ACTION CHECK LIST

The four phases of putting together an action are: Planning, Preparation, Day Of and Follow Up.

Planning
Set specific and measurable goals
Pick clear, accessible target
Define issue/develop message
Develop scenario for action
Make sure plan/preparation fits overall campaign goals and preparation helps escalate

Mobilization
Develop and train staff on the rap
Make mobilization plan that helps build organization
Leader/Committee activity
Calls/phonebanks
Personal contact (one on one, house visits, site visits)
Impersonal contact/general visibility (leaflets, mailings, taxings, posters)
Meetings, conferences, other group's newsletters, calendars
Sign Up sheets
Reminder operation (phonebanks)

Logistics - All the stuff we need
Signs, Banners, Flags
Day Of leaflet
Sound System
Bullhorns and batteries
Sign In Sheets, clip boards, pens
Noisemakers, whistles, drums
Legal instructions, marshal! instructions
Chant sheets
Cameras, film
Food, drinks
Transportation (busses, vans, cars) & routes for drivers
Set Up crew
Clean up crew
Security arm bands
Day of Press packets
Communication equipment (radios, phones)
Bail money

Program - How are we communicating?
Action
MC
Security - What are police plans and contingencies, how to protect participants
  Recruitment & training
  Leadership ID

Media – How do we publize our issues and message?
"Develop hook to capture media interest/attention
  First advisory
  First release
  Day of reminder
  Day of release (before and after event)
  Svance calls to reporters pitching story/giving background/spin
  Just before calls to reporters and editors
  Press packets (including background materials)
  ID & train/prep organizational spokespeople

Staffing & Decision Making
-Develop decision-making structure (no more than 3 people)
  ID all staffing needs for action
  Team/march leader
  Police Liaison
  Head marshall
  Marshalls
  Leafletters
  Media person
  Organizational spokesperson
  Set up crew
  Clean up crew
  Drivers
  Chant leaders
  Prop distribution & collection
  Equipment distibution & collection
  Signer-Iners
    Get out of jail people

CD
  Recruitment
  Training
  Emergency information
  Get out of jail people and drivers
  Lawyers on call
Money