

## **BMWED Action Timeline (Example)**

**Event:** Rally for Rail Labor! – GCRR Bargaining

**Event Date:** August 4, 2023, 0700-1000

**Event Location:** GCRR Operations HQ, 2200 W Corporate Center Dr., Phoenix, AZ

**Event Theme:** **“ENOUGH IS ENOUGH!”**

**GCRR, COME TO THE TABLE!**

**THIS IS AN EXAMPLE, BUT NOT A STRICT FORMAT OR TEMPLATE. YOUR OWN ACTION MAY REQUIRE DIFFERENT BENCHMARKS, REVIEW MEETINGS, OR TASKS! BE THOUGHTFUL, THOROUGH, & CREATIVE!**

June 23, 2023

> *Issue identified!*

> *Need for Action identified!*

June 26, 2023

> Orientation work begins, notifying Nat. Div., Departments, and Sys. Div. of intention to **ACT** on identified issue.

> *Rally chosen for action.*

June 30, 2023

> Rally site selected (public area near Ops HQ).

> Rally theme and slogans selected.

> Event Coordinator identified.

> Begin Coordination with local Lodges, Sys. Div./Fed.

July 7, 2023

- > Permit application started, if necessary.
- > Police Liaison identified, contacts local law enforcement and/or identifies local ordinances.
- > Safety Marshals identified.
- > "Map recon" of site to identify safety, parking, logistics issues.

July 14, 2023

- > Draft media advisory to BMWED Communications for review and polishing.
- > Talking Points drafted.
- > Social media planning.
- > Identify possible speakers or VIPs.
- > Identify news and media organizations to contact.

July 17, 2023

- > Finalize equipment needs, order equipment and materials, or order kit from Nat. Division.
- > Equipment Manager, other logistics assignments or needs identified (parking, food, etc.)

July 21, 2023

- > Online meeting with rally personnel, local BMWED, organizers, etc. to review Talking Points, messaging for rally, assigned roles, expectations.

July 24, 2023

- > Media Advisories out to news agencies
- > Confirmation or reminder to speakers, VIP, media

July 26, 2023

- > Social Media and website blitz!
- > Public notification of rally.
- > System Messenger, text blast, similar to members.

- July 31, 2023
- > Equipment checks, material checks.
  - > Confirm plan for speakers, photography or video support.
- August 2, 2023
- > Phone call attendance confirmations for VIPs, Local Lodge officers, speakers, and allied organizations
- August 3, 2023
- > On-site walkthrough, off-site rehearsal/meal
  - > Sign making party.
  - > Review Talking Points, messaging, "Do's & Don'ts"

***August 4, 2023***

***RALLY DAY! RAISE HELL!***

- August 8, 2023
- > POST RALLY REVIEW (AAR) MEETING (online)
  - > Social media/website posts of rally events.
  - > Media release (post rally) if needed.
- August 11, 2023
- > Equipment is reset, returned (if borrowed or rented), and ready for next ACTION.
  - > Thank you messages out to allies, lawmakers, VIPs, or other supporters.
- August 18, 2023
- Final ACTION Assessments (monitor response from GCRR, news organizations, public, etc.)
- August 25, 2023
- > Close file on this ACTION. Use file to sharpen skills for your NEXT ACTION!