APPENDIX IX: SWARTHMORE MOUNTAIN JUSTICE'S CAMPAIGN SCHEDULE, 2014-2015

	September	October	November Fall 2014	Fall 2014	December	Jan
Key dates		Fall break: October 12-20				Classes begin: 19th
Goals				Maintain core Shift campus majority into active allies through act-recurli-rain cycle, return to ladder of engagement for a second or third time) & passive allies (wear orange squares. support divestment if asked, maybe engaged once). With high-profile alumni support. Prepare student, alumni, parent base for NVIDA. Coordinate with other campuses.	Engage with Board members following ass semester of kicking ass semester of kicking ass semester of kicking ass semester of black where we can ask them in early February to give soft endorsements. Invite them to publish in Phoenix, stand apart from monolith of the Board, express openness to	
Projects	Mass training with everyone from PCM & their roommate week after PCM. Theory of change & strategy. Follow-up ask for orange square Act-rocrui Meed to be prepared when story fall break of fossil fuel stock dropping (post-PCM) hits, drop a had. Marcie sp hitting large media campaign. as thing it micluding large Board in Parrish through fa (people who are for vs. against energy to divestment).	Act-recruit-train post PCM into fall break. Marcie speaking post-fall break as thing for us to plan for through fall break, galvanize energy for another mobilization push. etc. Could get econ dept to cross-endorse this event as academic event??		Dept. organizing for Septemberr re-assess what other outered tactics. Organize POLS, ENVS. Soc/Anth. PEAC, Math. Bio. Mass interest meetings: create clear ways for supporters to publicly affiliate w/ campaign. Polic media campaign: posiers & infographics across campus showcasing all endorsements of movement (pastor. n. PA?). Develop alumin core. alum. witholding donations. Alumni working on 1) fund 2.) Teleters. NationBuilder is huge for alumni caperation in support of divestment. Get up on NationBuilder before PCM. NationBuilder before PCM. NationBuilder before PCM. Told faculty pleaged by mile. Harch> 60		Ask of 3 members of Board to announce that they will not stand in the way of divestment (makes room for media in early February).
Targets (groups being moved)				All campus allles & neutra's: libera's. IOC/BC, WRC, StuCo, greens. Natural sciences & Econ. High-profile atums & donors.		David Gelber: creating space for him to be a climate movement hero.
Actions & events	Pre-PCM: wock after retreat, open meeting to turn a lot of people out, infro campaign, ctc. 3 orange square ass k around come to PCM & come to prepare for PCM. 8 comms plan for alumni & faculty to blast out endorsoments	Marcie Smith lecture Oct 21 or 22		1st week: low barrier, highly visua?. BoM 1: Mark Wallace & student give positive vision & narrative. YouTubed BoM 2: Reiterate positive vision, make direct Boblic CON. Public debate between MJ, fossil fuel industry supporter, and Swat Admin. Activities Fair.		
Metrics				Train & retain 150 people over course of semester, 75 do more leadership development by end of the fall. 60 faculty pledge.		



Feb	March	Spring 2015
BOARD MEETING: 20-21	SPRING BREAK: 7-15	
Building hype/giving ultimatum for March action	- Escalated action begins	Escalate until victory. Polarize campus & isolate BoM.
- creating space for Board to take action.	Monday, March 16.	Sustained attention in national media.
Collective pledge to sit-in, which incorporates commitment to NVDA training. NYTimes (ex) shares the message that ~200 students pledge sit-in if Board does not agree to		
divestment during February meeting. Contacting alumni, parent. & faculty divestment supporters to let them know this will be happening & getting commitments from them to organize others. E.g. we will need 30 calls to	alerts from parents and alums. High profile media hits (NYTimes. Al	
Parrish a day, we will need 100 e-mails to Chris N. a day, will need donations every day of sit-in, etc.		Faculty issue call for divestment. Train alumni, parent. & student base for varying degrees of NVDA & NVDA support.
Public endorsement (even passive) from some		Major admin targets Maurice, Liz Braun. Chris N.
Board members.		Major donors & alums
Getting people to sign on to pledge. Bird-doggling in advance of BoM meeting - DG/Phoenix video showing videos of Board members' responses & asking people to pledge to take action.		
Choose one person within meeting that will stand up to interrupt meeting & read student		
ultimatum Mass training after BoM meeting followed by big- ass party.		BoM 3 (February): Which Side Are You On? Fill Board meeting we cannot wait. Multiple campuses, escalated action til victory mid-
Art builds for actionPub Nite takeover?Built-in celebration & fun around organizing!!		spring If necessary: Ride the Tide til Victory action/occupation.
Tactical people: 150 pledging to take action, getting trained on NVDA, messaging, & public narrative. Media identify active social media folks, train		Faculty: All-faculty letter for with majority plus support. 30 40 faculty active support - video petition? Action support? Students: Majority support (700-800 students) via
20-30 people who are doing media (1 person in core monitoring them). Including spokespeople training. Spokespeople: Identify 20-30 people.		creative petition. 100-150 active participants in actions Alumni: Getting \$100,000 in the fund plus 50 avrns willing to come to campus. 2,000 emails on a/um petition. in NB.

