



Planning an Action Guide

Participating in an 'action' in order to make political and social change can mean anything from small demonstrations to blockading a coal mine. Often they are public shows of support for a cause or against an issue.

Actions can be a great way to get media attention for a campaign, to bring in new people, to mount pressure on politicians and to change the public narrative around an issue.

Questions to consider

When you begin planning an action, here are some prompts to make sure you consider everything you need to:

- Who is your target?
- Will it raise public awareness?
- Will it help to increase understanding of the issues within your group?
- Will it persuade a decision maker that local people are passionate about this issue?
- Will it be fun?
- Can you realistically deliver it?
- Is it appealing to the media?
- Will it be possible for lots of group members to be involved?
- Is there a possibility to partner with others in the wider community?

The planning process

Planning is key to running a successful action. Here's a simple checklist:

- Brainstorm as a group to share ideas – it's a good way to get everyone involved and can be good fun. Do this with plenty of time to spare.
- Narrow your ideas down before your next meeting and decide who's going to take each task forward.
- Create a timeline to keep track of what is still to be done
- Estimate time and cost – will you have the necessary resources?
- Prioritise. Some tasks will be more crucial (and time dependant) than others.
- Go back and look at your initial aims – are you on track to meet them – have your priorities changed?

If you need help deciding which action to focus on, the following questions might help you to prioritise:

- Does this action work at a local or national level?
- Will it generate media interest or can you reach out to media contacts near you?
- How easy is it for people to get involved?
- Is there an online element that more people can participate in?
- What impact will the action have?
- Is it clear enough that people from the outside will understand your point?

Examples of actions



Creative actions like performances, songs or public murals can be a great way to draw attention to your issue and can be really fun to be part of. You could organise a flash mob in a public place or change the lyrics to a song to suit your cause and sing outside your target's offices. Check out BP or not BP's performances to get cultural institutions to drop fossil fuel sponsorship for some inspiration! <https://bp-or-not-bp.org/performances-and-films/>

Make demonstrations and rallies more exciting and draw more attention by combining them with eye-catching props, large banner drops or interesting speakers. Check out the huge 'Bridges Not Walls' banner drops that took place globally in 2016.



Use what is available to you to make a statement about your campaign. The divestment group Fossil Free Glasgow built divestment snow-protestors outside Glasgow City Council offices!