



Never Again Action: Action Plan Template

This is a tool designed for pulling off a successful, effective action. Use what's helpful, scrap what isn't, and trust that you know best what will move and activate your community. You got this.

Please make a copy of this document before using


The Who:

Who is proposing this project? How can they be contacted?	<ul style="list-style-type: none">• Never Again Action of [PLACE] and [ANY PARTNERS]
---	--

The Goal:

How does this project move the movements strategic goals forward?	The goal is to make state and local leaders take all action possible and use all the influence they have to free people from immigration detention now.
What is the goal of this specific action?	
What are the measurable objectives of this project?	

Action Logic:

Tone	Ex. Defiant, angry, urgent
Tactic	
Target	

Once you have chosen your tone, tactic and target, read through these questions at least twice. The thing about strategy is that all three things must work together, therefore if the tone doesn't match the tactica or target, this is not a strategic action. Strategy doesn't work in isolation.

STORY of this moment:

If someone saw a picture of your action without a caption what would they see? Would they understand our message? Would it be clear which side we are on? What will the image say to your target constituency? Will it move them closer to our side?	
---	--

Execution:

What is the goal?					
What are the steps we need to get there? <i>Start from the goal and work backwards. Each project is in and of itself a cycle of momentum, don't forget to name steps in each category: <u>Preparation</u>, <u>Escalation</u>, <u>Absorption</u></i>	<u>Stage 1 Preparation</u> Identify core role holders, connect with coach, start filling other roles. Connect with local immigrant organizers Decide on target, time, and tactic for the action.	<u>Stage 2 Escalation</u> Continue filling roles Art build Direct Action Training	<u>Stage 3 Execution and Amplification</u> DO THE ACTION TELL THE STORY (comms and digital)	<u>Stage 4 Debrief</u> Come together to learn from the experience of taking action together, hold processing space for those who took escalated risk.	<u>Stage 5 Absorb</u> -

Problems we can anticipate and prevent now?	<p>*****</p> <p>IMPORTANT TACTICAL PLANNING NOTES TO CONSIDER FOR ACTIONS AT ICE OR OTHER DETENTION CENTERS:</p> <ul style="list-style-type: none"> • If there is still visitation possible, do not do an action during visiting hours. • ICE has been known to retaliate against people in custody in response to direct actions targeting the agency. Do not incite guards or a warden in a way that might cause them to retaliate against prisoners. • For many people trapped inside ICE detention centers — especially kids — a predominantly white group of people can come across as scary or threatening. Be conscious of how you might be perceived and how you can signal friendliness and love to people trapped inside. But know at all times that what is actually threatening is the jail they are in. 	
What will it take to pull this off? <i>Time, Capacity, Resources</i>		
What specific roles do we need to fill? Who is coordinating this action?	<p>Identify first-- Coordinator: Tactical Lead: Digital Lead: Comms Lead:</p> <p>Then fill in all remaining roles as needed in this spreadsheet.</p>	
Debrief: Date and Time		