

Action Work Plan Template

[1. Goal, Objective, and Scenario](#)

[2. Overview Timeline of Events:](#)

[3. Training](#)

[4. Action Plan](#)

[5. Outreach Plan](#)

[6. Media Plan](#)

[7. Fundraising Plan/Budget](#)

1. Goal, Objective, and Scenario

Goal	What are the 1-2 main goals of this project (ie. what is the big picture reason for pursuing the project)?
Strategy	How does this action get you to your goal?
Objectives	What are the discrete, measurable objectives of this project?
Tactic	List the full range of case-specific tactics you will use (ex: a rally, street theater, people's mic disruption an event, etc.)
Tone	Action's tone heavily influences the message, and our ability to recruit and retain participants and allies. If we aren't intentional about our tone, we may end up communicating a message we didn't intend.
Message	What are the 1-3 talking points around this project?
Visuals	List all visuals you will use.

2. Overview Timeline of Events:

(include all training, relevant prep/recruitment events, and project events)

3. Training

(Are you being trained for this action? If so, include training dates, trainers, location, logistics roles and links to any curriculum or materials)

Roles:

ex:

- Logistics:
- Trainers:
- Photographer:
- Videographer:
- Food:

Links to Curriculum:

4. Action Plan

(If this is a march, include route. If a rally, include location, timing of sections, speakers, visuals, etc.)

Roles:

- Legal observers
 - task, task, task
- Police liasons
 - task, task, task

Other Needs:

5. Outreach Plan

Roles:

Recruitment Coordinator:

Phonebankers:

Online outreach:

Plan/Timeline (include dates):

Create facebook event

First email invite

Phonebank to turn people out

Email/text message reminder

Other information needed:

Links to any tracking sheets w/ Attendees names:

6. Media Plan

Team:

Roles Needed (It's ok for the same person to do more than 1 of these roles):

- Media Coordinator
- Spokespeople
- Pitch Callers
- Advisory/Release Writers

Needs:

7. Fundraising Plan/Budget

Roles:

Fundraising Coordinator:

Budget:

Expense	Quote	Notes
Photographer		
Videographer		
Materials		
Artist		
Training Space		
Food for training		
Trainers		

Permit		
--------	--	--