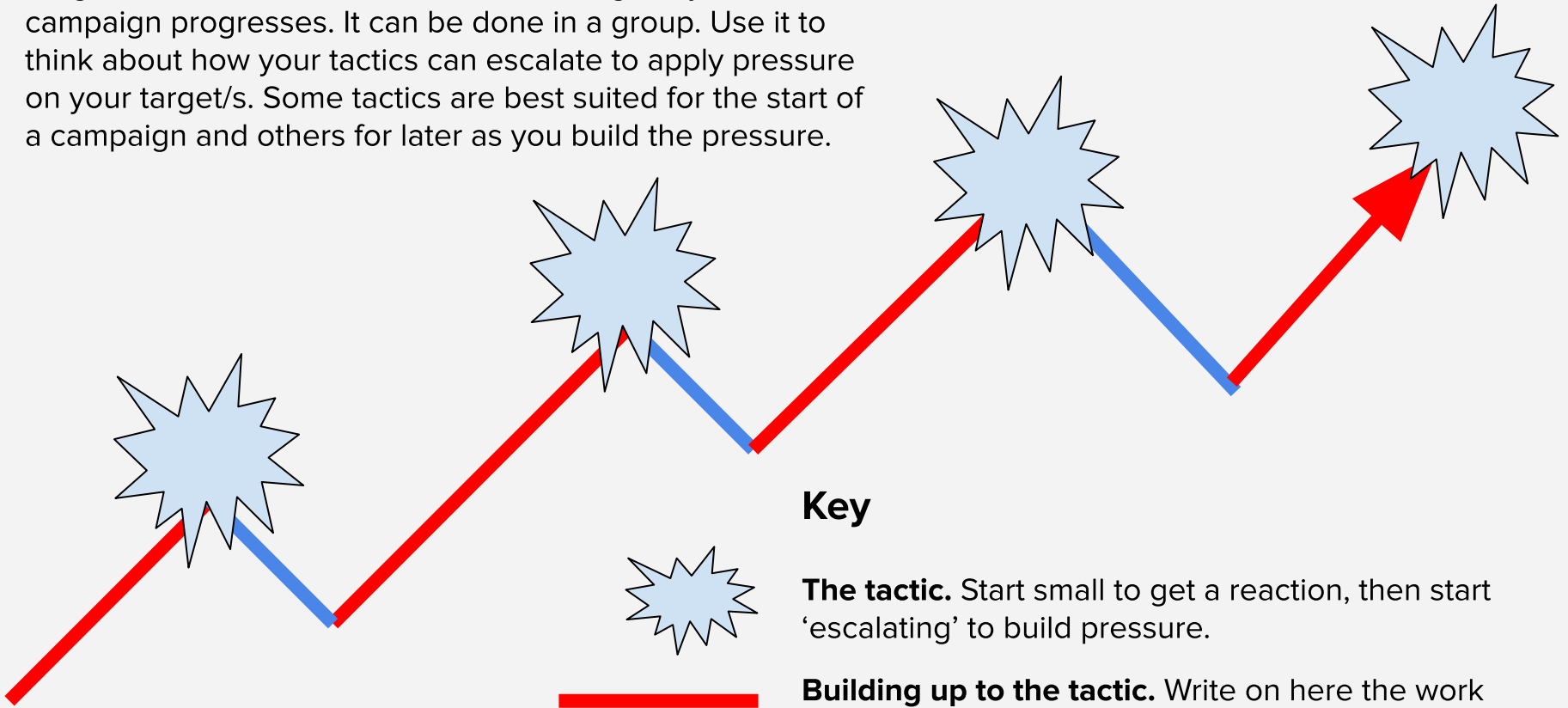


# Tactics Timeline

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.).