

THE TACTIC STAR

A tool for helping think through which tactics we should use and how to organise for biggest impact.

Adapted with permission from [Beautiful Trouble's Action Star](#)

**CAMPAIGN
BOOTCAMP**

BUILDING AND TENDING TO THE GROUP

Will the tactic build our group's capacity? Could it help us get new members? When we plan our tactic can we use it to build the skills of more members?

TACTIC LOGIC

Does the tactic itself tell the story and convey the message? If you are using a tactic that is visual, can passers-by or people seeing it on social media 'get it' without us having to explain it?

OUR CAMPAIGN PLAN

Will the tactic help us to achieve our goal?

TARGET

Who or what is the target of our tactic? Why? How will the tactic pressure them to do something? Could our action cost them something (for example bad publicity)?

ALLIES

Can using our tactic encourage other groups to join us in our campaign? Can our action help move those that are on the fence more towards our position? Are there certain groups on our 'spectrum of allies' that we might want to concentrate our efforts on?

AUDIENCE

As well as our target, is there a wider audience we want to send a message to through our tactic (e.g. if meeting our MP is our target, publicising what we asked them to do on Facebook afterwards lets a wider audience know what our demands are)? Who are they? What message do you want to send to them?

STORY

Are you telling a story through your tactic? Can your story show that not only is change possible it is also necessary? Does it feature the voices of those that are directly experiencing the injustice?

