



## ACTIONS

### Timelines and tactics

As discussed throughout this playbook, your ask/request or goal must be achievable within a reasonable time frame or by the decision-maker's deadline. How and when will your problem or request be resolved? Start with the deadline and work backwards; this will help you map out any actions that must be completed ahead of a fixed deadline (e.g., a city budget vote).

Tactics or activities are undertaken to activate the power of your strategies, resources, and people by bringing a degree of attention about your ask or issue to decision-makers or influencers.

When evaluating or selecting advocacy tactics to do, think about these questions:

- How would you use this for advocacy?
- What are the pros and cons of this tactic?
- What do you need to plan to undertake this tactic?
- How would a decision-maker respond to this type of tactic?
- What are some new and creative tactics that will get the attention of decision-makers?

Examples of Tactics:

- Providing fact sheets
- Writing an op-ed for the paper
- Writing a blog post
- Photo exhibit
- Budget impact modeling
- Meetings and phone calls
- Writing letters

**Pro tip:** Sometimes you must limit the number of activities or tactics. Evaluate and prioritize your options. The best ones will have an immediate and direct impact on your decision-makers.



**Table 13A: Tracking past activities, events, tactics.**

Activity, event, tactic:	
Date:	
Summary:	
Desired outcome and actual outcome; information or lessons learned:	
Target audience:	
Considered successful or not? Any necessary adjustments?	

**Table 13B: Tracking current and future activities, events, tactics.**

Activity, event, tactic:	
Date or future date:	
Summary:	
Desired outcome and actual outcome; information or lessons learned:	
Target audience:	
Considered successful or not? Any necessary adjustments?	

## Resources

The due diligence report you are writing helps you make precise asks/requests and gather enough evidence to request more support if needed. It can identify resource gaps or surpluses and organize priorities. Resources support your advocacy campaign and ask. Human, material, economic, and technical resources are typical types of resources needed to carry out your ask and campaign. Does your organization have a grassroots or community activist network in the intended community? What resources do you have? Are they depletable or infinite?

### **Types of resources and examples:**

- Human resources: employees, volunteers, contract lobbyists, and other departments.
- Economic or financial resources: does it require funding? This can include money in a bank account, investments, or cash.
- Physical resources: include tangible items that are necessary and available for you to carry out your ask.
- Relationship resources: these could take many forms, depending on the nature of the ask and your organization.



**Table 14: Planning and tracking resources.**

	What resources have you already used?	What resources do you need?	When will you need these resources?
Human resources:			
Material resources:			
Economic resources:			
Technical resources:			
Relationship resources:			

## Assessment of known risks, threats, weaknesses, opportunities, and factors beyond your control:

Due diligence helps us find hidden advantages or opportunities. They could help your ask succeed. How skillfully you use those advantages or opportunities may determine what you desire from a policy or a decision-maker.

Identifying risks that could imperil your ask/request and assessing how they might affect the animals, shelter, neighborhood, and your organization is critical. By being cautious, we can limit danger.

Have you discovered any threats to your ask/request? Have you found a weakness that could derail your ask/request? What risks would your organization face if they make this ask/request to decision-makers?

In the next table you will think through some opportunities and risks that could happen over the course of your ask. But don't just list out opportunities or risk—try to think of ways you can reduce the risk and maximize opportunities.

**Opportunity:** A chance is anything that unexpectedly happens to you, a potential is something that could be done or gained in the future, and an opportunity denotes that something has a good probability of happening.

**Risk:** Implies future uncertainty about deviation from expected actions or expected outcomes.

**Table 15: Assessing known risks, threats, weaknesses, opportunities, and factors beyond your organization's control.**

	Known/identified opportunities/strengths	Known/identified risks, threats, and weaknesses	Known or identified things beyond your control
Your organization:			
Community:			
Opposition:			
Elected officials:			
Supporters:			

