

The tactical star

Introduction

The Tactical Star is a useful tool for determining your action plan. The Star examines eight important aspects that can play a role in any action.

1. Strategy

How does the tactic bring us closer to our goal?

2. Message

What message does the tactic convey? What does the tactic mean to others? Does the tactic convey a compelling story?

3. Tone

Is the action serious, cheerful, angry, calm? Will the energy radiated by the action attract or repel the people we want to reach?

4. Timing

Can we connect to specific events, happenings, or developments? Does the political context offer us opportunities? Does the political context make our opponents vulnerable?

5. Audience

Who do we want to reach with our tactic? What response do we want to provoke?

6. Allies

What consequences will our tactic have for our allies or potential partners? How will they deal with it? Does the tactic strengthen our relationship, or does it put it at risk?

7. Resources

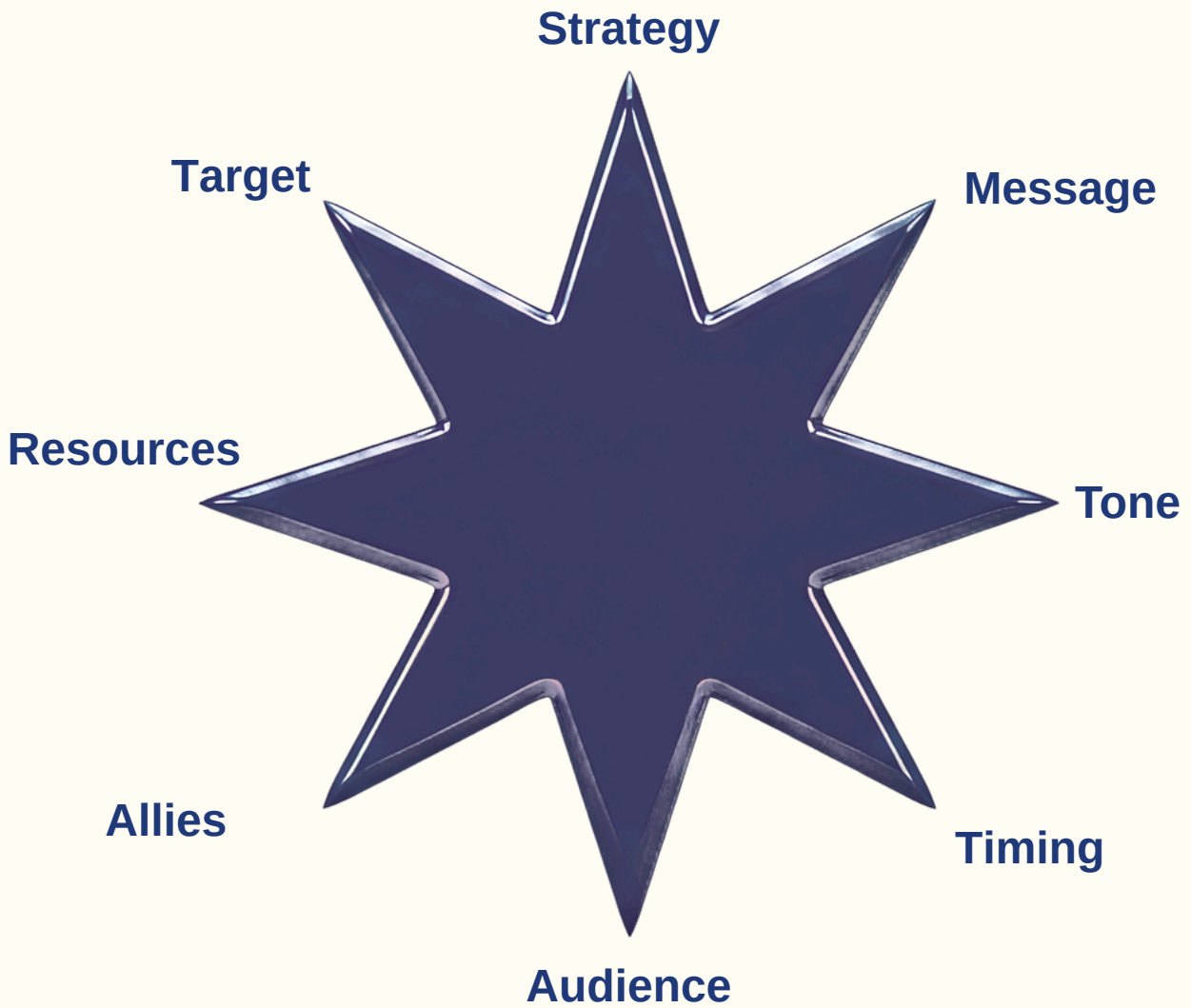
Is the action worth the investment of time, energy, and money? Can we get more out of it than we put into it? Do we have the capacity to make the action succeed?

8. Target

What message does the action convey to those who have influence over our objectives? Are we putting pressure on them to give in? Or are we giving them the chance to ignore us or even work against us?



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We are Stroomversnellers

Stroomversnellers is a trainers' collective of experienced campaigners, organizers, facilitators, and trainers. We have all been active in environmental organisations, grassroots initiatives, labor unions, or anti-racism movements. Through trial and error, we have learned how to run effective campaigns, build organisations, and create social change.

We are constantly learning and love sharing our knowledge and experiences with others. The world does not move in the right direction on its own, far from it. Only with many well-prepared people can a different, more just society come closer. That is why we support a wide range of groups fighting for social and ecological justice, offering advice, strategy and brainstorming sessions, (action) trainings, and workshops. Together, we grow, strengthen our impact, and work toward a better world!

Toolbox for Movements

This guide is part of the "Toolbox for Movements". The toolbox includes a collection of short digital guides covering the basics of strategy, movement building, activism, and organizing. It provides a solid foundation for beginning activists, while also offering fresh insights for experienced changemakers. [Here](#) you will find links to all other guides published so far.

We love learning too

If you have ideas for improving this guide or want to add your own experiences, we would love to hear from you!

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