

THE COMPA WORKBOOK

Communications Infrastructure for Meaning, Power, and Alternatives Making

A free, comprehensive guide to building communications strategy for grassroots, feminist, human rights, and justice-led organisations everywhere.



BEFORE YOU BEGIN

This workbook is **yours**. Write in it. Argue with it.

Cross things out. Come back in six months.

The COMPA Workbook was built for one reason: almost every communications resource available to grassroots, feminist, human rights, and justice-led organisations was not actually built for them.

Most communications frameworks assume your organisation has a dedicated communications team. Stable funding. The luxury of being primarily focused on visibility. They assume platforms are neutral. They assume safety is a given, not a variable. They assume the goal is reach and engagement.

**For many organizations out there,
almost every one of those assumptions breaks down.**

This workbook starts from a completely different place. It starts from the understanding that for organisations working under resource constraints, in repressive contexts, or on issues that dominant systems actively work to suppress, communications is not a support function. It is infrastructure. It is the difference between a movement that survives and one that does not.

Communications Infrastructure for Meaning, Power, and Alternatives Making

That is what COMPA is. Not another communications framework but a methodology for building communications that serves movement building, not amplification. The difference between the two is the difference between a megaphone and a foundation. Both matter. But only one of them makes your work sustainable, safe, and genuinely powerful over time.

HOW TO USE THIS WORKBOOK

- ☐ Work through it linearly, section by section. Especially useful if you are building a strategy from scratch.
- ☐ Dip in and out, using the sections most relevant to your current moment.
- ☐ Use it as a facilitation tool with your team. The activities work well as collective reflection exercises.
- ☐ Come back to it. A strategy written once and never revisited is not a strategy.

The safety sections are not optional



For any organisation where visibility carries risk, which includes most of the organisations this workbook was built for, the safety analysis is as important as the messaging strategy. Please do not skip it.

ABOUT COMMS FOR A CAUSE

Comms for a Cause (C4AC) is a feminist communications, tech, and digital security organisation. We work with grassroots feminist, LGBTQI+, climate justice, human rights, and disability-led organisations across the Globe. We believe that communications and digital security are not overhead. They are the infrastructure that determines whether movements can survive, grow, and be seen, on their own terms, in their own language, without compromising safety or values.

Our model: Feminist, Holistic, Radical Resource Redistribution (FHR3)

Feminist

We centre power analysis, intersectionality, and the lived experiences of those most affected by injustice. We challenge the power dynamics embedded in communications itself.

Holistic

Communications and digital security are not separate. Safety shapes what you can say and how you can say it. We treat them as one integrated practice: the shield and the megaphone of movement infrastructure.

Radical Resource Redistribution

We redistribute not just funding but strategic, technical, and emotional resources to the organisations that need them most. Communications is not overhead. It is what makes everything else possible.

Accompaniment

We walk alongside organisations. Accompaniment means showing up for the long term, in relationship, adapting to what is needed. This workbook is that practice made portable.

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ACKNOWLEDGEMENTS

This workbook was built on the shoulders of decades of movement communications thinking. We have drawn inspiration, theory, practice, and courage from the following:

Just Associates (JASS) · justassociates.org

The Making Change Happen series and A New Weave of Power, People, and Politics by Lisa VeneKlasen and Valerie Miller. The framework for understanding power as visible, hidden, and invisible dimensions, and the concepts of power over, power with, power to, and power within, is the intellectual foundation on which COMPA is built. JASS' feminist popular education methodology has shaped how we think about communications as a terrain of power, not just a set of skills.

Center for Story-Based Strategy (formerly smartMeme) · storybasedstrategy.org

Re:Imagining Change by Patrick Reinsborough and Doyle Canning introduced narrative power analysis and the battle of the story. Their concept of the dominant narrative and the counter-narrative, and the discipline of building strategy from a narrative claim rather than a message, runs through the entire narrative component of COMPA.

Association for Progressive Communications (APC) · apc.org

The ICTs for Feminist Movement Building Activist Toolkit, produced by APC and JASS, was among the first resources to integrate feminist communications practice with digital security and movement building. It demonstrated that safety and visibility are not in tension. They are part of the same practice.

Capire / World March of Women / Real World Radio · capiremov.org

Eight key points for grassroots feminist communications. The insistence that communications must be collective, memory-keeping, and rooted in movement culture has shaped the minimum viable communications practice section of COMPA. The principle that communications is political practice, not just output production, is the core of this workbook.

Commons Library / Building Narrative Power Toolkit · commonslibrary.org

The Narrative Change Hub and Building Narrative Power toolkit provided essential frameworks for understanding how narrative power operates across institutions and cultural spaces. Their articulation of what it takes to actually shift a dominant narrative, not just tell a different story, has informed the story architecture activity in Component 3.

Freedom House · freedomhouse.org

Research on digital transnational repression and its silencing effects on activists and human rights defenders. This grounded the safety analysis component of COMPA in the reality of how digital repression operates for organisations working in hostile contexts, and why safety analysis must be built into strategy from the start, not added afterward.

PART I

THE WORLD YOU ARE COMMUNICATING IN

Chapter I: Why standard communications frameworks break down

Before we build anything, we need to be honest about why most communications advice does not work for organisations this workbook is built for.

Standard communications frameworks assume seven things that are frequently false for grassroots and justice-led organisations. Mark the ones that do not apply to your context.

- ☐ **We have a dedicated communications person or team.**
- ☐ **Our primary goal is awareness and reach.**
- ☐ **Being visible is safe for us, our team, and our community.**
- ☐ **The platforms we need to reach our audiences are accessible and neutral.**
- ☐ **Our funders support communications as a core cost, not overhead.**
- ☐ **We have a stable operating budget for communications tools and content.**
- ☐ **Our community has consistent and reliable internet access.**



How many did you mark? If you marked three or more, a standard communications framework was never going to serve you well. This workbook is built for your reality.



Safety note: If your organisation operates in a context where being visible carries legal, physical, or social risk for your team or community, please read [Component 4: Safety Analysis](#) before completing any other section of this workbook.

Chapter 2: The difference between amplification and movement-building communications

Amplification communications asks: how do we get more people to know about our work? **Movement-building communications asks:** what kind of power are we trying to build, and how does communications make that possible?

These are not the same question. They produce completely different strategies.

Amplification communications	Movement-building communications
Starts with: what do we want people to know?	Starts with: what kind of power do we need to build?
Goal: awareness, reach, engagement	Goal: activated constituencies, shifted narratives, built power
Measures success with: followers, impressions, downloads	Measures success with: who changed behaviour, whose voice is louder, what shifted
Asks: which platforms should we be on?	Asks: which relationships does communications need to build or strengthen?
Safety is a separate consideration	Safety is built into every communications decision from the start
Resources go to content production	Resources go to infrastructure that sustains movement over time



Where does your organisation currently sit? Do your communications decisions start from amplification logic or movement-building logic? What would change if you shifted?

In your own words: what is the difference between amplification and movement-building communications for your organisation?
There is no right answer. This is about your context.

Chapter 3: Power and communications — the three dimensions

Communications does not happen in a neutral space. It happens inside a system of power. Understanding that system is the foundation of strategy.

Visible Power What people can see	Hidden Power Who controls amplification	Invisible Power What stories seem possible
Policies, platforms, decision-making structures. The arena most communications operates in.	Algorithm owners. Media gatekeepers. Donor requirements. Who decides which voices are credible and which get suppressed.	What have you stopped trying to say? What communities are invisible in your own communications because of internalised beliefs?
Where is this blocking YOUR communications?	Where is this blocking YOUR communications?	Where is this blocking YOUR communications?

[illegible]

The most important dimension for most organisations reading this workbook is invisible power. This is the dimension that operates inside us, not just outside us. It asks: what have we stopped trying to say because we have internalised the belief that no one wants to hear it? What communities are invisible in our own communications because we have absorbed dominant frameworks about whose experience is worth telling?



Example of Invisible power in action: An organisation working on intersex rights stops trying to place media stories because previous rejections have convinced them their issue is too niche for mainstream outlets. But the rejection was not about the issue. It was about which voices media gatekeepers have decided are credible. Naming that distinction, and refusing to internalise it, is an act of communications strategy.

And the power we can build:

Power With	Power To	Power Within
Building collective power: solidarity, alliance, shared narrative across movements.	Expanding what people believe is possible: sparking agency, imagination, the sense that change can happen.	Restoring narrative legitimacy: affirming that your community’s experience is real, counts, and deserves to be seen.

Which kind of power does your communications most need to build right now, and why?

The power dimension most constraining my communications right now:

The kind of power my communications most needs to build, and what that means for strategy:

Chapter 4: The resources question — being honest about what you have

The reporting contradiction.

Funders ask organisations to report on reach, engagement, participation, and visibility. These numbers are used as evidence of impact. And yet communications and digital security, the capacity that produces those numbers, is consistently categorised as overhead and left out of grants. That puts organisations in an impossible position: accountable for outputs they were never resourced to build. Name this in your strategy. It is the system's failure, not organizational.

ACTIVITY: THE RESOURCE REALITY CHECK (10 min)

People: who is doing communications work in our organisation, and how much of their time?

Include informal work. Someone staying late to post counts.

Budget: what do we currently spend on communications? Include tools, subscriptions, contractors, time.

Tools we have access to:

Free tools count. List everything.

The one resource gap that limits us most:

PART 2

THE COMPA FRAMEWORK

COMPA is a six-component framework for building communications strategy that serves movement building. Each component is a layer that builds on the previous one. Together they produce a strategy grounded in power analysis, specific to your context, realistic about your resources, and built to last.

1	Power Analysis: What kind of power are we building, and what role does communications play in that?
2	Constituency Mapping: Who are the people, groups, and institutions our communications is in relationship with, and what is the power relationship?
3	Narrative Claim: What truth are we asserting that the dominant narrative denies?
4	Safety Analysis: What does this communications strategy need to protect against?
5	Channel and Format Strategy: Given our constituency, our claim, our safety context, and our resources, where and how do we communicate?
6	Realistic Ambition: What can we actually do and what is our stretch?

Work through them in order. You cannot know what to say until you know who you are in relationship with. You cannot know your channels until you know your safety context. You cannot set goals until you know what you have to build with.

Power Analysis

Core question: What kind of power are we trying to build, and what role does communications play in that?

Theory: The three kinds of communications power

Not all communications builds the same kind of power. Before you decide what to say or where to say it, you need to name what kind of power your communications needs to build right now.

Visibility Power	Narrative Power	Mobilising Power
Being seen by the people who need to know you exist: funders, allies, communities, adversaries.	Controlling the story of who you are, what you do, why it matters, and what world you are building.	Moving people from awareness to action to solidarity to sustained engagement with your cause.

Most organisations need all three. But under-resourced organisations cannot do all three well simultaneously. Your strategy has to make a choice about which is primary right now.



Example of A human rights documentation organisation: Their primary need right now is visibility power: getting funders and international allies to know they exist before a legal crackdown reduces their operating capacity. Narrative power is second. Mobilising power is third. The sequence reflects their specific moment.

ACTIVITY 1.1: YOUR POWER MAP (15 MIN)

Mark where your organisation currently sits on each spectrum with an X.
Then mark where you need to be in 12 months with an arrow.

Visibility power

Low Visibility _____ Mark your X here → _____ High Visibility

Narrative power

Others control our story _____ Mark your X here → _____ We control how we're seen

Mobilising power

People know us but don't act _____ Mark your X here → _____ Community is engaged and moving

Which kind of power does our communications most need to build in the next 12 months, and why?

This image shows a blank sheet of white paper designed for writing. It features a series of evenly spaced horizontal blue lines across its entire width. A single vertical pink line runs down the left side, creating a narrow margin. The paper is otherwise empty, with no text or other markings.

What is currently preventing us from building that kind of power?

[illegible]

Constituency Mapping

Core question: Most communications frameworks ask: who is your audience? COMPA asks: what is your power relationship with the people you are trying to reach? This matters because different power relationships require completely different communications logic.

Theory: Not audience — power relationships

Not all communications builds the same kind of power. Before you decide what to say or where to say it, you need to name what kind of power your communications needs to build right now.

Community

The people whose lives your work most directly affects. Communications with community builds collective identity, political consciousness, and trust. It is not broadcasting to them. It is being in relationship with them.

Allies

Organisations and movements working on related issues. Communications with allies builds solidarity, coordination, and shared narrative. It says: we are part of the same struggle, and here is how our work connects to yours.

Adversaries

Those who hold power over the issues you work on, including hostile actors. You do not always communicate directly to adversaries. But you communicate about them, around them, and sometimes against them. Understanding their narrative logic is essential for building counter-narrative.

Enablers

Funders, institutional partners, government bodies whose decisions affect your capacity to do the work. Communications with enablers builds legitimacy, accountability, and resources. It positions your work in relation to people who can make it more or less possible.

ACTIVITY 2.1: YOUR CONSTITUENCY MAP (20 MIN)

In each box, name the specific people, groups, and organisations in that constituency. Be specific. Not the government, but which ministry, which official. Not donors, but which specific funders.

Community

The people your work most directly affects

Allies

Organisations and movements working on related issues

Adversaries

Those who hold power over the issues you work on

Enablers

Funders, institutions, bodies whose decisions affect your capacity



Which constituency are you currently communicating with most? Which least?
Is that a conscious strategic choice?

ACTIVITY 2.2: FINDING YOUR 10 (20 MIN)

The 10, not the 10,000

Ten people who become active partners, who show up, who organise, who recruit others, that is not a smaller outcome than 10,000 people who saw a post and scrolled past. It is a fundamentally different kind of power. Who are the specific people, across your four constituencies, that if you genuinely reached and activated them, would change everything for your work right now?

From Community	From Allies	From Enablers
Name 2–3 specific people or groups	Name 2–3 specific people or groups	Name 2–3 specific people or groups

For each of your 10: what specifically do you need them to think, feel, or do differently as a result of your communications?

Not 'understand our work' but something specific. What action? What shift?



Example of a women's legal aid app developing organization: Their 10: 3 women's rights lawyers who could refer clients to their app (community/ally); 2 journalists at Arabic-language digital outlets covering gender and law (enablers of visibility); the programme officer at their main funder reviewing the grant renewal (enabler); 4 community health workers serving women in informal settlements who could refer users to the app (community).

ACTIVITY 2.3: POWER RELATIONSHIPS IN YOUR CONSTITUENCIES (15 MIN)

[illegible]

Narrative Claim

Core question: What truth are we asserting that the dominant narrative denies?

Theory: The difference between a message and a claim

Most communications frameworks ask: what are your key messages? COMPA asks: what truth are you asserting about the world that the dominant narrative refuses to acknowledge?

A message is a statement about your work. A narrative claim is a political assertion about reality. The difference matters because a message can be ignored. A narrative claim cannot. It either gets accepted, rejected, or contested. That contestation is where power is built.

A message	A narrative claim
<i>We provide legal aid to women facing violence.</i>	Women's access to legal protection is a right, not a privilege. The legal system was built to serve those who already have power. We are rebuilding it.
<i>We document human rights violations.</i>	Our community exists. Our pain is real. Our rights are non-negotiable. The silence around what is happening to us is not neutral, but a political choice.
<i>We train youth in digital skills.</i>	Young people are not the future of this movement. They are the present. Giving them the tools to communicate is redistributing the power to define what matters.
<i>We advocate for intersex rights.</i>	Intersex persons exist. They have rights. The medical and legal systems that erase them are not neutral. They are choosing whose bodies count.

ACTIVITY 3.1: YOUR NARRATIVE CLAIM (20 MIN)

We are asserting that:

State the truth your organisation is claiming

Even though the dominant narrative says:

What does systemic power say instead?

The people who benefit from that dominant narrative are:

Be specific

What would change if our claim was widely believed?

ACTIVITY 3.2: MAPPING THE DOMINANT COUNTER-NARRATIVE (20 MIN)

The Dominant Narrative	Our Counter-Narrative	Who benefits from the dominant narratives
What does systemic power say?	What truth are we asserting?	Who gains from this version of reality?

[illegible]

What makes the dominant narrative effective? What values does it tap into? What makes it sticky?

This image shows a blank sheet of white paper with horizontal blue lines and a vertical red margin line on the left side. The lines are evenly spaced and extend across the width of the page. There is no handwriting or other markings on the paper.

Example of the anti-gender movement dominant narrative: Western feminism is being imposed on our communities and destroying our culture and values. It is effective because it taps into real anxieties about cultural sovereignty and anti-colonial sentiment, legitimate values, and weaponises them against feminist organising. The counter is not to defend “Western feminism” but to assert the deep local roots of feminist struggle that has always existed.

ACTIVITY 3.3: YOUR STORY ARCHITECTURE (25 MIN)

A counter narrative needs a structure to travel. Build the story that carries your truth from context to conflict to possibility.

The world as it is: what is the specific, concrete reality your community is living in right now? (Not statistics — a moment, an experience, something someone would recognise)

The rupture: what is wrong with that reality? Who or what is producing it? What is the cost?

The claim: what is the truth your organisation is asserting against that reality?

The possibility: what becomes possible if your claim is heard? What world are you building toward?

The invitation: what do you need your audience to do? (Different for each constituency)

Safety Analysis

Core question: What does this communications strategy need to protect against?



Safety note: If your organisation or community is in active crisis or facing immediate digital threats, please reach out to C4AC or a trusted digital security provider before proceeding.

Theory: Safety is the priority and the most crucial aspect

For organisations working in repressive contexts, in conflict zones, on issues that attract targeted harassment, or with communities that face specific risks from visibility, safety is the primary design constraint that shapes every other communications decision.

Visibility today is not inherently empowering

It is risky. It invites scrutiny, retaliation, disinformation campaigns, digital attacks, and even physical violence. And yet without visibility, movements struggle to fundraise, build alliances, influence policy, or galvanise solidarity. That is the double bind. COMPA does not pretend it does not exist. It builds strategy that holds both sides of it honestly.

Four questions to ask about every piece of content, every platform, every campaign:

- ☐ **Who should see this and who absolutely should not?**
- ☐ **What happens if this reaches an unintended audience?**
- ☐ **What are the risks to the individuals, communities, or the organisation itself?**
- ☐ **What would we do if this went viral unexpectedly?**

ACTIVITY 4.1: YOUR DIGITAL RISK MAP (25 MIN)

Risk or threat	Who is at risk?	Likelihood	What we will do
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<i>Describe the risk</i>	<i>Name specifically</i>	<i>Hiigh/Medium/Low</i>	<i>Mitigation or protocol</i>

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<i>Describe the risk</i>	<i>Name specifically</i>	<i>Hiigh/Medium/Low</i>	<i>Mitigation or protocol</i>

What is the biggest safety gap in our current communications practice?

[illegible]

If our accounts were compromised tomorrow, what would be most at risk?
Think about contacts, conversations, community members who have engaged with you

If our accounts were compromised tomorrow, what would be most at risk?
Think about contacts, conversations, community members who have engaged with you

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ACTIVITY 4.2: CONSENT AND ETHICAL STORYTELLING PROTOCOLS (20 MIN)

Every time you tell a story about a community member, you are making a decision about whose life becomes visible and on what terms. So here, consent is an ongoing relationship.

What consent looks like for us

Our protocols and practices

What we ask before we tell a story

Questions we ask ourselves and community members

What community members can expect from us

Our commitments around how stories are used

What happens if someone wants their story removed

Our process for withdrawal of consent

For organisations whose communities face specific risks: what additional safeguards do we need beyond standard consent?

ACTIVITY 4.3: CRISIS COMMUNICATIONS PLAN (20 MIN)

Who decides what we say in a crisis? (Name the decision-maker and who covers when unavailable)

What are the first three things we do when a crisis hits our communications?

Practical steps, not principles

Who do we contact for digital security emergency support?

C4AC is available at kabir@commsforacause.org

What do we shut down or pause first if we face a crackdown?

In order of priority

What is our plan if our website or social media is taken down?

Channel and Format Strategy

Core question: Given our constituency, our claim, our safety context, and our resources, where and how do we communicate?

Theory: Format is a political choice

COMPA puts channel and format fifth. Because until you know who you are in relationship with, what you are claiming, and what is safe, you cannot make a meaningful decision about where and how to communicate. Format is the last decision, not the first.

And format is a political choice, not a technical one.

When an organisation translates materials into community languages and dialects, they are not making a translation decision. They are refusing to let linguistic dominance determine whose rights are legible. The format is the political assertion.

When an organisation trains youth in digital video production, they are not building capacity. They are redistributing the means of communication. The format is the claim that young people are communicators, not just audiences.

When an organisation chooses Signal over Facebook, they may be making a safety decision. Closed channels are less visible. Less visible means less targeted. The format is the safety protocol.

Three questions for every format decision:

- ☐ **Does this format honour how our community produces and consumes knowledge, or does it require them to adapt to our preferred mode?**
- ☐ **Is this format safe in our specific context?**
- ☐ **Can we sustain this format consistently with the resources we actually have?**

ACTIVITY 5.1: YOUR CHANNEL MAP (20 MIN)

[illegible]

Are you using some channels out of habit rather than strategy? Are there channels your community uses that you are not on? Are there channels that carry more risk than they are worth?

ACTIVITY 5.2: FORMAT AUDIT (20 MIN)

Format	Which constituency does it reach?	What power does it build?	Keep / Adapt / Stop?
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[illegible]

ACTIVITY 5.3: MINIMUM VIABLE COMMUNICATIONS PRACTICE (15 MIN)

The minimum viable communications practice is the smallest sustainable communications rhythm that, if done consistently, would make a meaningful difference to your movement-building goals. It is not everything you want to do. It is what you can sustain without burning out. Built from your actual resources.

If we could only do ONE communications thing consistently for six months, what would it be and why?

This is your minimum viable practice. Everything else builds from here.

What do we need to STOP doing to make space for the communications work that actually matters?

Stopping things is strategy too.

What would our communications look like with twice the resources?

This is your communications resource advocacy argument.

Realistic Ambition

Core question: What can we actually do, and what is our stretch?

Theory: Depth over width

We have discussed that 10 people who change their behaviour, who organise, who recruit others, who show up when you need them, that is not a smaller outcome than 10,000 people who see the post. It is a completely different kind of power. It produces different goals, different metrics, and a different strategy.

This does not mean ignoring reach entirely. Sometimes you need visibility to protect yourself, to fundraise, to build legitimacy. But reach without

What this means for goal-setting:

- ☐ **Goals should name the specific change, not just the activity. Not post 3 times a week but reach the programme officer at [funder] with evidence of impact before the grant renewal in March.**
- ☐ **Goals should be traceable to your constituency map. Who are you trying to move? What do you need them to do differently?**
- ☐ **Goals should acknowledge the difference between reach and activation. 500 community members at a workshop is more valuable than 50,000 impressions on a post.**
- ☐ **Goals should name what depth looks like, not just what width looks like.**

ACTIVITY 6.1: SETTING GOALS THAT MEAN SOMETHING (25 MIN)

[illegible]

Example of A mental health advocacy organisation in India: Goal: By March, the programme officer at [Funder X] has received and read our two-page impact brief on intersectional mental health needs of Dalit women, and we have been invited to their learning call. Constituency: Enabler. Indicator: invitation received. Depth: funder language about our work shifts in the grant renewal conversation.

ACTIVITY 6.2: YOUR 90-DAY COMMUNICATIONS PLAN (25 MIN)

A 90-day plan is more honest than an annual one. It is long enough to build something, short enough to be realistic. Fill in the grid with specific, achievable actions.

Focus area	Month 1 <i>Who are you reaching?</i>	Month 2 <i>How are you deepening?</i>	Month 3 <i>What changes?</i>
Narrative & messaging			
Constituency engagement			
Safety & security			
Content & formats			

Our 90-day stretch goal, ambitious but achievable with focused effort:

Not impossible. Not comfortable. Stretching.

What support or resource would we need to achieve that stretch goal?

ACTIVITY 6.3: YOUR REVIEW CYCLE (10 MIN)

When will we review this strategy? (Set a specific date)

Who will be responsible for the review?

Three questions we will ask at the review:

What changed? What did not work and why? What do we know now that we did not know when we wrote this?

PART 3

YOUR COMPA STRATEGY SUMMARY

Bring it all together into one summary page. This is what you share with your team, your board, your funders. And what you review in 90 days.

Component 1: Power Analysis

The primary kind of power we are building

Component 2: Constituency Mapping

Our primary constituency right now and our 10

Component 3: Narrative Claim

We are asserting that: Against the dominant narrative that

Component 4: Safety Analysis

Our primary safety constraint and key protocol

Component 5: Channel & Format

Our minimum viable communications practice

Component 6: Realistic Ambition

Our 90-day stretch goal and how we will know

Reviewing and refreshing your strategy

A good strategy is a living document. The most useful review questions are:

- ☐ **Has our power analysis changed? Are we still building the same kind of power?**
- ☐ **Has our constituency map changed? Are there new allies, new adversaries, new community members?**
- ☐ **Is our narrative claim still sharp? Has the dominant narrative evolved?**
- ☐ **Has our safety context changed? Are there new risks or new protections?**
- ☐ **Are our channels and formats still working? What is producing depth and what is producing noise?**
- ☐ **Are our goals still realistic? Did we stretch enough? Too much?**

A final note from Comms for a Cause

Communications infrastructure does not build itself. It requires time, resources, and sustained attention. If you are reading this workbook, you are probably doing that work with fewer resources than you deserve and more courage than you are given credit for.

The COMPA Workbook is a free offering. Use it, share it, adapt it. If you translate it, please send us the translation. If you use it with your community, tell us what you learned. If something does not work for your context, tell us that too.

And if you want support in working through it, we are here.

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STRENGTHEN MOVEMENTS, STRENGTHEN MOVEMENTS

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