ACTION FOR ABOLITION

Planning, preparing, and pulling it off
PLANNING 101

Make sure the action supports your ultimate goal

+ energize your community

+ communicate your message

+ build capacity
TARGET and AUDIENCE

• Who are you trying to reach?
• Who can deliver what you want?
• What will be most persuasive?
• How does this action contribute?
LOCATION

How will people get there?  
Including media

What will be going on?

Is there security to deal with?
TACTIC AND TONE

• What exactly will you do?
• How does it advance your cause?
• Consider the “tone” and audience
MESSAGING

Articulate your message
Create a billboard version (7 words or less/graphics)
Coherent: one clear message
Discipline: stick to the message
MEDIA STRATEGY

Create media release: focused
Who/What/Where/When/Why
Make sure they know—send it three times

Have a Spokesperson(s)

**Practice** being interviewed

Follow up after the event—build a relationship
CREATE!

• Banners, signs, posters
• Puppets, props, costumes
• Music, readings, speeches
• Remember: stay on message
THINK IT THROUGH

Step by step
Who does what?
What are the risks?*
Obstacles?

Talk to authorities?

* if your action may include a scenario where people are at risk of arrest, intentionally or not, your group should have a training to prepare (that’s a topic for another workshop). These are often called nonviolence trainings.
DO IT!

• It’s okay to have fun
• Feel the energy
• Remember your message
• Everyone stays safe
• Take care of each other
FOLLOW UP

• Maximize your impact
• Mainstream media
• Social media
CELEBRATE! and ...

- What a great day! What a great team! What a great action!
- Debrief
- Evaluate — lessons for next time
RESOURCES

• Ruckus Society: www.ruckus.org
• nonviolence@rutgers.edu

(Citizen Weapons Inspection Handbook and more)

KEEPING CONNECTED

NUCLEAR BAN TREATY EIF Facebook Group
#NuclearBan
VIDEO

• search Nuclear Ban Treaty EIF on vimeo

QUESTIONS? CONTACT INFO

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