

## Campaign strategy and planning - **measuring actions and tactics**

Actions are the things we do, the events we organise, the tasks we undertake in campaigning and organising for change. They should always flow from a broader and well thought through campaign strategy. The strategy is the roadmap that informs the tactics, actions and tasks we undertake. We need to be choosing tactics in an informed and rationale way asking questions like; will this make a decision maker feel the pressure? Is this tactic going to show our power? Do we have the resources to run this tactic? Will it drain us? Will it replenish us and our efforts?

When selecting tactics and actions there is always a menu to choose from, here are a few;

- ✓ **Direct action**
- ✓ **Petition**
- ✓ **Letter writing**
- ✓ **Flash mob**
- ✓ **Coalition building**
- ✓ **Public opinion polls**
- ✓ **Evidence base through data and research**
- ✓ **Strategic litigation and legal work**
- ✓ **Lobbying and political engagement**
- ✓ **Fundraising**
- ✓ **Press conferences**
- ✓ **Conferences**
- ✓ **Using film/art/drama**
- ✓ **Storytelling**
- ✓ **Photo call moments for the media**

In choosing tactics and actions the following exercise is a really useful to do in your campaign group. Pick a number of tactics you all feel confident about and rate them from 1-10 under the following headings (1 being least and 10 being most)

- | <b>1. Power it Shows</b><br><b>1-10</b> | <b>2. Power it creates</b><br><b>1-10</b> | <b>3. Energy it takes</b><br><b>1-10</b> | <b>4. Energy it replenishes</b><br><b>1-10</b> |
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It's a useful assessment tool if you're realistic and honest. Take a protest for example. To show power it really needs to be big (can your group/organisation make this happen with current resources and relationships it has?). It can create power but again is very dependent on numbers and being very well organised. In terms of energy it takes; it takes a lot to organise a good protest! But at the same time if organised well with a good turnout can replenish a lot of energy back in the group.

This exercise helps evaluate the options supporting thoughtful and strategic action. In campaigning it's often about having a sequence of tactics and having the next step ready. Some of our systems don't support tactics, mechanisms and operations and it's where an organisation needs to begin building such strategies and using exercises like this begin to see where power meets strategy.