**Action Toolkit**

**Before the action**

|  |  |
| --- | --- |
| Aims of Action*(list aims of action)* |  |
| Tactics*(ideal tactics we will use)*  |  |
| Risks*(possible risks e.g. emotional, public reaction, arrest)* |  |

**Action Outline**

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|  |

**Roles**

|  |  |  |
| --- | --- | --- |
| **Role** | **Needed** | **Person(s) To Fill** |
| **Media Spokespeople** |  |  |
| **Social Media** |  |  |
| **Photos/Video** |  |  |
| **Police**  |  |  |
| **Leafletting** |  |  |
| **Action Facilitator/MC** |  |  |
| **Who is your buddy?** |  |  |

|  |  |  |
| --- | --- | --- |
| Question | Suggestions | Actions |
| Will the action be clear to the public? | Banners, leaflets, loudspeaker  |  |
| Do you want media to come? | Press release before & after action, tip off to relevant journalists |  |
| Will the action affect anyone who isn’t your target? E.g. staff, cleaners, public | Write a letter to staff, make a clear leaflet |  |
| Is your action public? i.e. do you want loads of people to come | Facebook event, shoulder tapping, ask your friends, emails, other activist groups |  |
| What will people be able to do at the event? Will it be empowering?  | Music, playlist, chalking, props, speakers, chants, activities for people to do |  |
| Does everyone know exactly what they will be doing on the day?  | Set a meeting point & time, make sure people know their roles |  |

**After the action**

**Debrief:**

*Possible things to cover*

* Feelings round
	+ Did anyone have a strong emotional reaction - how can the group support them
* Each person
	+ What went well? Why
	+ What didn’t work/went badly? Why? How could we improve
	+ Was the action successful/meet the aims?
* Are there follow up actions required/do people need to switch roles
	+ Media
	+ Social Media Moderation
	+ Press Release/Interviews/Letters
	+ Blog Post/Mailchimp Summary