**ACTION WORK PLAN TEMPLATE**

* 1. Goal, Objective, and Scenario
  2. Overview Timeline of Events:
  3. Training
  4. Action Plan
  5. Outreach Plan
  6. Media Plan
  7. Fundraising Plan/Budget

1. **Goal, Objective, and Scenario**

|  |  |
| --- | --- |
| **Goal** | What are the 1-2 main goals of this project (ie. what is the big picture reason |
|  | for pursuing the project)? |
|  |  |
| **Strategy** | How does this action get you to your goal? |
|  |  |
| **Objectives** | What are the discrete, measurable objectives of this project? |
|  |  |
| **Tactic** | List the full range of case-specific tactics you will use (ex: a rally, street |
|  | theater, people’s mic disruption an event, etc.) |
|  |  |
| **Tone** | Action’s tone heavily influences the message, and our ability to recruit and |
|  | retain participants and allies. If we aren’t intentional about our tone, we may |
|  | end up communicating a message we didn’t intend. |
|  |  |
| **Message** | **What are the 1-3 talking points around this project?** |
|  |  |
| **Visuals** | List all visuals you will use. |
|  |  |

1. **Overview Timeline of Events**

(include all training, relevant prep/recruitment events, and project events)

**3. Training**

(Are you being trained for this action? If so, include training dates, trainers, location, logistics roles and links to any curriculum or materials)

**Roles:**

**ex:**

* Logistics:
* Trainers:
* Photographer:
* Videographer:
* Food:

**Links to Curriculum:**

**4. Action Plan**

**(If this is a march, include route. If a rally, include location, timing of sections, speakers, visuals, etc.)**

**Roles:**

* Legal observers
  + task, task, task
* Police liasons
  + task, task, task

**Other Needs:**

**5. Outreach Plan**

**Roles:**

Recruitment Coordinator:

Phonebankers:

Online outreach:

**Plan/Timeline (include dates):**

Create facebook event

First email invite

Phonebank to turn people out

**6. Media Plan**

**Team:**

Roles Needed (It’s ok for the same person to do more than 1 of these roles):

* Media Coordinator
* Spokespeople
* Pitch Callers
* Advisory/Release Writers

**Needs:**

**7. Fundraising Plan/Budget**

**Roles:**

Fundraising Coordinator:

**Budget:**

|  |  |  |
| --- | --- | --- |
| Expense | Quote | Notes |

* **Photographer**
* **Videographer**
* **Materials**
* **Artist**
* **Training Space**
* **Food for training**
* **Trainers**