

ACTIVITY TO ACTION

Shifting From Activity-Based to Action-Based: How Community Action Wins Long-Lasting Results

Here is a tool to help guide you through the Action vs. Activity exercise. Activities are not bad but can be adjusted to be more Action-based. This is a technique for maximizing limited time & resources.

When Action Planning, we can either:

1. List the many activities our group will do throughout the year (Activity-based) or B)
2. Prioritize the solution most needed in our community and THEN plan activities that support that solution (Action-based).



ACTIONS

SUSTAINABLE CHANGES

- Addresses root causes of problems, to understand how they originated
- Demands "AN ASK", something specific decision- makers can respond to
- Mobilizes those most affected by the issue to create larger impact
- Achieves results that last beyond your project
- Needs action-based activities to drive the work
- Will shift the balance of power in the community

Ex. "We have to talk to our school board/city council if we want long- lasting changes in our school/ city."

ACTIVITIES

MOVE IN MANY DIRECTIONS

- Are isolated one-time events that each may have different goals
- Focuses on individual responsibility and behavior change
- May reach out to many people affected by an issue to give them education or awareness
- Does NOT request decision-makers to to change anything
- May provide short-term results but power dynamics will stay the same

Ex. "Hosting a townhall forum can be fun and about awareness..."

ACTION BASED ACTIVITIES

MOVE FORWARD

- Build upon and are connected to other activities
- Moves in the same direction and goal as the Action
- Does NOT think Education/Awareness campaigns will in itself create change
- Focuses on community responsibility and holds decision-makers accountable

Ex. "...or it can help us gather community support through a petition or letters of support for our action."

