

CHECKLIST

Tactics

All tactics must be considered within an overall strategy. Use this checklist to make sure that each tactic makes sense given your strategy.

- Can you really do it? Do you have the needed people, time, and resources?
- Is it focused on either the primary or secondary target?
- Does it put real power behind a specific demand?
- Does it meet your organizational goals as well as your issue goals?
- Is it outside the experience of the target?
- Is it within the experience of your own members and are they comfortable with it?
- Do you have leaders experienced enough to do it?
- Will people enjoy working on it or participating in it?
- Will it play positively in the media?