

TACTICS and ACTIONS

Tactics are activities that build the necessary powerbase of residents and allies to win, raise broader public awareness of our issues, and attract resources to carry out our campaign efforts.

Actions are activities designed to get a response from key decision-makers (community owners, regulators, public policy makers) to our demands.

TACTICS - Building the power to win and raise awareness of our issues

In order to build the power to win, we must constantly be engaging and recruiting friends, family, neighbors, supporters and groups that might join our campaign. This is also known as base-building. One of the key questions to ask is "How do we attract more people and groups to our cause?"

For example, how can you turn knitting, tailgating, cooking, working on cars, dancing, drawing, video gaming, biking, playing cards, working out, wood working, or anything else our neighbors and leaders may enjoy into base-building tactics? Is there something we are asking them to do such as come to a meeting, host a house party, join as a member, fill out a survey, sign a petition, etc.?

ACTIONS - When planning an action, the key questions are:

Which decision-maker is the action aimed at? Who will directly see, hear, and/or experience it?

- Corporate or government decision-makers
- People/groups the decision-makers count on (for money/business)
- People/groups whose opinions the decision-makers care about (family, neighbors, colleagues, members of their faith group, etc.)

What are our demands, what do we want them to do? Examples can include:

- Meet with us, negotiate, agree to support our policy demands
- Stop supporting or doing business with the community owner
- Sign onto a statement supporting our demands and urge others to act

All MHAAction tactics and actions center the voices of resident leaders and the shared experiences of our communities via our stories.

Some ideas on tactics and actions

Public statements

Stories and testimonials
Email & letter campaigns
Statements of support (allies)
Open letters & opinion columns
Press conferences & speeches

Meeting decision-makers

Research meetings
Relationship-building meetings
Delegations of leaders
Lobbying meetings
Direct negotiations

Gatherings

Neighborhood meetings
Workshops and trainings
Marches or parades
Motorcades
Protests

Economic & gov't pressure

Mass complaints to agencies
Pressing public officials to act
Pushing others not to do business
with decision-makers
Rent strikes

Crashing the party

Send uninvited delegations to
shareholder meetings, national
conventions, political events,
fundraisers, grand openings, etc.

And SO MUCH MORE

Media exposés, documentaries
Skits, street theater & flash mobs
Art exhibitions, performances
Holiday-themed actions
Slowdowns & overloads (doing
normal activities slowly and/or in mass
numbers to cost opposition time & money)
Turning tables (resident-led inspections,
eviction notices for landlords, etc.)
Sit-ins, blockades, pickets
Mock funerals

**Be creative!
Have fun!**