

# IRF TACTICS LIST

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The following list of strategies and tactics is drawn from an analysis of the New Social Movements (e.g., Feminism, LGBTQ+ rights, the environmental movement) and the Color Revolutions. Each movement should craft strategies and tactics that its members believe will be appropriate and effective for its context. For instance, many movements in the MENA use education, trainings, art, and convening of roundtables because they see them as an appropriate choice for their context.

*Definitions: Strategies are the plans you intend to undertake to reach your goal. Tactics are the individual steps you will take to implement the strategy and achieve your broader goals.*

## Set Goals and Craft Rationales

### 1. GOALS

Among a core group, develop a clear goal(s). This goal will guide the movement as its members craft strategies and tactics, allowing it to stay focused and avoid being pulled away toward related causes. The movement should come to share a common identity around these goal(s).

### 2. RATIONALE

Develop a set of arguments and a rationale for why your goal is justified. Identify the moral principles and international legal frameworks that justify your goal. Develop an "injustice theme" (that is, a framing of your issue) around moral principles such as human rights, injustice, and equality that are unifying and widely accepted. Articulate this justification on a website and/or other founding documents such as reports or pamphlets.

## Take Actions to Increase Public Awareness of and Support for the Goal

### 3. SLOGANS

Begin to expand public awareness of and acceptance of your goal. Create a unifying slogan and symbol for the movement. Consider symbols that are irrefutable (e.g., Love is Love). Use concrete images or colors that people associate with positive feelings (e.g., Pink, rainbows, women calling for equality). Choose a hashtag.

### 4. EVENTS

Hold an opening event to launch your movement using the symbol and slogan.

### 5. TACTICS

If appropriate, organize marches and other in-person campaign activities and tactics. Utilize social media (e.g., hashtags) to promote the cause. Be creative in developing rallies, marches, and other tactics in a way that attracts attention to the cause and evokes a supportive emotional response from the public.[1] Use visuals and stories that help people from different backgrounds identify with the movement and viscerally grasp the reality and harms of religious repression and intolerance.

### 6. MEDIA

Use the media, including traditional media, social media, podcasts, and film. Seek people to tell their stories. Choose advocates and influencers who can represent the cause and communicate the movement's issue and injustice framing. Think about who can tell their story to connect with the broader public and convince them of the need for change. Seek financial support from leaders and influencers to fund organizations working on the ground and influence media, educational, and political institutions at the local, national, and international levels.



## Develop People Power

### 7. PEOPLE

Take actions that will increase the size of the movement. People power is essential (i.e., a large number of adherents). Consider how you will mobilize more people, convince them to identify with the movement, and help them take part in the movement's campaigns. Hold rallies, art shows, roundtables, discussion groups, and other types of forums. Consider what kind of organizational structure would be most effective to reach the goal.

### 8. COALITION

Identify organizations that are core to the movement. Consider how to build a coalition of organizations that will identify with and work toward a common goal. Consider the politics of support from different groups and how to refute criticism by opponents.

### 9. CONCEPTUALIZE

Engage in consciousness-raising. Organize meetings (in person and online) in which people discuss shared difficulties, and determine to promote change.

### 10. BUILD

Broaden your coalition. What are the organizations and thought leaders with whom you can create an alliance to increase the number of people who belong to the movement? As you build the movement and its coalition, reach out to different groups who share your goal (e.g., those from different religious backgrounds who are interested in the issue of religious freedom).

## Use Diplomacy to Create Key Allies and Consider How to Lessen Opposition

### 11. INFLUENCE

Conduct diplomacy to build key allies in positions of power in politics, the economy, and the media. Ask them to support the movement through actions that are consistent with their roles. Think about strategies to give opponents of the movement a material interest in changing.

### 12. INCENTIVES

Consider carrots and sticks to shape the behavior of state and non-state actors. Consider how the movement, working with key institutions, can advocate for policies and actions that reward those who respect freedom of religion. This could include lawsuits, sanctions, conditioning aid, and reputational benefits from making concessions. Consider that soft power and carrots (e.g., use of the media, educational institutions, and shining light on what transgressors are doing) can do as much to advance the cause as hard power or sticks.

## Continue Pursuing your Goals Over the Long-Term

### 13. INCLUSIVE

Develop allies across multiple platforms and agencies. Use non-threatening messages and tactics in the beginning before making bigger asks (e.g., asking leaders to change laws). Be inclusive, so long as the movement adheres to the original goal. Consider that there will be backlash and take every measure possible to reduce harm. Take your time at each step, knowing that it may take a generation or more to reach the goal. Do not quit. Put service to people at the center of the mission.

[1] Tactics could include campaigns, public meetings, solemn processions, vigils, rallies, demonstrations, marches, petitions, statements, pamphlets, symbols, colors, and branding, recruitment of influencers, media campaigns, movies and short films, boycotts, humorous and witty placards, podcasts, YouTube videos, home discussion groups, creative demonstration techniques that attract the media, civil disobedience, art and music to promote ideas, talk shows, training of activists, support from private funds/foundations, research studies, high visibility events, parades, award events, national days for "freedom of conscience," writing of books, summits organized around the topic, declarations, town hall debates, case studies, meaningful stories, website with social media presence, and youth mobilization.