



ACTION CHECKLIST

Planning - *Make sure the plan/preparation fits overall campaign goals*

- Set specific and measurable goals
- Pick clear, accessible target
- Define issue/develop message
- Develop scenario for action
- Pick action site

Mobilization – *How do we build a crowd?*

- Develop and train mobilizers on the pitch
- Seek co-sponsors?
- Leadership/organizing committee activity
- Calls/phonebanks
- Personal contact (one-on-one, house visits, site visits)
- Impersonal contact/general visibility (leaflets, mailings, listservs, posters)
- Meetings, conferences, other groups' newsletters, calendars
- Sign-up system
- Reminder operation (phonebanks)

Program – *How are we communicating?*

- Speakers, song, dance, poetry
- Time limit for each one, talking points
- MC
- Speaker wrangler
- Participatory activities
- Translator
- Visuals - a picture is worth 1,000 words

Security - *How we will protect participants?*

- Identify police plans and contingencies
- Recruitment & training if marshalls/security are needed
- Decide who will de-escalate problems/provocateurs

Media – *How do we publicize our issues and message?*

- Develop hook to capture media interest/attention
- First advisory
- First press release
- Day of reminder

- Day of release (before and after event)
- Advance calls to reporters pitching story/giving background/spin
- Just before calls to reporters and editors
- Press packets (including background materials)
- ID & train/prep organizational spokespeople

Roles for Day of Action

- Develop decision-making structure for on-the-spot quick decisions (tactical team - no more than three people)
- Team/action coordinator
- Police liaison
- Leafletters
- Media relations person
- Photographers/videographers
- Spokespeople
- Marshalls/traffic/security
- Set up crew
- Clean up crew
- Drivers
- Chant leaders
- Prop distribution & collection
- Equipment distribution & collection
- Sign-in sheet passers

Logistics

- Permits (if applicable)
- Scout site
- Detailed schedule
- Signs, Banners, Flags
- Puppets, other visual props
- Sound System
- Bullhorns and batteries
- Sign-in sheets, clip boards, pens
- Noisemakers, whistles, drums
- Cameras
- Food, drinks
- Transportation (busses, vans, cars) & routes for drivers
- Set up crew
- Clean up crew
- Security arm bands
- Communication equipment (radios, phones, shared numbers)
- Legal instructions, marshall instructions
- Maps
- Chant sheets

- Day of leaflet
- Press packets

Civil Disobedience

- Recruitment
- Training
- Emergency & legal information
- CD action support people
- Jail support people and drivers
- Lawyers on call
- Bail & fine money
- Follow-up court support

Follow-Up

- Document any media coverage. Print/archive online clips. Keep copies of print editions.
- Has everyone been taken care of - arrived home, gotten out of jail, been paid, reimbursed, etc.?
- Appreciate and celebrate your victories!
- Debrief action: what was great, what could have gone better, what will we do differently next time?
- Has target responded yet?
- What is next step with target/s? Is escalation needed?