



You have decided to join the We The People march in Washington DC and are now interested in renting a bus and filling it with other activists.

**HERE ARE THE NEXT STEPS:**

1. FIND A REPUTABLE BUS COMPANY THROUGH FRIENDS, other marchers or the Internet. Do your due diligence and read reviews.
2. BE PREPARED WITH THE NECESSARY INFORMATION:
  - a. Know what size bus you want – a standard coach holds 55.
  - b. Starting point
  - c. Ending point in DC – We are marching from Freedom Plaza at 1455 Pennsylvania Avenue, NW. (Parking instructions for the bus will be available shortly).
  - d. Timing – The march starts at 11 a.m. and ends at 4 p.m. When calculating the time of your rental, be sure to build in an extra hour for traffic. For instance, Manhattan is normally four hours to DC. We calculate 5 hours each way due to traffic. Accordingly, a NYC pick up might be at 5:30 a.m., departure at 6:00 a.m. sharp.
  - e. Have a credit card you can use to reserve the bus. Note: Most companies will NOT charge you the full amount upfront. They will charge a deposit immediately (perhaps \$200) and the rest 14-21 days prior to the trip. This gives you the opportunity to collect funds from the other participants. Companies often charge a credit fee. 2.5% is pretty common.
3. COST: Bus companies generally charge a base rate, a gratuity for the driver, and a cleaning deposit. When setting the amount to charge other riders, keep a few things in mind –
  - a. While the bus holds 55—you may want to be cautious and calculate based on a lower number—like 50 riders—not all buses fill completely.
  - b. Have a modest reserve for extra charges. If the bus is delayed returning home, you will likely be responsible for extra fees. In addition, you may be responsible for parking fees.
  - c. Well organized buses often will have some basic supplies – water, simple snacks, extra toilet paper, etc. Consider building in a small amount for these supplies.

**NOTE:** The price of a bus can vary dramatically. Consider getting more than one bid. If you have a preference for the more expensive company, know that a couple of the companies mentioned that they will match lower bids.

#### 4. FILLING YOUR BUS

- We The People will post information about buses
- Network among people you know – Facebook is a good tool
- As each person RSVP's for your bus, ask them to become part of the team to fill this bus.  
Make them part of the grassroots organizing.

5. **REGISTERING RIDERS**—you will want to get the name, cell phone number and email address of each rider. Some groups create a private Facebook page to coordinate plans for the march.

#### 6. PAYMENT – Collecting funds for the rider

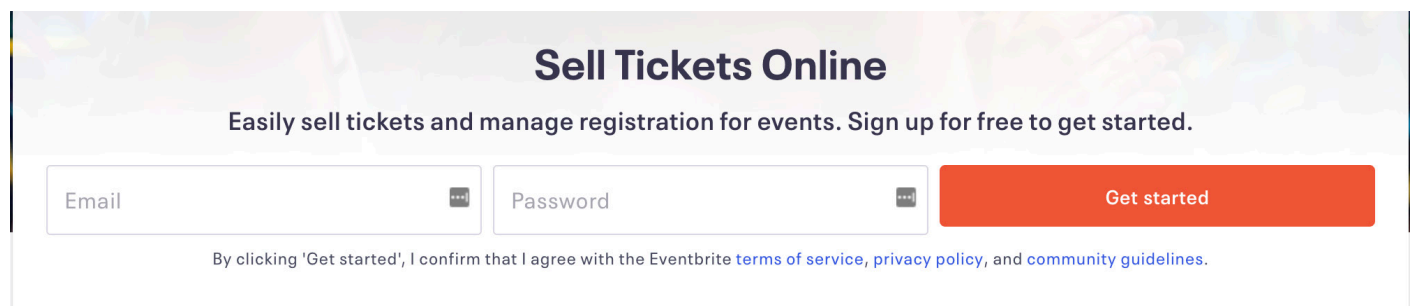
- Eventbrite – a free tool to collect funds and promote your bus (seat sales) Note: If you want to get your funds from Eventbrite prior to the march to offset the cost of the bus rental, make sure to register with the professional package. \*\*See below for Eventbrite event setup directions.
- Venmo – Have people send you funds directly
- Checks/cash

### Looking forward to marching with you in DC!

\*\* Promoting and collecting funds for your bus or van can be easily done using the free version of Eventbrite.

Please find the steps below. If you need any assistance, feel free to reach out to Sallie Reissman with questions at [sallie.a.reissman@gmail.com](mailto:sallie.a.reissman@gmail.com)

- Go to <https://www.eventbrite.com/l/sell-tickets/>
- Add your email and create a password for a FREE account



The screenshot shows the 'Sell Tickets Online' registration page on Eventbrite. It features a header with the title 'Sell Tickets Online' and a sub-header 'Easily sell tickets and manage registration for events. Sign up for free to get started.' Below this are two input fields: 'Email' and 'Password', each with a small icon indicating a password strength indicator. To the right of these fields is a red 'Get started' button. Below the input fields is a line of text: 'By clicking "Get started", I confirm that I agree with the Eventbrite [terms of service](#), [privacy policy](#), and [community guidelines](#).'

- Select a category – for example: "other"
- Create a name, it helps to include the city/town departure location

Step 2 out of 4

### What is the name of your event?

Event Name \*

We the People March - Bus Seats from (your location) to DC

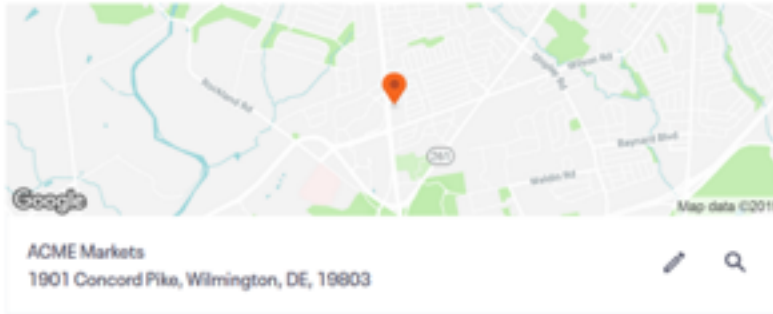
Back

Next

- Decide upon a location for your attendees to pick up the bus. We chose a grocery store (Acme) with a large parking lot at the side of the building to meet up. Eventbrite will auto fill a google map to help participates with directions.
- Type name of venue or address.

Step 3 out of 4

## Where will your event take place?



- The march is Saturday September 21, 2019 from 11am to 4pm. Decide on a start and end time based on distance from march location. Allow time for traffic. Here's an example:
- Upload the march logo (right click and "save a picture" to your computer)



- Write a description. Example below, feel free to copy and customize. You will be able to go back and edit any of these details or options.

Dear ticket holders,

Please arrive between 7:30-8am on Saturday to board the bus. We leave at 8AM sharp!

- Weather maybe warm to cool. Wear layers.  
Check DC weather the morning of event to prepare.
- Bring your sign!
- No pets.
- Wear good walking shoes ....we may have a walk from bus to event. (distance TBD)
- March will be held at Washington DC Freedom Plaza (13th and Pennsylvania Ave NW)
- Arrival 11AM, march begins at NOON.
- Bring lunch, snacks and water.
- Toilet available on bus and port-a-potties available at march.
- We will pass out a paper map with our contact information on the bus.
- Return to bus by 3:30 PM, est time of return is 5:30-6PM  
Additional details can be found at <https://wethepeoplesmarch.org/>

### MISSION STATEMENT

We the People are marching to be seen and heard. We are marching to remind our elected officials that they work for us. We are marching because the current regime is a threat to our democracy and values. We are marching to demand action. Silence and inaction are complicity.

Regards, Your name

- Next select tickets option on main menu
- Add quantity of seats and price based on bus/van cost and other incidentals. Eventbrite charges a fee for this service and will auto add the total ( Example: 44.06 per tix, 4.06 fee to Eventbrite and you will receive \$40 per ticket/seat)

*Tip: end sales a week before the start date, you can go back in and change the date however this gives you time for any refunds that may occur*

**Add Ticket**

Paid  Free

Name \*  
General Admission

Quantity \*  
54

Price \*  
\$ 40.00

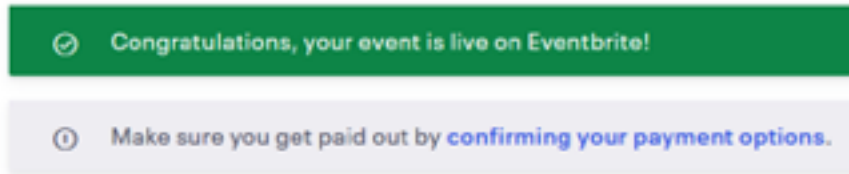
Buyer total: \$44.06

### OTHER SETTINGS TO REVIEW –

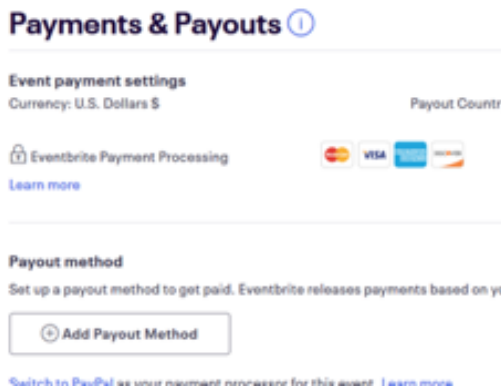
- Set your refund policy. You can choose to NOT give refunds and ask buyer to find someone to sell or give ticket to. We've allowed 7 day refunds in the past , would not recommend a

date closer to the event as it becomes more difficult to resell tickets.

- Set up the wait list option
- Customized email message to ticket holders, copy description used above
- Next Save/Publish event. You will receive this notification at the top of your screen. Click on “confirming your payment options”



- Click on Add Payout Method



- Fill out form with your information for collecting fees. Have your bank routing number handy. Eventbrite will send the funds collected, minus the fees to your account approx. 4-5 business days after the event. You may also request a paper check, allow additional time for mailing.

**IMPORTANT** – the bus will charge you for the ride at the end of the day and then you pay off credit card once funds are sent to your account.

**NOTE:** If you choose to collect funds before the event you can request payouts sooner, however, this may require paying for a premium account versus the FREE option. [Details at How to apply for scheduled payouts](#)

- Go back to the event dashboard and check your preference for a public or private event. If public is chosen this means the event is searchable via the Eventbrite catalog. Choosing Private/ "Anyone with this link." will allow the march coordinator to share your bus on their website.

## Privacy settings

Is your event open to the public, or is it a little more exclusive? Adjust your privacy settings here.

Privacy  
Private ▼




Who can view this event?

- Anyone with the link.

- Last, promote your bus/event far and wide in your area to sell out seats!! Eventbrite provides convenient links for Facebook, Twitter, and email.

### Promote your event

Use our tools to spread the word about your event to more people:

-  Publish and promote your event on Facebook and Eventbrite
-  Send personalized invitations to your guests via free email invitations or through one of our email marketing partners.
-  Reach new audiences with one of our social media advertising services.

### Your Links

Your Organizer URL: <https://www.eventbrite.com>