

Guide

# DRAFTING A COLLECTIVE ACTION PLAN



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Québec 



**OXFAM**  
Québec

# DRAFTING A COLLECTIVE ACTION PLAN

A **collective action** is an action cooked up and carried out by a group of people to get the public, political authorities, or businesses to act in a certain way. Groups generally conduct collective actions as part of broader campaigns.

Example: The 16 days of activism to put an end to gender-based violence (November 25 to December 10) in which Oxfam was part of a worldwide campaign.  
More at: [www.facebook.com/sayenoughcampaign](https://www.facebook.com/sayenoughcampaign)

**DEVELOPING A PLAN WILL HELP YOU PUT YOUR IDEAS IN ORDER AND IN WORDS.** It's a key opportunity for your group to discuss your goals and how you want to go about achieving them.

This guide lists the steps to take and provides some tested resources for organizing and measuring a collective action. Note that in practice the steps are interconnected, so they can't really be tackled one at a time.



For more information, check out these videos:  
[The Keys to Influence](#) (En) and [L'étoile tactique](#) (Fr).



## QUICK REFERENCE



### Your action plan HAS TO:

- > Target a **change**
- > Be based on **compelling facts**
- > Involve a **call to action**
- > Have **S.M.A.R.T. objectives**
- > Speak to the **authorities** and **individuals** with power **over** the issue that concerns you

### Your action plan SHOULD:

- > Be **intersectional**
- > Target **multiple sectors**:
  - The public sector (politics)
  - The private sector (corporations and media)
  - The social and community sector
- > Be carried out at an **opportune time** (e.g., symbolic date, favourable media landscape)

1 Acknowledgement: This collective action plan is based on the model action plan of the [Amplify](#) project and [Citoyenneté Jeunesse](#).

# 1 CHANGE OBJECTIVE



## WHAT DO YOU WANT TO CONTRIBUTE TO CHANGING?

Example: To eliminate fatphobia in the community.

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## WHAT SPECIFIC PROBLEM DO YOU WANT TO SOLVE?

Think of what you can do in the **short term** to make things better.

Example: People around me have a negative and false idea (rooted in prejudices) about people they consider fat.

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## WHAT CAN BE DONE TO ALLEVIATE THE PROBLEM?

Is the action you're considering **intersectional**? Have you factored in the perspectives of people who aren't like you?

Example: Organizing an awareness campaign in your CÉGEP to get students and teachers thinking about their prejudices and the effects their words can have.

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# 2 OBJECTIVES AND CALLS TO ACTION



## TO CHANGE WHAT YOU WANT TO CHANGE, WHAT OBJECTIVES DO YOU WANT TO ACHIEVE WITH THIS COLLECTIVE ACTION?

List your objectives in the space below. Begin each objective with an action verb and make sure it's **specific, measurable, achievable, realistic, and time-related** (S.M.A.R.T.).

Example (in French): CÉAF women's centre poster campaign to fight street harassment

### To know to what extent you have achieved an objective:

- ☐ Make your objectives quantifiable (e.g., a gender-balanced government with women occupying 50% of decision-making positions).
- ☐ Profile the situation before and after your action!

### Objective 1

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### Objective 2

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### Objective 3

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## WHAT ARE YOUR CALLS TO ACTION?

**GENERAL PUBLIC (ON MEDIA AND SOCIAL MEDIA):** Your key messages must motivate people to take action. What action do you want people to take to help solve the problem you've identified?

**DECISION MAKERS:** Your advocacy must demand that decision-makers take concrete action. What decision are you demanding that they make? Do the people you're talking to have the power to make that decision?

### Call to action General public

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### Call to action Decision-makers

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# 3 MEANS OF ACTION



WHAT FORMAT WILL YOU USE FOR YOUR CALLS TO ACTION?

TARGET AUDIENCE	APPROPRIATE ACTIONS (e.g., awareness video, oral advocacy, etc.)

# 4 TARGETS AND ALLIES



WHO IS BEING ADDRESSED BY YOUR CALLS TO ACTION?  
WHO CAN HELP YOU ACHIEVE YOUR OBJECTIVES?

**DECISION MAKERS:** List only people who have the power to do what you want done (important: get those people's contact information).

**ALLIES:** List allied individuals, groups, and organizations that will pass on your demands or support your actions.

DECISION MAKERS

ALLIES

# 5 PLANNING



## WHAT'S THE BEST TIME TO ACT?

Think about what to do before, during, and after your collective action to achieve your objectives.


ACTION	LEADER(S)	DEADLINE

# 6 ASSESS — ONE COLLECTIVE ACTION



## MEASURE THE IMPACT:

➔ As far as possible, record who you reached with your collective action.

SOCIAL MEDIA			
Platforms used	Which publications got the greatest response?	What was important? Number of views, likes, shares, and comments?	Who are your allies? Who gave your materials visibility?
Facebook			
Instagram			
Twitter			
Linkedin			
TikTok			
Other			
Other			
Estimated number of people who viewed your materials			





## TRADITIONAL AND DIGITAL MEDIA

[illegible]



## DECISION-MAKERS




Name of individual	Position (E.g., Provincial deputy of XXX, name of the political party)	Corporate action (E.g., emailing, meeting)	Action or commitments  How does the action bring about change?

## ASSESS THE ACTION



Record any effects of the collective action you see as significant, the challenges you encountered (and possibly overcame), and what you learned along the way.

## WHAT HAVE YOU GAINED?

Significant effects 	Challenges encountered, overcome or not 	Lessons learned 
<b>1</b> _____	<b>1</b> _____	<b>1</b> _____
<b>2</b> _____	<b>2</b> _____	<b>2</b> _____
<b>3</b> _____	<b>3</b> _____	<b>3</b> _____

**OTHER REMARKS?**A stylized illustration of a person with dark skin and blue hair, wearing an orange top, painting a large yellow square on a white background. The person is holding a green brush and is in the process of painting the square. To the right of the square is a blue paint can with an orange lid. The background is white with horizontal dotted lines. On the far left, there is a vertical band of orange dots.

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