

PLANNING TOOLS FOR A MAJOR CAMPAIGN 3.20.12. js

EXAMPLE FOR BANK OF AMERICA CAMPAIGN

Plan Overview

The Plan Overview should simply state what you are trying to do in terms of goals, messages, tactics. It should be developed through brainstorming while research is being conducted. The Plan Overview should be completed before developing your specific events.

- **Goals** you hope to accomplish stated in terms you can measure (get 2,000 people to close their checking account and 20 people to state they will divest themselves of their stock, make visible and personally contact other banks in your area about your success in harming bo of a, get 80 activists to participate and state they felt empowered, how can I measure effect on lobbyists...????)
- **Messages (Framing):** Bank of America and the businesses it purchased, Merrill Lynch and Countrywide, are bad businesses. Their practices are outrageous. You don't want to be part of such a business. The business is at risk and you may lose your money if you don't get out. Credit unions and local banks or ????? are a better choice for you, move your money.
- **Tactics:** You should briefly describe what tactics you want to use, being sure each of your goals has a tactic.
- - Have **on-site bank information dispersal** every day for two weeks at all three branches in which we will flyer customers with info on the banks' evils and the benefits of other institutions such as credit unions, etc. Use two greeters (one per door) and one entertaining "antics" person to get attention. Use **OCCUPY tv and radio** to spread the message about the bank and about other institutions.
 - **Street theater** at bank on-site info days as well as other locations such as malls, events and ?????
 - Hold a **town hall**, with a lecture on the bank's evils and benefits of other institutions. Invite the credit unions, local banks, ????? to table at the event.
 - Have **flash mobs** that show up everywhere: major events, restaurants during lunch, malls, that do something clever to bring attention to the campaign.
 - Have a **media campaign** that kicks off your event, feature stories on the bank's evils, gives interim successes such as number of new accounts opened to date at credit unions.

- **Speakers' Bureau** to give speeches to existing organizations such as service clubs, churches, etc.
- **Use Social Media** such as Facebook, to constantly keep campaign alive ...conversations, video clips, etc.
- **Website** to cache articles about the bank's evils, info on credit unions