Choosing or inventing a successful tactic often involves some intuition and guesswork – and always risk. Choice of tactics has implications not only for the success of campaigns, but also for building long-term power for our organizations, alliances and movements. The tactic star names some key factors that movement activists should consider when determining their tactics. The same tool can be used to evaluate actions after they have been carried out.

**TACTIC:**

**CAPACITY**
How much time, energy, money and membership is needed to carry this tactic out?

**MESSAGE**
What will the tactic communicate? What will it mean to others? What is its tone? Who is its audience? How will it carry a persuasive story?

**STRATEGY**
How will the tactic move us toward achieving our goal?

**TARGET**
What message will the tactic send to the people who have the power to meet our demands? Will it pressure them to capitulate, or enable them to dismiss us or retaliate?

**COMMITMENT**
How much commitment does this tactic require of our members and/or allies?

**IN VolVEMENT**
How many of our members does this tactic involve? How are they involved? What is their role?

Adapted from Beyond the Choir www.BeyondtheChoir.org