



TOXICS ACTION CENTER

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Sample Tactics

A tactic is an action taken to advance a campaign toward an end goal. A tactic's appropriateness depends largely on the context of campaign plan. Good tactics are focused on the decision-maker, are outside the experience of the decision-maker yet inside the comfort level of your group, and build momentum for your campaign. Here is a list of sample tactics:

Grassroots Pressure

- Accountability session with decision-maker
- Birthday parties/ anniversaries
- Bird-dogging
- Call-in/Fax-in days
- Canvassing
- Celebrity endorsement
- Choir/Caroling
- Delivering waste/unwanted items to decision-maker
- E-mail/Fax action
- Endorsements
- Event at decision maker's house
- Gas masks/ moon suits
- Guerrilla stickers
- Hands/Ribbons around a facility
- Honor polluter with an "award"
- Large scale props
- Letters
- Lobbying
- Lockdown
- Petitions
- People's public hearings
- Phone banking
- Postcards to decision-maker
- Rally/March
- Sign holding
- Street theater
- Strike
- Toxic "cocktails"
- Toxic tour
- Vigil

Strategic

- Air/Water testing
- Ballot initiative
- Boycott

- Health survey
- Lawsuit
- Polling
- Recall vote
- Town resolutions

Organizational

- Create a new organization
- Coalition building
- Membership building

Public Education

- Display at library
- Group presentations
- House party
- Highlight alternatives
- Movie viewing
- Speaker series
- Tabling at events

Messaging/Visibility

- Banners
- Bumper stickers
- Editorial cartoon
- Flyers/Posters
- Lawn signs
- Leaflets
- Media work
- Merchandising
- Newsletter articles
- Nick-name target
- Report release
- Sky writing
- Voting charts
- Wanted poster
- Web site