

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



The Nuclear Resister

March 19, 2019 · 🌐



Eleven nuclear resisters with the Pacific Life Community were arrested on March 18 during a blockade of Lockheed Martin in Sunnyvale, California. They carried with them copies of the Treaty on the Prohibition of Nuclear Weapons to inform Lockheed workers and management that when the treaty is ratified, building nuclear weapons and their delivery systems will be in violation of international humanitarian law. Photo by Len Tsou. More information at http://www.nukeresister.org/.../eleven-nuclear-resisters...



Karina Hughes, Jim Walsh and 98 others

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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 ELF on vimeo

QUESTIONS? CONTACT INFO

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