Organizing Strategy Brief for #BlackLivesMatter [DATE GOES HERE]

By [YOUR NAME HERE]

Instructions: complete the following strategy brief. Your answers should be single-spaced, and each strategy brief should be NO LONGER THAN 2 PAGES. (Imagine using it as a handout; it should fit on the front and back of a photocopy.)

**Your strategy’s title goes here**

**SUMMARY:**

Describe your organizing strategy in 100 words or less, and give it a memorable name in the space above. (Marketing is important.)

**HISTORY:**

Who used this strategy, when, in what context? Why did it succeed or fail in the past?

**TODAY’S CONTEXT:**

How is our contemporary context different than the historical contexts in which this strategy was first used? How have you adapted this strategy to make it work today?

**RISKS/CHALLENGES:**

What are the risks and challenges of using this strategy? What are some potential ways to address them?

**ACTION ITEMS:**

What specific skills will organizers need to practice to make this strategy effective? What specific actions are required for success?

**TIME FRAME:**

How long will it take for this strategy to be successful? Why?

**MOVEMENT-BUILDING AND SUPPORT:**

How can organizers sustain this strategy long enough to make sure that it succeeds?