

Organizing For Action

I. Making a Plan

Defining the Mission – Overarching goal

Defining the Specific Goal that meets the mission

What is/are the Issue(s)?

What do you want to accomplish?

Crafting the message – Clear, succinct and unifying

Identifying the audience – who are you trying to reach?

What activity attracts your audience?

Building a Team Structure – the Core

Recruiting the core team of activists

Target and Invite

Clear Roles

Steady Communications

Committees – Outreach, logistics, media

Logistics – Checklists

II. Executing the Plan

Drawing the Map

Geography - Priorities, Tiers

History and lists

Assignments

Making a Calendar

List Building, systems

Recruitment

Working a meeting

Reminder calls

III. After the Success

Victories and Celebrations

Acknowledgement and follow-up

Creating a List

Debrief

Next Steps

Always Remember

A. Pick and Shovel Organizing

Getting to the goal

B. Creating the environment of a campaign

Enthusiasm and Fun

Communications system

Escalation, Markers and Milestones

Creating a Buzz

C. Getting Commitments

The Rap

The Ask

Talking vs. listening

Tracking – Making a Chart

Real commitments vs. maybes

D. The Activity

What do you want to accomplish at the activity?

Do you have an Ask?

How do you get it, what is the follow up?

Get signups