

# Action Work Plan Template

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## 1. Goal, Objective, and Scenario

<b>Goal</b>	What are the 1-2 main goals of this project (ie. what is the big picture reason for pursuing the project)?
<b>Strategy</b>	How does this action get you to your goal?
<b>Objectives</b>	What are the discrete, measurable objectives of this project?
<b>Tactic</b>	List the full range of case-specific tactics you will use (ex: a rally, street theater, people's mic disruption an event, etc.)
<b>Tone</b>	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.
<b>Message</b>	<b>What are the 1-3 talking points around this project?</b>
<b>Visuals</b>	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		
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