

PLANNING YOUR ACTION

Who is your target? (e.g. the politician you are directing your action at)

What is the purpose? What are you trying to achieve? How will you influence your target?

Who is the audience? (Who will see your action and be impacted by it e.g. people who read your local paper if they report on your action, fans of your Facebook page who see it on social. Note: the general public is not an audience!)

What is your key message or main talking points? (what's the catchy tagline for your creative action or the main message you want to get across to your MP on the phone?)

What's your creative idea? How will you get your message across in an impactful way? (will you wear costumes, picket you MPs office, create a human sign?)

What resources do you need to make your action happen? How many people? How much time? What kind of skills are needed?

Who will do what? Assign roles and responsibilities.

How will you recruit people to your action? (flyer the neighbourhood, email our list)

How will you get as many people as possible to see your action? (send a media release or call local media the day before, share it on social media)?