

Action planning checklist!

WHY are you planning this action? What is the aim of the action? What are you trying to achieve?

WHO are you targeting? How does that tie into the aim?

WHAT is the message of your action? Who is this message for? How does this tie into the aim?
Aim for (a) one broad short sentence summary (b) three more detailed key points to explain further.

WHAT is/are the best tactic(s) to achieve your aim? What message do these tactics send?

HOW are you going to communicate your message on the action? How does this tie into your aim?

e.g. flyers, banners, chants, t-shirts, press release + a good photo. What will all these say?

What roles does your plan need? How do these numbers affect how you promote it?

(see a list of roles on the reverse of this sheet)

WHEN will you do it? **WHERE** will you do it? Does the time/place tie into your aim and messaging?

What other resources do you need? (time, money, skills, legwork, people)

What could go wrong? How can you plan for that?

Other questions:

- What are the legal implications of your action? Can ask Green & Black Cross/a lawyer.
- Do you need to do research about the target? (see reverse for more info)

Broad summary of the action planning method: “The Four Ts”

- **Target:** what energises people? what matches our politics? What achieves our aim?
- **Tactic:** how will you protest your target? e.g. blockade, leafletting, megaphone rally, occupy it.
- **Team:** who do you need with you for this?
- **Tools:** what physical stuff do you need to pull this off?

<p>Roles for people before the day</p>	<p>Roles for people on the day</p>
<ul style="list-style-type: none"> ● research the target (see right) ● promote the action ● make banners/placards ● write flyers etc. ● devise creative chants! ● write a press release, if media awareness is a key aim of your action ● write a brief for the action, to give out on the day to help people flyering/speaking on a megaphone. 	<ul style="list-style-type: none"> ● leafletting, hold banners ● lead chants / speak on the megaphone ● police liaisons / security liaisons ● pre-action briefing, facilitate action ● photographer/videographer ● social media/on-ground media person ● off-site press (send release, be a contact) ● people to lock themselves to things + people to support those locked to things ● legal observers (bring bust cards) / legal briefing giver / off-site legal support ● street medic
<p>Things to scout about the target</p>	<p>What to check in a pre-action briefing</p>
<ul style="list-style-type: none"> ● cameras and security guards ● general layout e.g. number and type of doors/fire exits, open spaces ● opening and closing times (for the time/day of your action) ● is there much traffic from passers-by (for the time/day of your action) ● how to get there? ● is there a good meeting point nearby? 	<ul style="list-style-type: none"> ● Remind everyone what the plan/aim is ● Go through the three key messages. Practice explaining them to each other. ● What chants are we going to use, if any? ● Who’s doing what role? ● At what point will the action end? (when an aim is achieved, at a specific time, etc.)
<p>Equipment for the day</p>	<p>What to do after the action</p>
<ul style="list-style-type: none"> ● leaflets, placards, banners ● megaphone ● letter for target clearly explaining why we’re there & what they need to do ● press release ● photocall ● props 	<ul style="list-style-type: none"> ● debrief with participants at end of the action / afterwards ● generate press and media coverage ● post an update on social media ● follow up with target