



Action Circles Campaign Elements Overview

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HAPPY ENDING

All campaigns must begin with the end in mind. Your HAPPY ENDING is a clear expression of how you will know when you have succeeded in achieving your goal. Writing your HAPPY ENDING is sometimes the most difficult part of a campaign, and it is also one of the most important steps. Knowing where you want to go will provide a touchstone at difficult moments in the campaign, so you can decide the most strategic actions at those times.

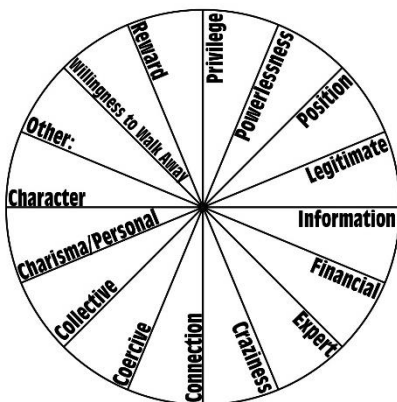
- Does the proposed action lead to the happy ending?

CURRENT STORY ANALYSIS & MESSAGE DEVELOPMENT

Before you can develop a plan that leads to your HAPPY ENDING, first you must determine what story is currently being told, who is telling it, and what ending this story leads to. Then, you know the story that is being told and the BAD ENDING it leads to, and you know the ending you want – your own HAPPY ENDING. The next step is to determine how to CHANGE THE STORY so that it leads to your HAPPY ENDING instead of the BAD ENDING that you are heading toward now. This work will lead to your new message frame and talking points.

POWER ANALYSIS

A power analysis is used to assess where your power comes from, where your opponents' power comes from, who else might have power in the situation, and how you can shift the power to your advantage. Paired with the work you have done to CHANGE THE STORY, your POWER ANALYSIS will help you to develop a strategy that leads you to your HAPPY ENDING.



REMEMBER:
REACTING = LOSING
Your story should not be about how the opponents' story is wrong. It should be a story about how you will get what you want.

BUILD A PLATFORM & LET THEM STAND ON IT

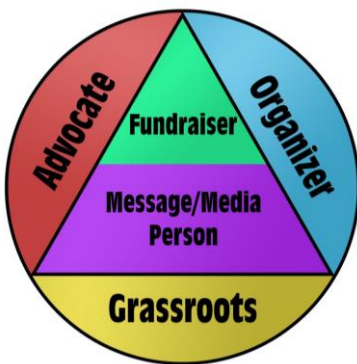
For this part of the plan, first, identify who has the power to do the thing or things that lead to your HAPPY ENDING and then SET THE STAGE for them to do that thing and be celebrated for it. Building the stage often requires you to CHANGE THE STORY first.



WRITE YOUR CAMPAIGN PLAN & DEVELOP YOUR INFRASTRUCTURE

A campaign plan is essential to help you stay on track and know whether you are making progress toward your HAPPY ENDING. The plan will also help you to have a clear accountability structure and to help everyone involved see how they can plug into the campaign in effective ways.

Infrastructure is also very important. Having a database, a communications structure, an accountability and decision making structure, and other key tools and systems are critical to the success of a campaign.



ADVOCATE: responsible for strategy development, tracking policy activity and positions, keeping others informed of what is happening, making sure tactics and activities are focused on the **HAPPY ENDING** and the encouraging the decider to take action, and if needed, being the official “lobbyist”

ORGANIZER: responsible for keeping a database of activists, interested people, and volunteers, as well as event planning, strategy development, and turnout for actions and events.

FUNDRAISER: responsible for getting the resources necessary for campaign tactics, as well as helping with budget setting and allocation of resources.

MESSAGE/MEDIA PERSON: responsible for making sure that everyone is on message and that actions and events lead to the **HAPPY ENDING**, as well as garnering media coverage and training spokespeople.

GRASSROOTS: the activists, donors and volunteers who maake everything happen! Some will be more involved than others – that is what the Action Circles Organizing model is all about!