



RTCNYC Tool 4.2

“A Month in the Life of the RTCNYC Campaign” - Developing an Action Plan

As you plan for your internal and external facing work, it is critical to map and time your actions so that you can assess whether you are hitting your targets and engaging stakeholders and decision makers the way you want to. To give you a better sense of the sorts of actions we were taking and how we were constantly engaging key people in our movement, here is a sample action plan from a month in the life of our campaign during summer 2016. Please note we deleted information in two columns intentionally so as not to share personal information. We also have a blank template that you can use below our example. For more help on campaign planning overall, please see the [campaign planning tool](#).

	Action	Goal for this	Target audience	Who is doing this?	Outcome
Week 1	New York Times story and appearance on local news show	Getting media coverage for RTC			Complete
	Social media blast	Get the word out about RTC			Blasted on Twitter and Facebook
	Reach out to set up meetings with two caucuses in the City Council	Gain support from progressive caucuses for RTC bill			Heard back from scheduler, waiting to confirm meeting dates
	Meet with Council Member	Discuss CM sponsoring our RTC Bill			Set up follow-up meeting



	Reach out to city agency official in Human Resources Administration	Discuss funding for RTC through agency			Set up meeting
Week 2	Blast out our petition	Get 1,000 more signatures			Done!
	Blast out RTC video and tenant profiles	Get more members involved			Done
Week 3	Get editorials and new stories placed	Continue building narrative			Done
	Blast out online petition and build up for press conference in Week 5	Collect 500 more signatures			Done
Week 4	Line up attendees for upcoming press conference, including Council Members and other electeds	Help garner more support for RTC and a bigger crowd			Have 5 confirmed agency officials, 2 CMs, need confirmation from 2 more
	Pass out flyers and call members about press conference	Commit at least 20 members to coming			Done



Week 5	Social media blast about press conference	Final push for attendees and press coverage			Done
	Press conference in front of City Hall	Announcing support from labor groups			Done

Template for Action Plan

This is just one way that you can plan for all of the things you are doing for the campaign, and remember, you should do what works best for your campaign. There are also tons of resources and templates you can find online!

	Action	Goal for this	Target audience	Who is doing this?	Outcome
Week 1					
Week 2					
Week 4					
Week 5					