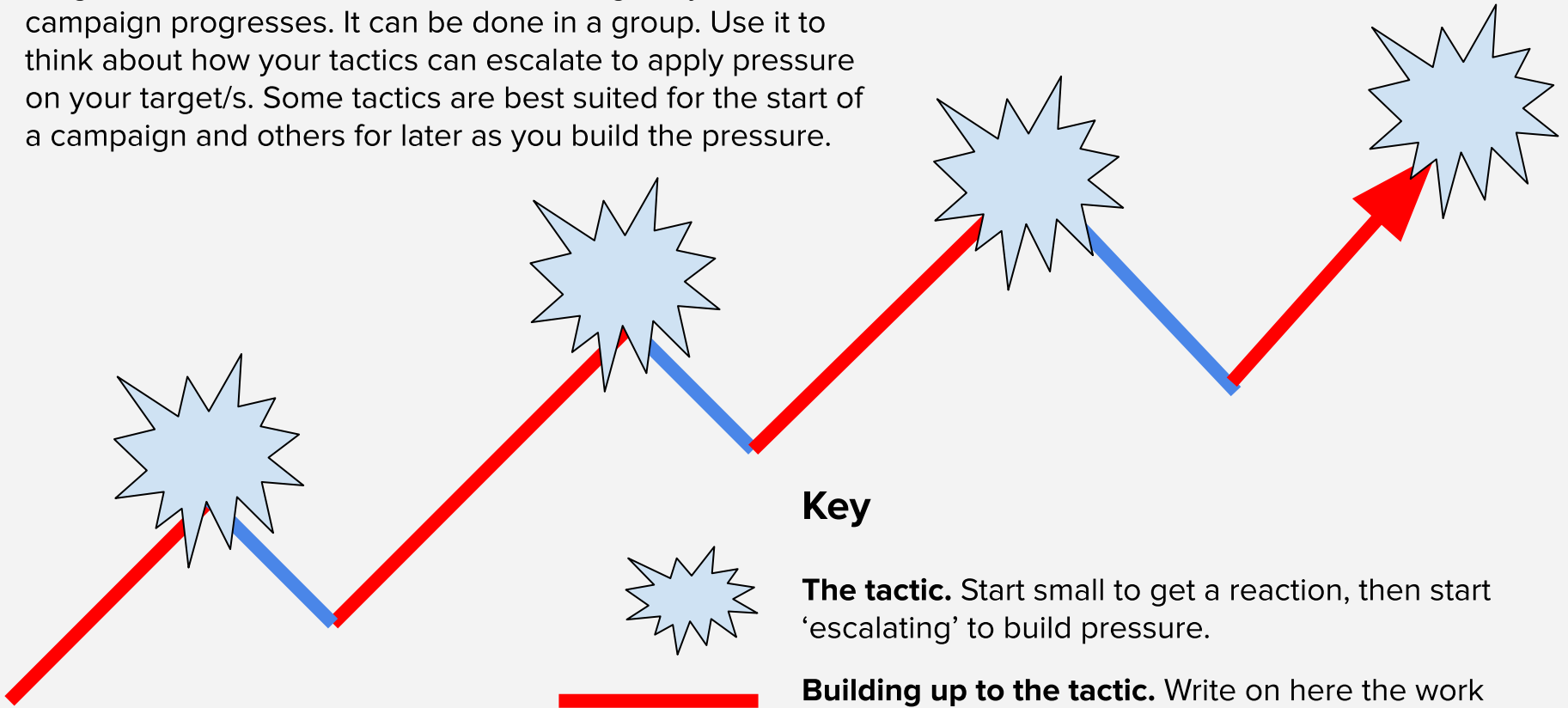


Tactics Timeline

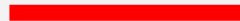
This tool is useful for mapping your tactics strategically. It is a rough timeline and should be reviewed regularly as a campaign progresses. It can be done in a group. Use it to think about how your tactics can escalate to apply pressure on your target/s. Some tactics are best suited for the start of a campaign and others for later as you build the pressure.



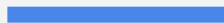
Key



The tactic. Start small to get a reaction, then start 'escalating' to build pressure.



Building up to the tactic. Write on here the work that's needed to get ready and build energy running up to the tactic (e.g. phone bank, e-mail invites, banner making, etc.).



After the tactic. Write on here the work required following a tactic (e.g. share photos on social media, email your target, reflection meeting, etc.).