# A 3-step Guide for Planning & Executing Your Action

**STEP ONE: LAUNCH. Get the action rolling!**

1. **Bring together your team**. It’s more fun to work together. Call up friends, coworkers on your campus, and anyone else you think would want to get involved.
2. **When you’ve got your team in place and a basic idea, register your action** by sending an email with event details to ezachary@aft.org so other people can find you and join in. Once you register the action, make a Facebook event to invite even more of your friends to join you.
3. **Recruit, recruit, recruit**! Set a goal for how many people you’d like to see on January 19th and try to create a plan for reaching 10 times that number of people, (assuming that only 10% of the people you contact can show up). Sending emails through listservs, going through your Facebook friends who are faculty members at your campus, and reaching out to other student and community leaders with strong networks are all good ideas.

**STEP TWO: MEET. Have a meeting on with local leadership. You can use this sample agenda.**

1. **Set some goals for your Day of Action Event**. Let’s figure out how you can make your voices heard through action:
   1. **What** – How will you defend your school? Is your action directly addressing the school? Or are you standing up with groups being targeted by Trumps rhetoric?
   2. **Where** – Is there an easily accessible location where people can meet? What symbolic locations can be incorporated, such as visible demonstrations of the silence of campus administrators?
   3. **When** – what time will your action begin and end?
   4. **Who *–*** will post the action to Action Network?
2. **Details, details, details**. Use the script provided and adapt it if you’d like. Divide up speaking roles and make sure the flow makes sense to you.
3. **Designate team roles**. Brainstorm all the things that you will need to do before the action and everything that will happen at the action. Here are some potential roles to keep in mind. Filling as many of these as possible will help your event run smoothly
   1. **Action Leaders** - two people who will run the program of the action.
   2. **Logistics** - someone who can make sure you have everything you need for the action, including things that need to be printed.
      1. Sound system and megaphones
      2. Signs and banners (see artwork below)
      3. Sign in sheets
      4. Any other materials you come up with
   3. **Social Media Roles**
      1. One person to Facebook Live the action. (There is a simple guide to Go Viral on Facebook Live in the supplement resources!)
      2. People to live tweet and do a live stream on Facebook. Include #reclaimourschools and #aftallin so we can track the actions.
      3. Official photographer and videographer
      4. Write a blog post for AFT blog after the action and include photos of the event.
   4. **Art Coordinator:** Make flyers, posters, and banners.
   5. **Recruitment**
      1. Confirm people who have said they want to attend
      2. Create an outreach plan to get even more people to the action

**STEP THREE: Take Action!**