
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?