

RESIST. REVOLT.

Backwards Planning for an Action

Wishful thinking never built a movement. Material analysis does.

Strong actions come from setting goals and building a concrete plan to meet them. Backwards planning starts from the result we need and works back to the labor it will take. We plan around three hard truths about organizing under capitalism, where working people are overworked, overscheduled and stretched thin:

- **Flake rate:** about half of the people who commit to an action will not show up.
- **Contact rate:** most people do not answer their phones. Expect only 10-20% of the people you call to pick up.
- **Yes rate:** of the people you actually reach, about 20% will say yes.
- Every plan must account for all three. Adjust them based on your own experience in your community.

Worked Example

You want **10 comrades** at a phonebank on Saturday. How many people do you need to recruit, and how do you get there?

10 attendees	x 2	(50% flake rate)	= 20 comrades committed
20 commitments	x 5	(20% yes rate)	= 100 conversations
100 conversations	x 5	(20% contact rate)	= 500 calls

Your Week, Worked Backwards

Saturday	10 comrades in the room.
Friday night	• You need 20 commitments confirmed. Call every one of them using the confirmation script. • If they don't pick up, leave a message with everything they need to show up. • Text anyone you still can't reach. No comrade left behind.
Monday to Thursday nights	• Make 500 recruitment calls over the course of the week. • Work with your organizing lead to draft the script and the ask for your phonebank.