



PRE-DURING-POST- Action Checklist

➤ Use this information to guide your action planning & create a plan. Remember, no one action is the same as another, but there will definitely be similarities in what your To-Do lists look like from action to action.

➤ Some things will happen once, and some things will happen more than once or need revisiting as new information surfaces or opportunities arise. Action Planning is not always linear!

➤ Some things do have to happen in a certain order (eg: you have to invite people to a meeting BEFORE you have them show up at the meeting) but some do not (eg: doesn't matter when you buy pizza or drinks for the meeting.)

PRE-ACTION	DURING ACTION	POST-ACTION
Strategic Planning <ul style="list-style-type: none"> <input type="checkbox"/> Know your overall Mission, Vision & Values <input type="checkbox"/> Know your Goals <input type="checkbox"/> Know the History <input type="checkbox"/> Set objectives for the specific action <input type="checkbox"/> Find Allies <input type="checkbox"/> Identify the Opportunity <input type="checkbox"/> Assess Your Resources <input type="checkbox"/> ID Points of Intervention Action Planning <ul style="list-style-type: none"> <input type="checkbox"/> Develop Action Demands <input type="checkbox"/> ID your Target(s) <input type="checkbox"/> ID location + Scout <input type="checkbox"/> ID the tone <input type="checkbox"/> Develop messages <input type="checkbox"/> Communication Plan Internal <input type="checkbox"/> Publicity/Outreach Plan <input type="checkbox"/> Recruitment <input type="checkbox"/> Legal research and support <input type="checkbox"/> Create Visuals/Audio <input type="checkbox"/> Choreography <input type="checkbox"/> Practice + Training <input type="checkbox"/> Fundraise <input type="checkbox"/> Identify and Assign Roles <input type="checkbox"/> ID Closing options <input type="checkbox"/> Write up Soundbites <input type="checkbox"/> Chants/ Songs <input type="checkbox"/> Personal Prep <input type="checkbox"/> Secure Permit? 	Outreach <ul style="list-style-type: none"> <input type="checkbox"/> Leafletters <input type="checkbox"/> Absorption: Sign-Up plan Logistics/Leadership <ul style="list-style-type: none"> <input type="checkbox"/> Manage props, tech, sound system <input type="checkbox"/> transportation <input type="checkbox"/> Manage/coordinate teams <input type="checkbox"/> Execute Media Plan <input type="checkbox"/> Tactical Decisionmaking Team Communication <ul style="list-style-type: none"> <input type="checkbox"/> Radios, phones, text loops <input type="checkbox"/> Bullhorns/Sound system <input type="checkbox"/> 'Runners/ Scouts/Bicyclers Support Structures/Roles <ul style="list-style-type: none"> <input type="checkbox"/> Legal observers <input type="checkbox"/> Lawyers: offsite <input type="checkbox"/> Jail support <input type="checkbox"/> Medics/Healers <input type="checkbox"/> CareBears/Nurturers <input type="checkbox"/> Police Liaison <input type="checkbox"/> Media Liaison <input type="checkbox"/> Social Media <input type="checkbox"/> Media/Documentation <input type="checkbox"/> Marshalls/Traffic <input type="checkbox"/> Peacekeepers <input type="checkbox"/> Chant/Song leaders <input type="checkbox"/> Risk takers <input type="checkbox"/> Stage Manager, MC <input type="checkbox"/> Garbologist/Clean Up 	Group Support <ul style="list-style-type: none"> <input type="checkbox"/> Absorption: Follow up contact <input type="checkbox"/> Debrief <input type="checkbox"/> Health & Healing <input type="checkbox"/> Celebration <input type="checkbox"/> Appreciations Strategic Planning <ul style="list-style-type: none"> <input type="checkbox"/> Evaluation/ Assessment <input type="checkbox"/> Campaign Next Steps <input type="checkbox"/> Integrate Learnings Logistics <ul style="list-style-type: none"> <input type="checkbox"/> Clean up <input type="checkbox"/> ID next steps <input type="checkbox"/> Legal and Court support <input type="checkbox"/> Fundraise <input type="checkbox"/> Contact Media <input type="checkbox"/> Post stories/videos/ etc

About GOALS: What are we trying to accomplish – concrete, tangible, winnable? What does victory or the headline look like?

Think SMART: Goals - Specific; Measurable; Achievable; Realistic; Timely **Consider goals in 3 categories: Internal (How will this action help you build your group's capacity?) External (How will this action directly impact reaching our goal?) or Network (eg: How could this action help forge alliances?)*

Know the History and Do your research: What has your group (or other groups) done before to address the issue? Can you build on this history? Who are your existing allies in this work? Why now? What is the Action Opportunity? Will the action *activate passive allies*, win over currently on-the-fence *potential allies*, and isolate our opposition? Which specific groups in the spectrum of allies do we want to prioritize? How will this action do that?

Assess Your Resources: What skills/knowledge/access to resources does your group have? How many people will participate? How much time do you have?

About Target(s): *Primary Target* - Who has the power to decide? Who can give you what you want? Who are we trying to impact/move, what is strategic reason for it/them? *Secondary Targets* - Who can help you pressure that decision-maker? *Are there other audiences besides the target?*

About Locations: What are your Points of Intervention? The places (physical/metaphysical) where you could find or impact your target or frame a message? Consider: *Points of production* (a workplace), *destruction* (a clear cut), *consumption* (a store), *decision* (statehouse), *assumption* (where dominant beliefs or narratives are embodied), or *opportunity* (when a public figure comes to your town.) Scout for specifics, legality, etc.

Develop Action Demands & Messaging: What are the messages for your - Primary Target? Secondary Target? Audience? (If different than your targets) What is the story? How do you make complicated issues understandable? The message should reflect the tone & clearly communicate your demands. Develop media strategy - How will the action be covered, and by who?

Decide the Tone: What will the action feel like? Will the action be jubilant, angry, solemn, or calm? How will the tone impact the target and audience? Do you want to invite or repel them? How will the tone impact your group?

Create Visuals and Audio: What will your action look and sound like? What imagery do you need to create? How will you amplify your voices and sound? How will the visuals and audio support your tone and convey your demands?

Train, Practice and Coordinate before the Action: How will message/story be told – visuals, words, chants, props, takeaways, and signs? Scenario Plan should include beginning, middle, end.

Focus on Goals/Objectives: Minimize unnecessary risk/waste of resources. If you can accomplish your goal with phone calls, don't risk arrest!



