

Organizing online to plan in-person action

How much of the change in today's world do you think began in a shared word doc? I think it might be more than we expect!

Online spaces are very often where organizers plan and outline their in-person organizing.

Here are some things you should have in your PDF before you bring your online work offline.

1. Decide: What exactly are you trying to achieve?
 - Awareness? Specific Policy Action? Fundraising?
 - You need to know precisely what you're asking for before you start to ask tons of other people to show up.
2. Ask: Who do you need to target to make that happen?
 - For example: If you're aiming for awareness among the general public, consider visiting a public place like a park or a highly frequented area, such as a mall. If it's a government official, you may need to see a legislative building or courthouse.
3. Think: What kind of Action and resources do you need to make an impact?
 - You can plan a march down a frequented area, but would it be better to facilitate a sit-in or a performance? Based on your goals and audience, what would be most impactful?

Next, have you assigned roles? Here's some you should be considering:

- Logistics person(s)
 - Do you need a speaker or someone to contact potential speakers? Get a permit? How will people get there and get home? These are the types of things the logistics person should be responsible for figuring out.
- Media person
 - If you're organizing and expecting/hoping for media attention, you'll need someone to:
 - Reach out to chosen media outlets/journalists
 - Act as a dedicated spokesperson
 - Produce a clear list of demands and answers to likely asked questions.
- Awareness and Outreach
 - How will the broader community know what you want to do? Do you need a social media presence? Physical posters? Connections to organizations? Who is in charge of outreach?

- Legal Person(s)
 - What are the local laws/permits you might need, and how do you attain them?
Your legal person needs to know!
 - What is a phone number you might need to call a lawyer in case you're arrested?
People should have access to it.
 - Write it on your body! No guarantee you'll have your phone
 - While not always possible, it can be a fruitful task to ask the authorities to maintain contact with your group during the protest and instruct them on how to do so.

- What-if Person?
 - Where will you get toilets if the ones you ordered aren't delivered?
 - What if there's a counter-demonstration?
 - What if only a few people show up?
 - What if the media doesn't show up, or a speaker?
 - What if someone has a medical emergency or someone begins to act violently?

Does your online plan have these elements outlined? If so, I'd say you're looking good to move things from online to in-person.

