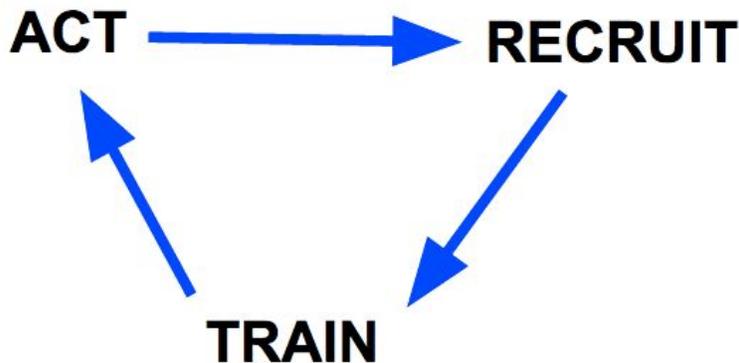


ACT, RECRUIT, TRAIN

BUILD THE MOVEMENT YOU NEED TO WIN

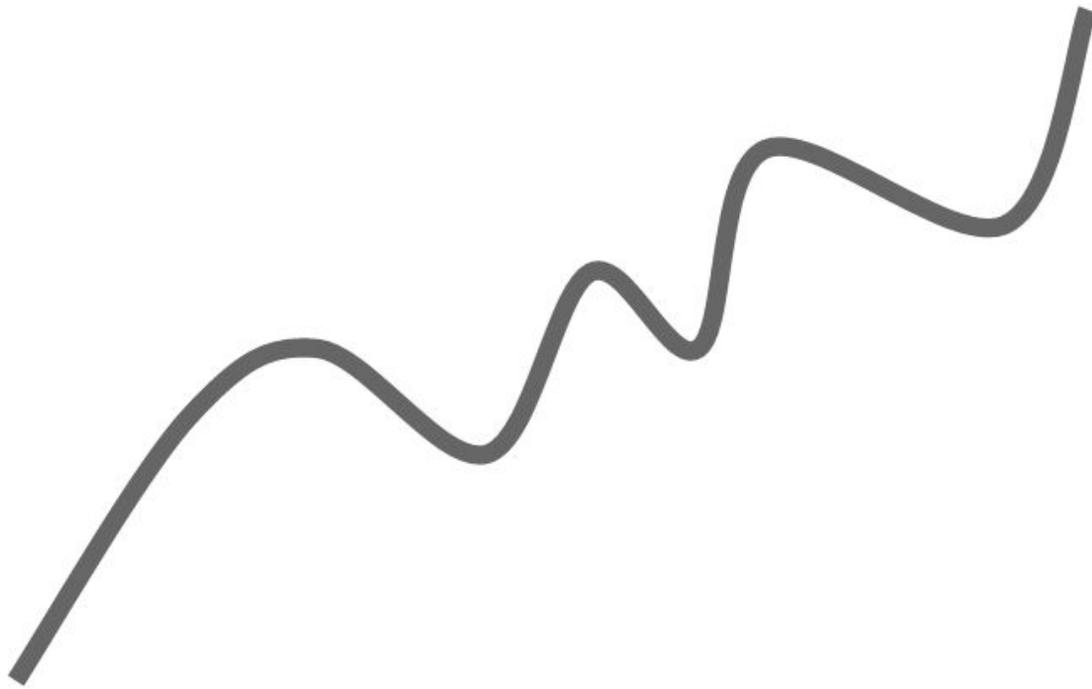
In every campaign there are peaks of momentum and dips in energy. If planned right, moments of action are an exciting time that can create a surge in energy for your campaign- actions change or communicate the story you want to tell, give people an opportunity to engage, and help move the campaign strategy forward.

If in the the planning process we aren't planning for what comes after a moment of action it's common to see that surge in energy disappear before our eyes. Training is an important way to retain the momentum from an action. This is called the Act- Recruit- Train cycle and it looks like this:



During an action there will be folks who show up for the first time and folks who use the action as an opportunity to take on a new role within the group. Don't let these folks leave the action without a next step- recruit them to a training! Training gives us an opportunity to pull out learnings, contextualize the action within the strategy, and build up new leadership to grow the group.

It's normal to have dips in momentum. Our campaign might play out something like this:



Those dips in momentum are times for training and further base-building. While actions are constantly demonstrating outward power, they are fundamentally important in our ability to grow our campaign base, influence our target, and shift the conversation.

After actions the new folks you trained should use their new understanding and skills to go out and recruit other people into the divestment campaign — building in coalition and gearing people up for the next big action.

Recruitment is an ongoing process no matter where you are in the campaign cycle because as you are training leaders, taking action and interacting with your decision makers the story of the campaign is developing and changing. Remember to plan this cycle out in advance -- from action to recruitment to training opportunities -- designate roles within the group to make sure that you can achieve all aspects of the cycle.

Read on as this guide goes more in depth into each aspect of the cycle: ACT- RECRUIT- TRAIN.