

## Action groups tactics assessment

Choosing or inventing a successful tactic often involves some intuition and guesswork – and always risk. But the more we study our contexts, the better we become at judging when to pull which punches. Projecting and measuring success is complex, but we should not let the murkiness of these waters deter us from diving into them. Patterns do emerge. We can learn a great deal from our experiences when we critically analyze them. This tactical analysis names some key factors that your group should consider when determining their tactics. The same tool can be used to evaluate actions after they have been carried out. Using the case studies or your own experience, think of a campaign and what tactics it used.

### How to use this tool:

- Discuss with your group the tactic and how much you think it should score out 10 for each criteria
- Add up the total scores. If your tactic gets above 45/60 - it is probably worth going ahead with
- Sometimes a tactic will be worth pursuing regardless. For example, a stall gathering petition signatures may only score 30 or so. However, it may score 10/10 on helping the group recruit. Therefore if you do go ahead with a stall, be clear you are doing it to recruit new members.

	Tactic 1 scores	Tactic 2 scores	Tactic 3 scores	Tactic 4 scores
<b>Tactic name</b>				
<b>Strategic:</b> Does it relate to achieving the campaign objectives?				
<b>Builds momentum:</b> Does it help increase awareness & gather more support for the issue?				
<b>Help group recruit:</b> Does it help recruit new members to your group and campaign?				
<b>Increase campaign capacity:</b> Does it increase the skills and capacity of the groups and members?				
<b>Any risks:</b> Are there any risks in this tactic (score this opposite: 10 = no risk)				
<b>Media appeal:</b> Will it be appealing to local or national media?				
<b>TOTAL SCORE:</b>	/60	/60	/60	/60