

# Targeted Pressure Campaigns

for Tangible, Concrete Results.

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## What are Targeted Pressure Campaigns?

Targeted Pressure Campaigns are strategically focused efforts intended to obtain measurable outcomes from a specific entity by influencing such entities with impactful actions from every possible angle with the intention to shut them down.

These campaigns are designed to apply pressure from any exploitable aspect to any target that could have a beneficial effect toward the goal of the campaign if successfully compelled. This is to say, if a business is targeted, the owner or owners are targets, the employees or certain employees are potential targets, the owner's or employee's neighborhoods and the neighborhood of the business can be targeted for added social pressure, places that owners or targeted employees frequent can be targets, family members of these targets can also be targets, and etcetera.

Each target may require a personalized or distinct strategy, depending on the type of target in question. For example, targeting the neighborhood of the business, a group can aim to stigmatize the establishment in the area through shaming, or they can inform the people in the area of the reasons why that particular establishment is being targeted, or both. If the target is the owner of the business, the actions will have to be directed toward the owners home or other place where the owner can be located. The owner can be shamed at their home, office, gym, country club, etc. There can be protests, call-ins, mailing, leafleting, postering, and so on.

There are many different actions that can make up a Targeted Pressure Campaign. Networking is important for organizing TPCs. The possibilities are only limited by the imaginations and fortitude of the members within the group that launches the campaign as well as any persons or groups that the original group may reach out to for assistance in their campaign. It would be best if the responsibilities of each of these actions can be split up between the members of the group so as to avoid any possible feelings of exhaustion or burnout. On the next page many of the actions will be defined and described, beginning with the main component of the campaign, which will be The Protest.

## **The Protest**

The definition of protest is “a statement or action expressing disapproval of or objection to something.”

In the case of a Targeted Pressure Campaign, The Protest will be a very loud and vocal protest in order to elicit feelings of shame, disgrace, and infamy from all parties involved with the targeted establishment. These parties include, but are not limited to, the business owner or owners, employees, customers, and any other affiliates. This public shaming should be done in such a way that a stigma is created around the targeted business. Chanting, telling people what they're contributing to, stating facts, shaming, and anything else that comes to mind while stigmatizing the business will likely be helpful as long as it has some force behind it. Megaphones will boost your reach and efficacy in this area of the campaign as well as even the odds or give an advantage to the protesters if anyone feels the need to yell back and/or if the protesters are outnumbered.

Stigmatizing the business itself will cause reactions from the staff that should help you determine how to move forward with the campaign. If you didn't already know who the manager is, you will quickly find out once the shaming begins. As the campaign goes on you will notice changes in the demeanors of your targets, this should be a sign of your efficacy. At the start of the campaign, some employees may be combative and some may be apathetic. Later, those same employees can become frustrated and confused. The more reactions you can get, the better, as this shows that you are making them uncomfortable with their jobs and perhaps making them think about getting a new one.

Stigmatizing also poses a threat to a business's profits. Customers will start to prefer other, more comfortable places to spend their money than one where they have to walk through a gauntlet of screaming and chanting protesters. The Protest and subsequent stigma can also be extended to any affiliated businesses as well, such as a company that hauls in whatever it is that the target is profiting from.

Getting good turnouts at protests is an important aspect of it. If you don't have enough activists at events the campaign will suffer. This is not a reason to give up, you can still get beneficial reactions with a small group of activists, it just won't be optimal for the campaign. Social media is a great way to get activists at your protests. A lot of the time people are afraid of being arrested, or they're not comfortable with yelling at people, or they're just not sure of what to expect of the whole situation. Organizers should inform potential activists that the group is not there to intentionally break any laws and not everyone has to yell at people, though that is an important part of this action, some people can just chant or just hold a sign to support the group.

It is recommended that after The Protest the group goes out to a local restaurant or coffee shop to debrief and spend some time together in a different setting as a way to build relationships and solidify the team. This time can also be used to plan the next events, discuss strategies, share information and ideas, and learn from each other.

Stand firm and stay strong! Good luck with The Protest!

## **Auxiliary Actions**

Auxiliary: “providing supplementary or additional help and support.”

These actions consist of, but are not limited to, things like Call-In Actions, Mailing Actions, E-mail Actions, Postering, Leafleting, and targeting specific groups to recruit team members.

### **Call-In Actions:**

These actions are designed to tie up phone lines, frustrate the target, and inform them of the reasons they are being targeted.

This action requires as many people as possible calling the target nonstop for an extended period of time. Anyone can call from anywhere. If there are not enough callers, this action is not very useful.

Targets can be businesses, homes, personal phones, or any other phone that the intended target may be reachable.

### **Mailing Actions:**

This one is done through physical mail being sent to target addresses. Anyone can send anything from letters and fliers to pictures or postcards. All with a clear message supporting the cause.

### **E-mail Actions:**

Any person willing to take a minute to write a quick message to a target e-mail address can join in this action, which is intended to flood the targeted address. One person could write as many messages as they want. Copy and paste is your friend for this action.

### **Postering:**

Putting posters up on poles in a targeted neighborhood as well as on and around the target itself is another useful tactic for spreading awareness and the stigma created through The Protest.

### **Leafleting:**

Leafleting can be used to get people to join in any of the previous actions. It's not as useful as one may think for spreading information, but when aimed at specific targets it can be useful for recruiting.

### **Targeting specific groups to recruit team members:**

There are certain groups of people that are more likely to join a campaign because they can relate to the cause or because they are already activists in a similar cause.

Attending other groups events, such as protests, potlucks, parties, or other gatherings and talking to them about their cause and how it may benefit both groups if they were to collaborate to achieve their goals. Or, if you are not in a position to assist them with their goals, perhaps you can persuade them to join your campaign by educating them of the importance of it.

## **Networking**

Networking is a very important tool in the TPC arsenal. Ideally we would have groups using TPCs all over the world where we could launch mass campaigns against large corporations and hit them wherever they are operating simultaneously. Imagine we had the manpower to do that constantly, consistently, and extensively. We could shut down a lot of exploitative corporations relatively quickly and reshape our society into a consistently just community. Unfortunately for us, we do not have that manpower yet. We will have to work for that.

Social media is a good place to network, it's very easy to find and communicate with like-minded people. If you enjoy travelling, that is also a great way to get people involved with Targeted Pressure Campaigns. Focusing on a campaign, posting pictures and videos, and making people feel welcomed into the group all help with getting people involved and maybe, if you're lucky, one of your team members will have a significant following that they could draw some activists out of.

## **Disclaimer**

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## Quick Guide

### Targeted Pressure Campaigns

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### The Protest

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