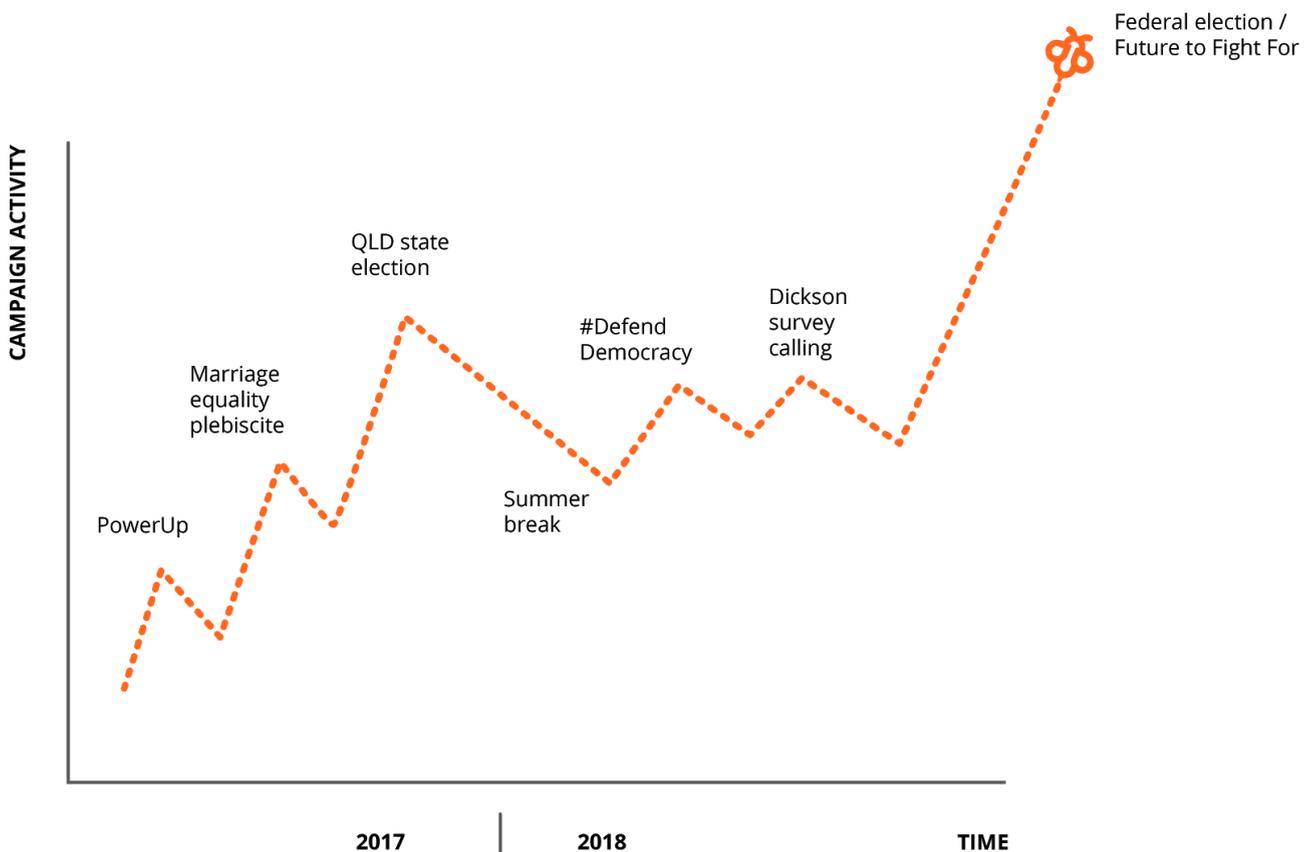


Build the base: Milestones and Planning

We are about to enter an organising phase in our campaign timeline that precedes a massive election mobilisation. Let's make the most of this organising phase, by building the capacity we'll need to get successful election outcomes.

Where are we in our campaign timeline?



Campaigns are punctuated by peaks in activity with periods of lower activity between them. We've recently had a small peak with the Dickson survey project, mobilising people to make calls into Dickson. And soon we'll be entering what is often GetUp's largest mobilisation period - the Federal Election.

For the GAN it's important to acknowledge the difference between organising and mobilising and how they fit on our campaign timeline.

- Mobilising involves leveraging our people resources to influence our target to give us what we want e.g. calling swing voters in marginal electorates.
- Organising involves building up and growing the capacity of our volunteers e.g. cultivating leadership, developing our teams, increasing our skills.

We need to do them both to achieve our aims, but it makes sense for there to be *periods where one of these is the main priority*. **We will enter a massive mobilisation phase as we get closer to the election, but by focusing on organising now we can strengthen our groups to make sure we can achieve the most possible in the election period.**

How long will this organising phase go for?

The obvious challenge is that we don't know when the election will be. There's a number of factors that make a 2019 election more likely, but a September/October election is also possible. Our plan is to commit to a **10 - 12 week organising phase that ends on October 1**. If a September election is called, we will have to cut this period short. If the election isn't called, then we will enter a mobilising phase with the Future to Fight For campaign.

At the end of this organising phase we'll be hosting a gathering (face to face for those in the city, by Zoom for those who further out) where we'll be checking in on how we're all going, talk through challenges we're having and celebrate what we've achieved so far.

What does this organising phase involve?

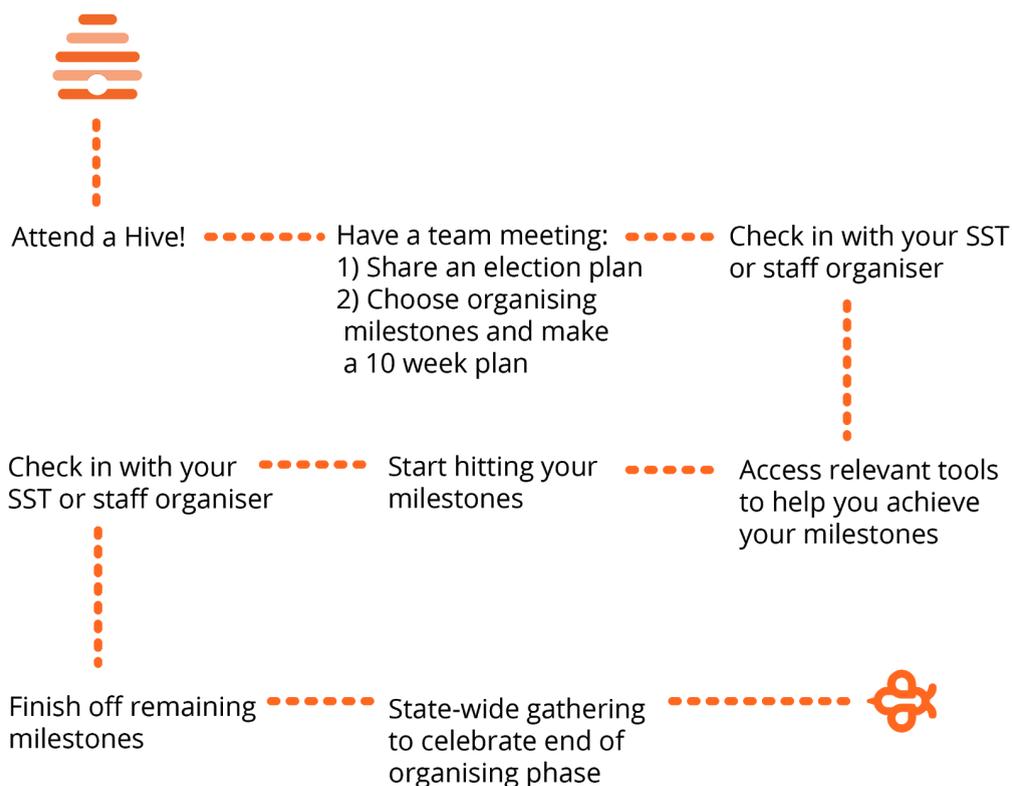
There's different areas in which action groups can focus your efforts during this period. We've put them into these themes, with some possible objectives for each (which we're calling 'milestones').

Theme	Milestone
Healthy action groups	<ol style="list-style-type: none"> Diagnose your group's health: Use the 'five keys' diagnostic tool with your group Get your group healthy: Based on your diagnosis, think about adopting some of the strategies in the 'tips for tuning up your group' - or come up with your own!
Growing Groups	<ol style="list-style-type: none"> Set a growth goal: Identify which circle you would like to grow over the next ten weeks <ol style="list-style-type: none"> Strategise with your group about how to grow that circle. The following activities will help you. <ol style="list-style-type: none"> Engaging more active members: Have a best practice Get Together event Learn your strengths and weaknesses: Call your top 30 leads in Action Centre. Find out what would motivate them to get involved in your Action Group, and what's stopping them. Building the core: Identify 2-3 new leaders to step up into temporary roles, to be reviewed at the end of the organising phase and have a 'one on one' meeting with them Supercharge Growth: Use our Network best practice guide to run a supercharged recruitment calling party, from start to finish!
Election ready	<ol style="list-style-type: none"> Get election ready: Host a discussion night with core and committed members of your group to discuss the election strategy and Future to Fight For campaign plan Get ready to make calls: Have 3 people in your group attend an online training on running phone banks
Digital skills	<ol style="list-style-type: none"> #SlackHacks: Complete a digital 'scavenger hunt' and master the ins and outs of Slack The Power of Action Centre: Get together to watch this special online briefing and make your group's plan for getting Action Centre ready

You can't do everything, of course, and every group is in a different stage with different strengths and challenges. One approach could be to pick one milestone from each theme. Or maybe you want to prioritise healthy action groups, so you pick three of those milestones and two from other themes. Ultimately, it's up to you and your team to make a judgement on what would be useful, but we recommend having a conversation with your SST member or state organiser to talk it through.

Whatever you end up choosing, we've prepared a bunch of written tools and resources you can use to help you achieve these milestones. See below for a list of the corresponding tools.

What's the process and timeline for this phase?



For your first team meeting after the Hive, we recommend you schedule more time than your regular meeting so you have space to talk through the election strategy and create an organising plan. You can think of it as being a planning meeting. We've made a template agenda you can use, and we suggest you plan the meeting together with your SST or staff organiser.

Key dates

7–21 July	Hives in Brisbane, Sydney, Melbourne
Sat 28 July	Longman and Mayo by-elections
Sat 19 Aug	Adelaide Hive
Sat 22 Sept	Gathering in Sydney for NSW-ACT to celebrate end of organising phase
Sat 29 Sept	Gathering in Brisbane for QLD and Northern NSW GAN to celebrate end of organising phase
Sat 29 Oct	Gatherings in Melbourne for Victorian groups to celebrate the end of the organising phase
Mon 1 Oct	Building the base phase ends (and 2019 election confirmed or not)

What is the role of staff organisers and State Support Teams?

There are a few ways in which staff organisers and State Support Teams can help:

- Provide written resources
- Attend or (co)facilitate your first planning meeting
- Have coaching conversations – e.g. this could look like having a conversation before and after having a social ‘attractor’ event to talk through the plan and debrief what worked and what could be done differently
- Run trainings – relational meetings, slack, Action Centre

But no doubt there are things we haven’t thought of, so if you have questions or ideas just reach out.

Let’s get organised and build our power!

Further details on the written resources available for your planning phase

NOTE: All these resources are available at action.getup.org.au/milestones

GROWING GROUPS

- **Running a great get together!** To attract new group members, it’s important to have easy entry points for new people to come together and meet existing group members, get up to speed with what the mission of the group is, and find out about and sign up for upcoming events. This guide will tell you how to do just that.
- **Asking the right questions:** What would motivate someone to get involved with your Action Group? What would stop them from joining? Find out for yourself using this calling conversation guide with insightful prompts and questions.

- **Supercharging Growth:** Want to supercharge your group? This guide has recruitment best practice from across the network, outlines key recruitment tools and contains plenty of tips and tricks do maximise your recruitment.

HEALTHY ACTION GROUPS

NOTE: All the resources are available in this handbook

- **Relational meetings (one-on-ones):** Getting to know each other beyond just what you do for work or what your hobbies are - but also your shared values and what motivates you is core to having a healthy group. This resource lays out some key questions and ways to build those connections.
- **Tasking Framework:** Setting tasks and ensuring people are clear what needs to be done by when is crucial to ensuring your group is healthy. Use this tool to help delegate tasks effectively and clearly.
- **Tools for Tuning up your Group:** Want your group to be awesome? Here are some quick links to to some tools and resources you can use to tune up your group
- **Making Meetings Magic:** Meetings are a core part of the work we do. They are important to get us together so we can get on the same page, delegate work and build relationships. Running a good meeting is a skill and these resources will help it be magic!
- **Celebration is an activist skill:** Making sure you celebrate is crucial to making sure your group feels like their work has an impact. This basic resource helps starts the convo in your group about ways you could celebrate your amazing work!

DIGITAL SKILLS

- **#SlackHacks:** Improve your Slack literacy so you can communicate fast, plan quickly and never miss an update. This digital 'scavenger hunt' will take you through some quick tasks on Slack so you'll come away with the practical and efficient know-how to share with your Action Group.
- **The Power of Action Centre - Live National Video Briefing with special guest appearances by your Action Group!**
Get Action Ready - Bring your action group together in person on Monday, August 27, to share a laugh (or maybe some dips and wine) whilst watching this special online video briefing. Breakout for a discussion on what your group needs to do to make Action Centre work for you. Then tell the network about your group's plans to make the most of this powerful tool to build your action group and its impact.

ELECTION READY:

- **Get election ready:** Host a discussion night with core and committed members of your group to discussion the election strategy and Future to Fight For campaign plan
- **Get ready to make calls:** This is a guide to how to run an awesome calling party - how to recruit, what to prepare, and an outline for the calling party itself including how to overcome anxiety and how to debrief.