

## Group Exercise: Workflows

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### Scenario: Stop the Ban on Chocolate / Detener la Prohibición de Chocolate

You learned that there will be bill to “ban chocolate” from all neighborhood bodegas in your city. The bill is coming to a vote in city council in 3 weeks and your organization has decided to mobilize quickly to oppose the ban.

So you’ve got to plan fast in order to act fast.

The communications team is tasked with:

- Getting the word out about the ban
- Figuring out the communications plan to reach as many people as possible so that the city council is flooded with voices to stop the ban
- Thinking through the strategy of how you want to deliver the message: email, action alerts, website, twitter, phone calls, etc., and **workflow this strategy**

Here are some things to consider as you think about your tasks or steps:

- Are you going to have video, or images?
- Are you going to have shareables
- Will you send e-actions, etc.?
- What is the timeline, and when do you want to use these different methods of communications?

Remember, try not to get too bogged down in detail for this exercise; focus on thinking about the areas of work/tasks that need to be done.