

## AF<sup>3</sup>IRM CHECKLIST FOR CHOOSING TACTICS

**All tactics must fit within our overall campaign strategies. Use this checklist to ensure that our strategies and tactics are cohesive.**

- Is this consistent with our organization's vision, goals, constitution, ideology?
- Can we realistically do this? Do we have enough people, resources, time?
- Is this directed towards the primary or secondary target?
- Does this build power behind one or more of our demands?
- Is this outside the experience of our targets?
- Is this within the experience of our members? Are they willing to do this?
- Do we have leadership with experience to execute this?
- Does this build leadership/train new leadership?
- Will this empower our membership and constituents?
- Does this allow for our members to be creative, innovative while altering power?
- Can we frame this positively for our media, communications?