# THE W2W-CBM FIELD ACTION AND ACTIVITY PLAN FRAMEWORK

## INTRODUCTORY PATHWAY

From Structure to Field Implementation

The W2W-CBM Activity Plan translates the organisation's broader strategic framework into a practical field programme for the period October 2026 to January 2027.

The plan is built on a simple principle: effective grassroots engagement is sustained through regular contact, not occasional visibility. The strategic document therefore places emphasis on smaller, frequent and community-based engagements, with the objective of building structures and relationships that remain active between major events.

Accordingly, the activities in this calendar are designed to move progressively from community identification and stakeholder connection to engagement, listening, response and follow-up. This follows the W2W-CBM five-step community model:

**IDENTIFY ◇ ENGAGE ◇ LISTEN ◇ RESPOND ◇ FOLLOW-UP**

The programme will combine community and stakeholder visits, traditional institution engagement, youth and women forums, community outreach, civic and voter information, communication activities, feedback gathering and regular field reporting. These activities are intended to give the organisation a consistent presence at ward and community level while creating channels through which community perspectives can be documented and followed up.

### How the Calendar Works

The four-month programme is organised as a progressive field cycle:

### A. OCTOBER — BUILD THE FOUNDATION

Map communities, reconnect structures, identify key stakeholders and establish the field rhythm.

### B. NOVEMBER — DEEPEN ENGAGEMENT

Increase community contact, conduct outreach, engage local leadership and strengthen feedback channels.

### C. DECEMBER — CONSOLIDATE & INFORM

Review activities, strengthen community relationships, share reliable information and follow up on issues already identified.

## D. JANUARY — PREPARE & PARTICIPATE

Consolidate field structures, reinforce civic and voter information, verify information channels and prepare communities for peaceful and informed participation in the electoral process.

This progression ensures that the activities are not treated as isolated events. Each engagement should lead to another contact, each community conversation should generate a record, and each identified issue should have a follow-up pathway where appropriate.

The calendar therefore provides W2W-CBM with a common field rhythm—while allowing State, LGA/Cluster and Ward/Community structures to adapt activities to their local realities.

### The Operating Thread

### MAP ◇ CONNECT ◇ LISTEN ◇ ENGAGE ◇ RESPOND ◇ FOLLOW-UP REVIEW

This is the thread running through the entire programme.

From Ward to Ward. From Community to Community. We Build Connections.

### PHASE I — OCTOBER 2026

### FOUNDATION, MAPPING & REACTIVATION

Week 1: 1–7 October

Objective: Know the ground before expanding the ground.

Activities:

- To review existing W2W-CBM structures.
- To identify active wards/communities and gaps.
- To update the community/stakeholder contact register.
- To confirm Ward/Community Coordinators and volunteers.
- To identify traditional rulers, community leaders, youth and women's groups.
- To produce a simple Community Engagement Register for every operational area.

### Output:

A verified list of communities, coordinators, stakeholders and priority engagement points.

### Week 2: 8–14 October

### STAKEHOLDER RECONNECTION WEEK

Each operational team undertakes small courtesy visits to:

- Traditional institutions;
- Community leaders;
- Youth leaders;
- Women's leaders;
- Market/community associations;
- Relevant professional/community groups.

The purpose is relationship-building and listening, not a large public event.

**Output:**

At least one documented stakeholder engagement in each active community/cluster.

## Week 3: 15–21 October

### COMMUNITY LISTENING WEEK

Small community conversations focused on:

- Community priorities;
- Youth concerns;
- Women's concerns;
- Education;
- Health;
- Employment/skills;
- Infrastructure;
- Civic participation;
- Information gaps.

Every meeting should produce a one-page Community Feedback Note.

This directly operationalises the source document's Identify → Engage → Listen → Respond → Follow-up model.

## Week 4: 22–31 October

### YOUTH & WOMEN CONNECTION WEEK

Run modest, locally organised:

- Youth forums;
- Women's forums;
- Skills/career conversations;
- Community-service activities;

- Digital-information sessions.
- No need for expensive centralised events.

### October deliverable:

A short W2W-CBM October Community Engagement Report showing:

Communities reached | Stakeholders engaged | Youth engaged | Women engaged | Issues documented | Follow-ups required

These indicators are directly consistent with the source document's proposed M&E framework.

## PHASE II — NOVEMBER 2026

## DEEPENING COMMUNITY PRESENCE

November should move from introduction to sustained presence.

### Week 1: 1–7 November

### COMMUNITY OUTREACH WEEK

Select modest, achievable activities based on actual local needs:

- Health awareness/screening;
- Education support;
- Skills orientation;
- Community clean-up/service;
- Youth sports;
- Women's economic/skills conversation.

The source document specifically proposes health, education, skills, sports, women's empowerment and community dialogue as practical outreach areas.

### Week 2: 8–14 November

### TRADITIONAL & COMMUNITY LEADERSHIP ENGAGEMENT

Small delegations visit selected traditional institutions and community leadership structures.

Each visit should answer three questions:

- What are the community's concerns?
- What information is needed?
- What can W2W-CBM realistically follow up?

### Week 3: 15–21 November

### CIVIC & VOTER INFORMATION WEEK

To conduct non-partisan voter-information sessions covering:

- Importance of participation;
- Voter responsibilities;
- Peaceful participation;
- How to obtain reliable election information;
- Where to verify official electoral information;
- Avoiding misinformation;
- Respect for other citizens' choices.

This is in alignment with the W2W-CBM strategic framework document's (p.6) stated objective of promoting informed and peaceful civic participation and voter education.

## Week 4: 22–30 November

### COMMUNITY FOLLOW-UP WEEK

Return to selected communities already visited.

The emphasis is:

- "We listened. What has changed?"
- Document:
- Issues resolved;
- Issues pending;
- Issues referred;
- New concerns;
- Further action required.

This is important because the framework (p.11) expressly says every outreach activity should create a relationship, not just an event.

## PHASE III — DECEMBER 2026

### CONSOLIDATION & INFORMATION

W2W-CBM will not take December as a period of endless rallies. Rather, it would move to consolidate the network before the final electoral period.

## Week 1: 1–7 December

### WARD REVIEW

Every Ward/Community Coordinator submits:

- Communities covered;

- ❖ Meetings held;
- ❖ Stakeholders contacted;
- ❖ Active volunteers;
- ❖ Youth participation;
- ❖ Women's participation;
- ❖ Outstanding community concerns.

### Week 2: 8–14 December

### COMMUNITY INFORMATION CAMPAIGN

The platforms include the following, but not limited to:

- ❖ WhatsApp groups;
- ❖ Local-language communication;
- ❖ Community meetings;
- ❖ Public-address systems where appropriate;
- ❖ Radio/community media.

Messages will focus on accurate civic and electoral information, with information verified against official sources. This follows the strategic framework document's (p.14) emphasis on clarity, cultural relevance, local-language communication and two-way communication.

### Week 3: 15–21 December

### COMMUNITY FEEDBACK & ACCOUNTABILITY WEEK

The programme is built around the simple question:

"What did W2W-CBM hear from the communities?"

W2W-CBM will compile recurring issues and communicate appropriate responses or referrals.

In the W2W-CBM strategic framework document (p.15), it proposes tracking community issues documented, issues referred, responses received and follow-up completed.

### Week 4: 22–31 December

### YEAR-END COMMUNITY CONTACT

Keeping it simple.

- ❖ Rather than another major rally, teams may conduct:
- ❖ Courtesy visits;
- ❖ Small community appreciation meetings;
- ❖ Youth/women gatherings;

- ❖ Community service;
- ❖ Digital greetings and information.

The purpose is to remain present during the period when many community members return home.

## PHASE IV: 1–15 JANUARY 2027

## FINAL CIVIC READINESS & COMMUNITY CONNECTION

This is the most sensitive period.

1–3 January

### REVIEWS

Leadership reviews:

- ❖ Active communities;
- ❖ Volunteer readiness;
- ❖ Communication channels;
- ❖ Community feedback;
- ❖ Outstanding issues;
- ❖ Safety/security concerns;
- ❖ Accurate civic information.

### 4–7 January

### WARD-LEVEL INFORMATION SESSIONS

Small meetings in communities covering:

- ❖ Election-day expectations;
- ❖ Peaceful participation;
- ❖ Voter responsibilities;
- ❖ Verification of official information;
- ❖ Avoiding rumours and misinformation;

Respect for lawful electoral procedures.

### 8–10 January

### COMMUNITY FOLLOW-UP

Coordinators reconnect with:

- ❖ Traditional leaders;
- ❖ Community leaders;
- ❖ Youth representatives;

- Women's representatives;
- Volunteers.

The emphasis is readiness, information and peaceful participation, not another round of mass mobilisation.

### 11–13 January

### INFORMATION & RAPID RESPONSE DESK

Establish a simple central communication arrangement to:

- Verify circulating information;
- Correct misinformation;
- Relay official information;
- Receive community reports;
- Escalate genuine concerns.

This directly addresses the framework document's (p.18) identified misinformation risk and its recommendation for reliable communication channels and rapid clarification.

### 14–15 January

### FINAL COMMUNITY CONTACT

No unnecessary large-scale events.

The focus should be:

**INFORM ♢ REASSURE ♢ CLARIFY ♢ CONNECT**

Ensure coordinators know where to obtain verified information and how to communicate responsibly.

### ELECTION DAY

### COMMUNITY PRESENCE — NOT CAMPAIGNING

On election day, the W2W-CBM structure will prioritise:

- Peaceful civic participation;
- Accurate information;
- Responsible communication;
- Rapid clarification of misinformation;
- Respect for electoral procedures;
- Documentation of lawful activities and incidents through appropriate channels.

Any political-party campaign or polling-agent functions should remain under the relevant authorised party structures.

## THE WEEKLY W2W-CBM RHYTHM

To make the entire programme actually achievable, the following would be the standing weekly routine:

| Day | Core Activity |
|---|---|
| Monday | Coordination & assignment |
| Tuesday–Wednesday | Community/stakeholder visits |
| Thursday | Youth/women/community engagement |
| Friday | Follow-up & issue documentation |
| Saturday | Major community activity/outreach where required |
| Sunday | Reporting, review & next-week planning |

## THE MONTHLY SCORECARD

At the end of every month, each State/Cluster will submit only seven numbers and a short narrative:

- ❖ Communities reached
- ❖ Stakeholders engaged
- ❖ Youth engaged
- ❖ Women engaged
- ❖ Outreach activities conducted
- ❖ Community issues documented/followed up
- ❖ Active volunteers

That mirrors the framework document's own proposed KPIs and reporting structure.

The strategic thread throughout

**OCTOBER:**

**MAP ◊ CONNECT ◊ LISTEN**

**NOVEMBER:**

**ENGAGE ◊ SERVE ◊ FOLLOW-UP**

**DECEMBER:**

**CONSOLIDATE ◊ INFORM ◊ CONNECT**

**JANUARY:**

**VERIFY ◊ PREPARE ◊ PARTICIPATE**

And underneath the entire programme:

**FROM RALLIES TO RELATIONSHIPS.**

**FROM EVENTS TO ENGAGEMENT.**

**FROM COMMUNICATION TO TWO-WAY COMMUNITY CONNECTION.**