



Checklist: Strategies for sustainable protest

	Strategy pursued	Implemented?
1.	Create clear short-term and long-term goals for your movement	
2.	Develop diverse campaigns that target numerous different interest groups and pressure points	
3.	Establish strategic partnerships with other movements and organisations that increase your sustainability	
4.	Develop a decentralised management structure and smaller chapters of your movement to represent different regional interests	
5.	Create personal and relatable campaign messaging	
6.	Rely on hope-based messaging	
7.	Remind protesters to treat bystanders with empathy	
8.	Mobilise around an issue that unifies many people	
9.	Partner with dynamic spokespeople and influencers	
10.	Create clear values and principles that underpin your movement	
11.	Develop a relationship with media houses to ensure media coverage of protests	
12.	Arrange for livestreaming during protests	
13.	Include unconventional forms of protest such as protest art in your strategies	
14.	Create inclusive protest spaces by considering social issues such as childcare needs and inherent inequalities	
15.	Develop tactics to create strategic relations with the police	
16.	Appeal to the diaspora for support	
17.	Choose the location of protests so that they maximise their economic impact	
18.	Choose the location of protests strategically so that new people are encouraged to join	

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