format: (Short, feature, TV hour / single, broadcast series, web series)**

**Logline:**

**Synopsis:**

**Background (optional)**

*Why this story, why you, why now? How did this project come to be and who are the key stakeholders and benefactors?*

**The issue**

*What does current research and the sector say about ‘the problem’ you are addressing through your documentary? Share information about the topic and issue area, including key statistics (with citations) and perspectives from relevant stakeholders. What is the need and are there opportunities for change?*

**Key messages**

*What are the 3-5 key messages that you want audiences to learn, feel and take away from your film?* *What do you hope they understand after having seen the film?*

**Vision**

*What is your overall vision for your documentary and your impact campaign? That is, what is your blue-sky long-term vision of change (that sits above your specific goals below?)*

**Impact goals**

*What are you hoping to achieve through screening your film? What are the key goals you will be working towards? (Recommend 2-4 depending on the scale of your project – keep in mind that you will need corresponding activities to achieve each goal).*

**Audiences for impact**

*Who are your target audiences? Who needs to see the film and why?*

**Stakeholders**

*Who are your key stakeholders?* *Include the key protagonists in your film, and if / how will they be part of the impact campaign?*

**Impact Partners (e.g. NGOs, organisations working in the issue space, educational partners, community groups, etc)**  
*Who would you like to partner with for your impact campaign? Think about your goals and your target audiences when identifying potential partners. It is essential to ensure good alignment between your impact campaign and your partner’s mission and goals and to be clear about how you hope they will contribute to your impact campaign.*

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| --- | --- | --- | --- |
| PARTNER | MISSION | ALIGNMENT | ROLE IN CAMPAIGN |
|  |  |  |  |

**Distribution and Release Plan**

*How are you planning to release and then distribute your film? What is your timeline for these activities and who is involved?*

**Impact activities**

*What key activities will you implement during your impact campaign to achieve your identified goals? For example, will you focus on community screenings, educational outreach, events and activations, online social media campaign, parliamentary screenings, etc. What is your timeline for these activities and who is involved? Ensure that your chosen activities are the right ones to achieve your impact goals.*

**Calls to action**

*What will you ask your different audiences to do after seeing the film to support you to achieve your goals? Consider the different audiences for the film – e.g. members of the general public, community groups or organisations screening the film, politicians and key issue stakeholders, etc.*

**Outcomes**

*Outcomes are the changes you hope to see due to your project and activities. They can occur at personal/ individual, organisational, community or systems levels.*

*For each of your key activities, identify the short-, medium- and longer-term outcomes to capture the changes you hope to see over time.*

*E.g. If we do X activity, we will…*

*The campaign activity will increase awareness about … (short-term outcome)*

*The campaign activity will encourage people to take action to ... (medium-term outcome)*

*The campaign activity will lead to improved … (long-term outcome)*

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| ***Campaign activity*** | ***Short-term change*** | ***Medium-term change*** | ***Long-term change*** |
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