



LEGAL ACTION PLANNING TEMPLATE

Goals - What are we trying to accomplish that is concrete, tangible and winnable? What does victory look like? What do you want the headline to read the next day?

Target - Who has the power to decide? Who are we trying to impact/move, what is strategic reason for it/them? What location best represents them? If there are multiple sites, which is best suited for an action?

Messaging & Demands - What do we want our target to do? What do we want them to know? Are there other audiences besides the target? How can we frame our demands in a way that will be most likely to move our target to act? Are there news hooks we can connect to make our demands more relevant to the media and/or targets?

Scenario - What will happen, what does it look like? What is the beginning, middle and end?

Media & Message – How will the message/story be told? Are there visuals, words, props, and signs? Who is writing the media advisory and reaching out to get media there? Who will film/blog/photograph for self-created media? How? Who is delivering our message? Who is providing a set of press talking points to your spokespeople? Who will be the point person for media at the event?

Mobilization - How many people do we need? Who will we reach out to—people, groups etc.? Does everyone have transportation? What is the recruitment plan, pitch, commitment, reminder, and follow-up plan?

Areas of work needed to implement the vision and plan:

- **Schedule:** Break it down, what happens by who and when, from set-up to clean-up
- **Program:** Speakers, performers, diversity, culture, participatory, when, when
- **Publicity:** Fliers, ads, PSA's, emails, mailings, Facebook event/group, Twitter, hashtag, graphic, blogs, calendars etc.
- **Outreach:** Door-knocking, phone calls, allies, co-workers, friends
- **Logistics:** Do we need...?
 - **Legal:** police relations, permits, etc.
 - **Make Props:** signs, banners, puppets, t-shirts, costumes?
 - **Security/Traffic Plan:** If there is a march, groups crossing intersections or moving through the streets, we need people paying attention to traffic and facilitating our safe passage by holding cars back.
 - **Coordination/Prep:** Prep meetings day of or day before with as many people involved in filling a role as possible. Make sure everyone is on the same page and schedule, communications, review maps, contingencies, knowing what will happen.
 - **Funding**
 - **Leaflets to distribute**
 - **Sound system**
 - **Water & food**
 - **Transportation**
- **Site Visit:** Before the day of the action, scope out the location, route, transportation, bathroom access, etc.