TREC TOGETHER RISING AS AN ENVIRONMENTAL COMMUNITY

TREC CAMPAIGNS & ORGANIZING RESOURCE

Planning for Challenges Worksheet

We can predict a lot of the things that are going to get in our way: plan for them! This worksheet will help you identify issues that are likely to get in your way and plan for them, minimizing unnecessary surprises.

What's happening that might get in your way:

In your community

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In the political cycle

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Holidays and events you'll want to account for or consider

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What's the inevitable backlash?

Who will try to cancel you? How? What will they say?

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What are the predictable attacks, challenges, issues, or roadblocks you're likely to face from your opposition? List them here.

Food for thought: it's not always only your opposition who poses challenges or roadblocks for you. Consider your community and allies, who might have similar but not completely overlapping campaigns or work, and what their pressing needs, hopes, and ambitions are that might impede your work.

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Now that you've listed potential backlash and challenges, get in front of them:

Values and issues your opponents will bring up:

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Your messages that address those issues:

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Values you'll center to bolster your message:

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Which ones have got you truly stumped, meaning you don't have an answer?

(One common example is the challenge of opponents saying that conservation will reduce local jobs.)

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What research do you need to do to be able to address those issues head on? Who could help you figure it out? Speak alongside you? Speak for you?

(In the example of jobs, it could be helpful to have someone from another community who was promised job creation due to similar resource extraction, such as a pipeline, share the truth of what really happened and how much long-term sustainability it offered their community.)

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