Steps in a Nonviolent Direct Action Campaign

These six stages should not be seen as separate entities to be worked through one by one. The campaign is an ongoing development, and once a stage has begun it continues through the duration of the campaign. It is important to start each stage in order since each step sets up the next as well as sets up opponent. You give them the opportunity to do the right thing at every stage when they don’t they begin to expose themselves up to the point where negotiate is no longer an option and we then just make it clear they are not good players and must be removed or replaced.

1) **Investigate** – again understand nature and extent of problem, who is responsible, what do people want to do

2) **Negotiate** – give the opponent a clear, fair, documented and publicized opportunity to resolve the conflict. Exhaust established channels for change

3) **Educate** – get the word out, door to door, leafleting, teach-in, petitions etc

4) **Demonstrate** – marches, pickets, build support, increase pressure

5) **Direct Action** – sit-in’s blockades, occupations – creating a crisis to force opponent and public to address the issues. Aim for dilemma actions where possible. Dramatize the conflict. Show depth of commitment and test determination of opponent. Spark actions by other groups elsewhere Increase the heat

6) **Protracted Struggle** or War – Move from negotiation (although we keep the door open) to the creation of alternative or parallel institutions.

7) **Victory, Settlement**

   Again, the art of the campaign is engaging your opponent at every step of the campaign. At the beginning we inform them of the solutions to the problems and give them the chance to do the right thing. They fix it or not. We escalate and educate and get more people involved and go back. We give them the chance to do the right thing. They fix it or not. We escalate and engage in demonstrations. We go back and give them the chance to do the right thing. They fix it or not. We escalate and engage in direct action. We go back and give them the chance to do the right thing. They fix it or not. We escalate and at some point after we have escalated out direct action, we determine that they are no longer a responsible member of our community and we seek to close them down while replacing them with another entity. In workplace situations this may be easy said then done depending on the industry.

Mechanisms for Change

Conversion – convince them to change
Acquiescence – they go along don’t want to fight
Accommodation – reach a compromise
Coercion – force an opponent to give up
Disintegration – opponent no longer has anything to give up, incapacitated
CAMPAIGN PLANNING WORKSHEET

What are the **Shorter Term Achievable Goals**

1) 
2) 
more...

What are the **Longer Term Goals of the Campaign**

1) 
2) 
more...

**INVESTIGATE**

Goals:
- Get the facts, understand the nature and extent of the problem.
- How does it effect us/the community? Sort out participants own relation to the proble, and willingness to work on it
- Find out who has the power/to do what?

What need to be investigated, researched? What information is Needed?
1) 
2) 
3) 
more...

**NEGOTIATE**

Goals:
- Help both sides understand each other
- Give opponent a clear, fair, documented and publizied opportunity to resolve the conflict;exhaust the establish channels for change.
- Possibly achieve resolution of the conflict.

How will you negotiate? With who?
1) 
2) 
3) 
more...

**EDUCATE**

Methods: Door-to-door canvas, leaflets at shopping centers/events, newsletters or brochures, letters to the editor, street theater, press conferences, media events, talk to groups, teach-in’s posters, petitions, letter-writing to officials etc.

Goals:
- Inform the community, bring about public discussion,
- Get support for the campaign
- Put pressure on the opponent to change

How will you educate the public?
DEMONSTRATE

Methods: Picketing, marches, street theater, rallies, vigils
Goals:
- Inform the community
- Get support for the campaign
- Put pressure on the opponent to change

How will you demonstrate?

DIRECT ACTION

Methods: Sit-in, blockade, occupation, strike, boycotts
Goals:
- Inform the community
- Get support for the campaign
- Create a “crisis” to force the opponent and the public to address issues and move supporters to be more involved.
- Dramatize the conflict in a way that is advantageous to your side
- Show depth of your commitment and test the determination of opposition
- Spark action and campaign by other groups elsewhere
- Put pressure on the opponents to change

How will you take direct action?

PROTRACTED STRUGGLE
Methods: continued negotiation, education, demonstration, direct action, and alternative institutions to replace those opposed.

Goals:
  - Sustain the campaign until the injustice is eliminated
  - Build new institutions that replace inadequate or unjust ones

How can the campaign escalate its tactics and broaden its support?

1)
2)
more…

What alternative institutions could be formed to replace the existing one?

1)
2)
more…