

CHECKLIST

Accountability Session

- Are your key leaders on the planning committee?
- Have you used the strategy chart to plan the accountability session, being sure to take into account your power?
- Do you have main demands (usually substantive), a list of escalation demands, and some fallback demands (usually procedural)?
- Are the proposed date and time for the accountability session suitable for your constituency?
- Have you confirmed the date with the target?
- Do you have an appropriate site that is accessible, centrally located, and equipped to handle your needs?
- Have you made a realistic turnout plan? Are enough people assigned to work on turnout?
- Do you have a good press plan? Have you arranged for:
 - The initial media advisory and notice of photo opportunity?
 - Follow-up calls to media to get them to come?
 - The press release in press packets with supporting materials?
 - Visuals for TV and still photographers?
 - A press table and person staffing it?
 - A special area for television crews?
 - Calls to press people who didn't attend?
 - Thank-yous to press people who covered the session?
- Does the agenda demonstrate power over the target and give your leadership visible roles?
- Does the agenda include the following components:
 - Welcome and purpose?
 - Opening prayer, song, or Pledge of Allegiance?
 - Community residents speaking?
 - Collection?
 - Demands and target's responses?
 - Summary statement?
 - Adjournment?
- Have you taken care of logistics? Have you arranged for:
 - Refreshments?
 - Room setup?
 - Room decorations (posters, banners)?
 - Music or entertainment?
 - Baskets or buckets for collecting money?
 - Words for chants or songs?
 - Demands scoreboard?
 - Audiovisual equipment?
 - Microphones?
 - Extension cords (power strips)?
 - Sign-in sheets?
 - Room cleanup?

STORE ■ Strategic Tobacco Retail Effort

- Will you provide childcare? Is a good room available?
- Are carpools or transportation arrangements available?
- Do you have a dress rehearsal scheduled?
- Is someone assigned to greet the target as she or he enters the building?
- Are your key leaders and staff assigned to the following roles:
 - Chair (leader)?
 - Chair's messenger (leader or staff)?
 - Scorekeeper (leader)?
 - Chair's organizer (leader or staff)?
 - General organizer (leader or staff)?
 - Target greeter (leader)?
 - Press contact (leader or staff)?
 - Press spokesperson(s) (leaders)?
 - Speakers on the program (leaders)?
- Have you recruited other volunteers and emerging leaders for the following roles?
 - Ushers?
 - Microphone holder?
 - Person with the sign-in sheets?
 - Person to distribute handouts?
 - People to collect money?
 - Refreshment servers?
 - Music or entertainment fill-ins?
 - Childcare?
 - Applause and audience participation starters?
- Does your follow-up plan include:
 - Sending a confirmation letter to the target?
 - Sending thank-you notes to everyone who helped?
 - Celebrating with key people?
 - Checking attendance lists against those who said they would come and/or deliver people?
 - Meeting with the planning committee to evaluate the session?