CHECKLIST

Planning an Action

☐ Will your action be fun and based on real power?
☐ Is everyone in your group comfortable with the plan? (Is it within the experience of your group?)
☐ Will the plan be outside the experience of the target? Are you going outside the “official channels?”
☐ Are your demands clear and simple?
☐ Do you have several fallback demands?
☐ Do you have an appointment?
☐ Have you scouted the building and made a floor plan? Do you know where to find:
  ☐ Elevator and stairs?  ☐ Parking or nearest transit stops?  ☐ Pay phone?
  ☐ Bathrooms?  ☐ The target’s office?
☐ Can the site accommodate disabled members?
☐ Has the group selected who will present information at the action? Are people prepared for their roles?
☐ Has the group selected its spokesperson for the action?
☐ Have you held a dress rehearsal for the spokesperson and the participants?
☐ Have you calculated how you will demonstrate your power? Do you plan to have symbols with you (letters, petitions)?
☐ Do you have a good turnout plan for the action, including last-minute reminder phone calls?
☐ If you want the media, have they been notified?
  ☐ Sent a release, including a notice of your photo opportunity highlighting your gimmick, a week ahead of time?
  ☐ Called the “daybook” a week ahead of time?
  ☐ Called assignment editors the day before the action?
  ☐ Prepared a release for distribution on the day of the action?
  ☐ Assigned someone to talk with the media at the action itself?
☐ Have you selected someone to take notes during the action and write the confirmation letter to the target?
☐ Do you know who will debrief the action with participants and where the debriefing will occur?