

CODEPINK Action Checklist

- PLAN:** Know goal of action and tactic to be used (*example goal: Get Nancy Pelosi to sign onto HR 508; tactic: office visit with creative visuals for 2 hours that get press attention and raise awareness in office staff*). Hold a planning and strategy meeting to gather ideas, map out tasks, and problem solve.
- TEAM:** Build a core team of activists who will help plan the action, and delegate responsibilities so all the work is distributed and doesn't overwhelm one person.
- LOCATION:** Select a place for your action or event. Know the address, nearest public transportation (if possible) or driving directions. Check if any permits are needed and make a decision about whether you applying for a permit.
- DATE and TIME:** Select a date for action. Consider: What else is going on that day? Will the press be with you because it is timely/newsworthy?
- OUTREACH:** Identify target participants (organizations, celebrities, CP people, vets, military families, etc.) and how to best reach out to them ~ email to forward around, listserves, phone tree—calls go further than email!, flyers, tabling at events, op-ed or article before event in local newspaper. Don't forget to list your event on CODEPINK's national calendar!
- FLYER:** Create flyers to advertise action as needed; create flyers to hand out at action as needed; designate someone to print them out and figure out a plan for distributing them (at coffee shops, at weekly public vigils, other busy spots).
- MEDIA:** Identify press coordinator, write press release, email press release, designate people to make press calls in the morning and resend PR as needed; make sure there are copies of the press release and relevant talking points as needed on site at the action.
- PHOTOS AND VIDEO:** Contact photographers and videographers to document the action; make sure photos and videos can be emailed/uploaded *immediately* after action to local websites, indymedia, Local Spotlight on the CODEPINK website and youtube.
- VISUALS:** Make a list of supplies needed and gather them; create visuals together; leave time for paint to dry/blow dry; plan how to get visuals into buildings/event as needed.
- LEGAL:** Know your rights. Pick one person to be the security and police liaison. Contact the National Lawyer's Guild, the ACLU, or a local lawyer who is willing to help as needed.
- ACT:** Take action peacefully and with heart! Bring sign up sheets, outreach flyers, press release, and talking points to your action. Gather organizers before the action to set the intention for the day. Make sure roles and responsibilities are clearly communicated. Suggested roles to have at your action include:
 - **Greeters** to talk to attendees
 - **Stage Manager** if you're hosting a press conference or speaking/entertainment event
 - **Coordinating team:** overall event coordination, fill in holes, keep things on track and on time
 - **Media liaison:** Direct members of the press to spokeswomen, have press-sign in sheet and press releases/kit, wear a prominent press liaison badge so press can find them, coordinate photo ops and look for good visuals the press may be missing, be prepared to give talking points of the message, get to know the press and find out when the story will appear, in what format
 - **Security liaison:** Liaison with police and other security to head off any problems, holds the permit, may also be in charge of peacekeeper team if there are people who are trained to intercede should a conflict arise with police, counter-protesters, agitators.
 - **Tabling coordinator:** set-up, volunteers, cash purse, sign-up sheets, and merchandise.
 - **Photos and Film Team**
 - **Banners and Visuals Team** to distribute visuals, direct them to proper placement, and gather them up after the action
- BLOG and SPOTLIGHT:** Pick someone to blog about the action afterwards and make sure that blogs and photos get posted online on CODEPINK's spotlight or blog, and other DIY media sites like YouTube, Indymedia, and blogs. The faster you can post a report back online and to listserves, the more impact your event can have.
- FOLLOW UP:** Follow up on any contacts from the action (thank you/follow up letter to staffers at Congressional offices, people who donated food/supplies, people who helped with event; follow up with media who covered the story; contact new CODEPINK activists who joined for the action); evaluate the action (was it effective? Did it achieve the desired goal? Did it enroll people in organizing and participating?); input new contacts from sign-up sheets into website or send an excel to Rae; plan next action using lessons learned.