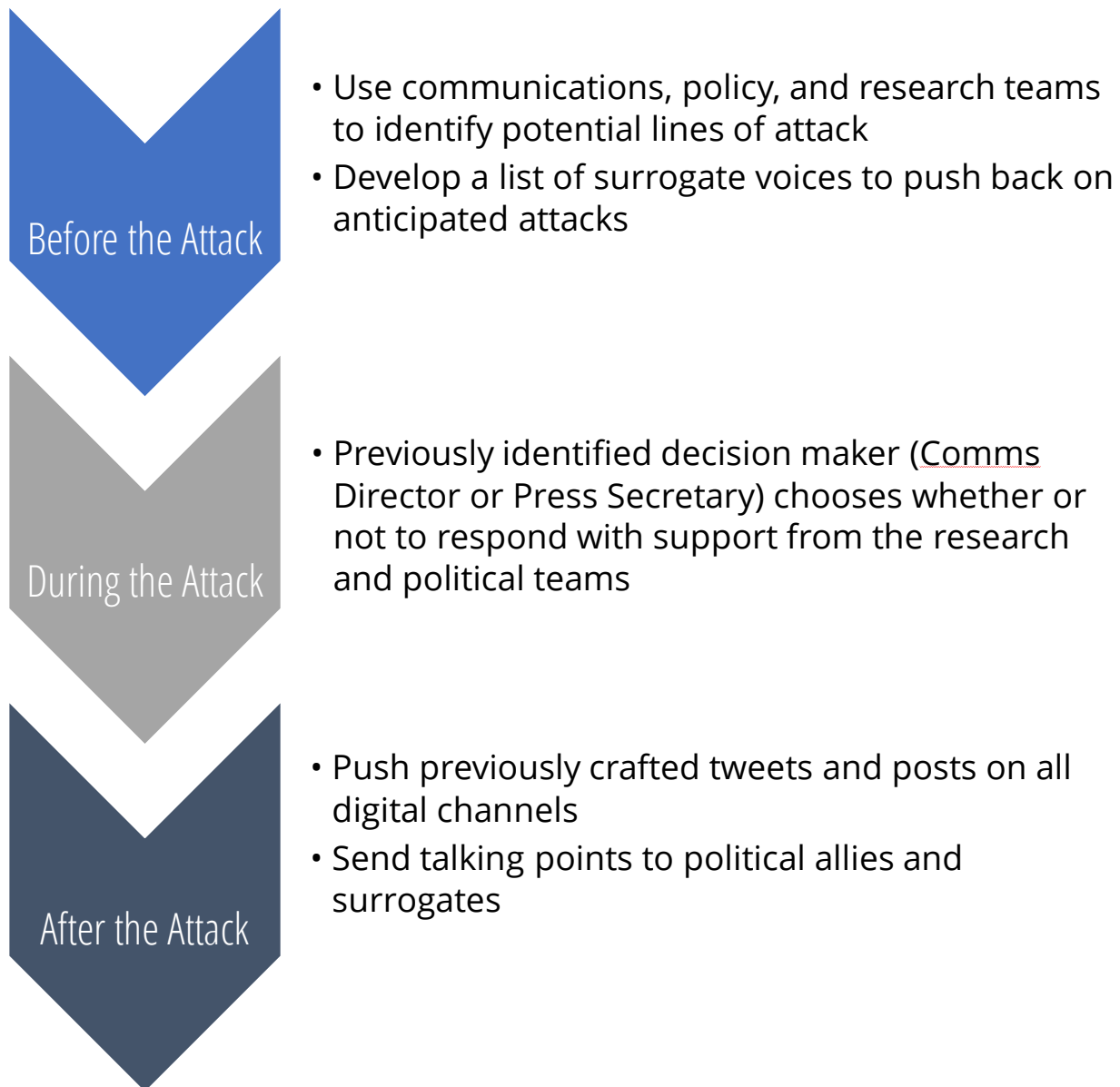


RAPID RESPONSE GUIDE

In this module you heard Hari tell you that a rapid response organization is neither rapid or responsive. Effective rapid response teams anticipate attacks and are ready to push out refined messages. This chart outlines the process for implementing an effective rapid response organization:



<p>Before the Attack</p> <p>What are some potential lines of attack that opponents could introduce during the campaign?</p>	<ul style="list-style-type: none">••••••••
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<p>Identifying Surrogates</p> <p>Who are the political allies who would be willing to defend your campaign against attacks?</p>	<ul style="list-style-type: none">••••••••••
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<p>Decision Maker</p> <p>What staff member will make the final decision about responding to attacks? Why?</p>	
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