



ORGANIZE A RALLY



❖ Obtain sponsorship if necessary.

- Determine costs for such items as supplies for signs, copying Fact Sheets, creating flyers, permits. You may even want to include public transportation fare for members with limited incomes.
- Once costs are determined, request your organizations or individuals to sponsor your rally. Be prepared to present a cost estimate, if necessary.

❖ Obtain proper permits

- Depending on where your rally will take place, you will need to check your city, county, and or state policies regarding permits.
- Allow an average of 10 days for permit approval.
- You don't want to be shut down before you are able to be heard.
- **BE HEARD LEGALLY!**

❖ Get the word out.

- Use a social media tree. Send the information to all your contacts. Then, have everyone who receives the information forward it to all their contacts.
 - Request organizations to send out Blasts on their web pages and their social media.
- Make calls to individuals you know have limited (or no) access to computers or smart phones.
- Post and handout flyers.

❖ Identify who is going to take part in the rally.

- Collaborate within your organization and with other organizations and individuals who share your same goal.
- **STRENGTH IN NUMBERS!**

❖ Choose a location, date, and time.

- The location and date should correspond with an event and location that will give you an audience to hear your message. Rally at a location where you know your policy makers will be meeting.
- Choose a time that will create the most visibility. In addition to attracting the attention of policy makers, you will want the attention of, and opportunity to educate, people walking by the rally.
- The location should be accessible by public transport allowing for maximum attendance.
- **VISIBILITY AND ATTENDANCE IS KEY!**

❖ Plan the Sequencing of the March and the Speaking program

❖ Plan the Speaking Program of the Rally

- Recruit notable speakers, examples celebrities, politicians, peer leaders and allies.
- Gather powerful peer leaders to provide testimonials.
- Create an agenda.

❖ Plan the March part of the Rally

- Routes, Monitors, Loud speakers, Chants.
- Signs, Special event T-shirts, Buttons, promotional material.

❖ Prepare the handouts to public.

- Background information, talking points and fact sheets.
- Informational cards for the public with contact information, website, and Facebook, twitter.

