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- To see the *Hold the Line* guide, go to: <http://bit.ly/holdthelineguide>

HOLD THE LINE — Brainstorming Tactics

Answer the questions below to brainstorm tactics your group can use to influence a target. Keep in mind: this is just a starting point — once you've decided on a target, you'll be able to determine the tactics that will be used to achieve your demands. This will form the foundation of a plan you and your team will execute. As time goes on and events develop, you may have to revise your targets, tactics, and plan, so remember it is an iterative process.

1. Which institution or power holder are you targeting? (E.g. Governor)

2. What is your demand / aim in targeting this power holder? (E.g. Governor sends certified results only after all ballots in our state are counted)

Tip:

- Clear, specific, measureable (if possible), and realistic (something your target can actually deliver) demands for what you want your target to do or not do will generally work better than vague, excessively broad, or unrealistic demands.

3. What are 5 tactics that can help you pressure your target and grow your movement? (E.g. rally outside the Governor's mansion; dropping off thousands of printed petition signatures to the Governor's office)

Tips:

- Tip 1: To pick which target and tactics you'll focus on, have everyone mark the 3 ideas they like best. Select the 3-5 ideas with the most votes and discuss which ones are most likely to meet your current goals. As situations change or escalate, remember that you'll have to revisit the process of who to target, what you'll demand, and which tactics to use when making those demands.
- Tip 2: Review your [Sphere of Influence](#) exercise from Step 1 to remember what kind of connections and resources you might already have to be able to influence your target.
- Tip 3: See this [list of 198 possible tactics](#) and beautifultrouble.org/tactic/ for more ideas if you're getting stuck!

4. How do you want your chosen tactic to grow your movement? (E.g. We get media coverage and at least 10 new people hear about us and contact us to join our group; we onboard the people who made calls to the Governor to our team)

5. How will you ensure the power holder meets your demand(s)? What are your options to follow up or escalate pressure if needed? (e.g. your team coordinates 100 phone calls from concerned constituents demanding the Governor follows through.)

6. For your chosen tactic, the following points may be relevant to discuss:

- When does your tactic **start**?
- When does your tactic **end**? (i.e. Is the end triggered at a certain time, or when a certain event happens?)
- If the tactic involves a physical location, consider the role that **weather**, or possible **access restrictions**, may have on your tactic.
- What are some of your **core messages** and how will those be communicated to the public, online, and/or to members of the media?
 - *Tip: Sometimes it helps to do a quick role play of someone pretending to be a reporter (friendly, aggressive, or neutral) and interviewing a team member about your tactic. In one minute, what does that team member communicate? This can help you distill your core messages and provide valuable training to people on your team.*
- Are there **groups you want to alert** to your tactic ahead of time—for example, possible allies, members of the public, media, your opponent?
- Is there any **training or preparation** required for tactic participants? Do you have a **code of conduct** for your tactic? How is this communicated to those who are not in your group but who may join?
- Are there any **special logistics** you should be aware of—i.e. supplies, material resources, transportation or communication needs—and is there clear responsibility delegated to one or more people to ensure those logistics are taken care of?
- Are there **clear roles/responsibilities** that need to be assigned to various people to ensure the tactic is successful?
- Are there any possible **contingencies** you need to consider for your tactic (i.e. What happens if it rains or is very cold? What happens if there are access restrictions on the physical location of your planned tactic? What happens if some hostile groups show up to your tactic? What happens if the police behave in a way that is unexpected?)