

MRCI's principles for planning effective actions – working template

Principles for planning effective actions

For any action you plan as part of a campaign, you need to have an answer or a plan for each of the principles listed below. This is a useful template to follow in planning and coordinating an action; whether that action is a demonstration, a flyering action, flash mob or delegation visit¹.

<ul style="list-style-type: none">• Goal – what is the goal of the action?
<ul style="list-style-type: none">• Target – who is/are the target(s)?
<ul style="list-style-type: none">• Clear vision for activity – what is the vision for the action?
<ul style="list-style-type: none">• Turnout plan – what is the plan for getting people there?
<ul style="list-style-type: none">• Roles and responsibilities – who is taking responsibility for what? (If action is a demonstration see template for roles and responsibilities for demonstrations)
<ul style="list-style-type: none">• Plan for the “what ifs”

¹ Many thanks to Deirdre Lehn activist and organiser for developing this with MRCI