**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*](https://www.rtc-toolkit.org/docs/RTC%20Campaign%20Plan.pdf)*.*

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| --- | --- | --- | --- | --- | --- |
|  | **Action** | **Goal for this** | **Target audience** | **Who is doing this?** | **Outcome** |
|  | 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 |
|  | Blast out our petition | Get 1,000 more signatures |  |  | Done! |
| Blast out [RTC video](https://www.youtube.com/watch?v=lrlsSrRCuyg) and [tenant profiles](https://docs.google.com/document/d/1LZNBUp8EPDon1r25MEosfDlo0ArJam2gRT_KCBD4mL0/edit#) | Get more members involved |  |  | Done |
|  | 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 |
|  | 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 |
|  | 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!*

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