



Checklist for Planning Citizen Mobilization

Overview: Mobilizing community members is a vital part of advancing our agendas and rights and in holding decision-makers accountable. This checklist helps an organization think through the type, timing, capacity and focus of its citizen mobilization given its goals and context.

Purpose: This activity assists groups in developing strategies for citizen mobilization as part of an overall strategy to make change. It builds on power analysis and strategy development already completed, and enables planning on how and when to include mobilizations as a part of that strategy. Citizen mobilization can come in many forms and with many goals so it is important to think through what you are trying to achieve, what your capacity is and what kind of mobilization makes the most sense.

Materials:

- Flip chart
- Markers
- Tape

Time: 2-3 hours

Credit: [A New Weave of Power, People and Politics](#), adapted from Organizing for Social Change, Midwest Academy.



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Process:

Facilitator Note: This process builds on power analysis and strategy development already completed, and takes the next step on planning on how and when to include mobilizations as a part of that strategy. It would be helpful to review prior analysis and planning so you can begin with this foundation as a group. The first section of this activity can serve to refresh this analysis in the group.

1. Introduce the Process: Using the questions below, we will design a mobilization. We will identify the what, why, who, where and when of the action and weigh the potential risks and opportunities for the organization. If the action involves risks, we will look specifically how we will minimize them. The following questions build on past analysis and strategy development to help you design your mobilization plan.

- What is our issue?
 - Who does it affect and how?
 - Do we need further research to find out more about it?
 - What is our proposed solution?
- Who is responsible for the problem and what would we like them to do?
 - Which government agency or department deals with this problem?
 - Which official in what capacity makes the decisions affecting this problem?
 - Who are the other stakeholders and what do they have at stake in the decision?
 - Who would oppose or support our solution and how are they likely to act on their position?
- What kind of mobilizations/ actions could we take to get the attention of the relevant officials?
 - What can we accomplish by each of the different options?
 - What is the potential risk involved in different options?
 - Are there ways to lessen the risks?
- What do we need to do to prepare for the action?
 - What is the timing that will have the most impact? Why?
 - How many people should be involved? And how will be mobilize them?
 - Do we need resources or particular materials (e.g. placards or banners)
- What do we want to communicate and how?
 - Does our action communicate our core message (symbolically, in words, visually?)
 - If it is a public event, who should speak for the group? What should they say?
 - Do we have a clear social media strategy that includes audio/photo/video documentation and sharing/posting?
- What are the different tasks and who will be responsible for each task?



2. If your plan involves public speaking, practice first until the speakers are confident. Then, carry out the plan. Does everyone know his and her responsibility and role?

3. After your action, evaluate – What impact did our activity have? Did we achieve our goal? What did we learn from planning and carrying out the activity? Next steps?

The following chart on large paper can assist planning and coordinating:

Mobilization Action and Rationale:			
Task	When	Where	Who