

# Tips for Organizers when Engaging in Mass Mobilization

The effectiveness of protests and rallies relies on organization, public support, and the ability to influence policymakers and public opinion. Here are a few essential items you should consider when planning a protest or rally:

## The primary roles of an organizer are to:

- Create an experience that helps individuals move through fear and build power that clearly and easily articulates the purpose and goals of the protest or rally to outsiders.
- Check local laws and regulations regarding public gatherings and obtain any necessary permits. Ensure that you have permission to use the chosen location for the event.
- Assemble a dedicated team to help execute the event. Each person should have a clearly defined role and clearly defined responsibilities within the group. Teamwork makes the dream work!
- Make a plan to promote and reach out to members and other community activists through social media, fliers and other channels.
- Plan ahead for possible resources you may need, such as staging areas, sound systems, and first-aid stations.
- Identify where amenities like water, restrooms and parking can be found and accessed.
- Implement security measures to ensure the safety of all participants.
- Develop an emergency plan that includes steps for handling medical emergencies, crowd control issues, or any unforeseen circumstances. Make sure your team is aware of and prepared to implement the plan.
- Create and communicate a timeline of action that is distributed to key players (speakers, VIPs, marshals, etc.)

# Checklist for organizers who are organizing mass mobilizations. *Define our:*

- **Goals.** What are we trying to accomplish (concrete, tangible, winnable), and what outcomes are we hoping to achieve?
- **Target.** Who are we trying to impact/move?
- **Message/Demands.** Are there audiences in addition to the target? What do we want them to know and do?
- **Media /Comms.** Who is spreading the word of this event? Who is speaking to media about this event? Have they been trained? Are they friendly to the cause?
- **Mobilization.** Who is coming? From where? What are our goals? How are we recruiting and reminding people to show up? Do we have a follow-up plan so that this isn't a one-and-done event?
- **Plan/Event Specifics.** What will happen? What does it look like? How does it start and end? What defines success?
- **Publicity/Communications.** Use fliers, ads, public service announcements, emails, mailings, etc. Create an echo chamber with written and verbal communications.
- **Program.** Speakers, performers, diversity, culture, participatory, when, where.
- **Schedule.** Break it down, what happens when, by whom, from pack-up to cleanup.
- **Logistics.** Make sure you have all the things you need! Props? Audiovisuals? Vests? Water? Chargers? Restrooms? Talking points?
- **Security/Traffic Plan.** What is needed? Do we need a permit? Who will coordinate, train, recruit?
- **Coordination/Prep.** Prep meetings, trainings, communications, review maps, etc., to get everybody on board and prepped before the action.

## Things to Consider:

- All actions need a beginning, middle and end.
- Visuals matter. When things are colorful, inspiring, life-affirming, etc., they have a lasting impact.
- There is a place and need for a diverse group of people on the front end and back end.
- Scout and map the site.
- Prepare participants and activists of the risks.
- Encourage affinity groups and/or buddy systems.
- Legal strategies and plan—What is permissible? Not? Who will help if in trouble?
- How best to interact with police?
- What is our media/communications plan?
- If someone is hurt, do we have street medics? Know where hospitals are?
- How do we communicate if cellphones aren't working? Use bikes, radios, flags, etc.
- Jail strategies—support outside and inside. And what does that look like?