



SAFF Program of Action – June 2016



1. Sectoral Mobilisation	Revisit SAFF Mission	National chambers of commerce and business associations	Community forums	Generational mix	Translate Concourt judgement	
2. Broad Media Strategy	Digital Media			Broad Media Strategy	Community Pamphlet Campaigns	
	Facebook	YouTube Channel	Weekly Letter			
3. Thought Leadership around Constitutional Issues	Awareness Raising & Conscientisation	3 Month Social Media Program	Monthly UCT GSB Panel Discussions	Voter Education	Town Hall Meetings	Content Experts
4. Rolling Mass Action	Incisive, Decisive and Catalytic Action					
	Signature Campaign	Commemoration of special days		May - Month of Conscientisation		
5. Build Organisational Capacity	SAFF organisational transition					
	Agreement	Structure		Key Accountabilities		
6. Collaboration / Engagement	Environmental scan		Engagement Model	Respect for groups with a significant pedigree and history of activity around their focal issues		
	Other players	issues				
7. Fundraising	Fundraising model to be defined		Quarterly fundraising activity		Cultural Slant Inclusivity / Conscientisation	