

Developing a Field Plan- How to:

Now let's talk about how to pull these principles into a field plan. There are 4 main things to think about when pulling it together:

1. Involve the most amount of people/volunteers (easy to figure out, think even apolitical gatherings like culture jams, critical mass, or political ones like rallies or some of the tactics you've done that have involved a lot of people like call in days, Kick off meetings, etc)
2. Fit in with your strategy
3. Move your target and win (even harder, now it moves from theory to practice)
4. Resources. Time and \$

Gut Checks:

1. Involvement gut check-- is this the type of thing you'd want to invite your 10 friends to do on facebook (apolitical gut check)
2. Strategic gut check-- is this efficient and in line with our theory?
3. Effectiveness gut check-- is this working and moving our target?

The kicker: All of this stuff needs to be done with your volunteers and often your volunteers think of things that are either not good in terms of involving lots of people, not strategic or not effective. Planning with them and steering them in the right direction is the art.

SMALL GROUPS:

Organizers should take 15 minutes to think through their tactical plan for the rest of the campaign. Trainers should give feedback on whether the tactics chosen fit the three main criteria, as well as a fourth:

1. Does the tactic involve a lot of people/volunteers?
2. Does the tactic fit with the campaign strategy (hero, cover, pressure, accountability)?
3. Will the tactic move your target and win (based on powermap of target, is it plausible that the tactic will actually move them)?
4. Is this tactic a good use of our resources (both time and money)?

