



## MISSION

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.

## BEFORE YOUR “WE THE PEOPLE” SOLIDARITY MARCH

As a march organizer, you share our commitment to nonviolent action to achieve our mission.

## SOLIDARITY MARCH DATE, ROUTE & VENUE

Ideally hold your local march on Saturday, September 21st to coincide with the DC march and map a route that:

- Starts at a central location to attract the most people (such as a town square or city hall), and is near mass transportation and/or ample parking. Be sure to do a site visit.
- Ends at an elected official’s district office such as members of Congress (House and/or Senate).
- Has good cell service and/or WiFi.
- Please see the “Event Accessibility Checklist” at the end of this document.

## SIZE OF YOUR EVENT

Prepare for large numbers but don’t be disappointed if they don’t show. People signing up in advance may not be available the day of. And, more people may be motivated to

react if there is a genuine political crisis around the time of your march, so have a backup plan if your chosen venue has space limitations.

## GUEST SPEAKERS

This march is meant to be broad and inclusive. If there are issues you want to amplify, guest speakers that represent your community's position on those issues and speakers that can convey personal stories related to those issues can help attract attendees and local media. More on guest speakers in the Volunteers section below.

## PERMITS & SOUND

Check with local police to notify them of your intent to organize a public event and see if you need a permit to peacefully congregate and march. If so, they will request information including dates, times, locations, route, whether you will have amplified sound, etc. If you will need amplified sound, do you need an electrical outlet? A generator? Can a battery-powered bullhorn meet your needs?

## SAFETY

Safety of you and your attendees is important to us! Review these de-escalation tips and how to handle potential disruptions (below). If there is an immediate emergency and you need help, please call the appropriate authorities such as 911. Know your rights: <https://www.aclu.org/know-your-rights/protesters-rights/>

## VOLUNTEERS

Prepare a list of volunteer roles. Recruit for them specifically or build the roles around the people you recruit. If stretched for volunteers, one person can have multiple roles and if you have many volunteers, assign multiple people the same roles and have them work together.

For all, ensure underrepresented communities feel safe, welcome and that their voices and leadership are visible in the planning and at the march; serve as peacekeepers during the march. **Potential volunteer roles to consider:**

### ORGANIZERS:

- Bring the team together and hold to the commitments of the team.
- Initiate and run group meetings, e.g., agendas, notes, and capture learnings at the march.
- Determine how the team will communicate, e.g., Facebook groups, group texts, etc.
- Hold the team accountable and fill in gaps by supporting other roles as needed.
- If police are at the march, greet them and thank them for ensuring the march is peaceful.
- Ensure there is a check-in process for attendees, volunteers, guest speakers and media.

- Hold a final check-in call with all volunteers the day before the event to do a walk through from start to finish to ensure everything is ready and everyone is clear about their role.

## **MARSHALLS:**

- Maintain good and high energy among participants
- Greet participants as they arrive, emcee at the march, lead songs and chants, etc.
- Be stationed along the march route to ensure permit requirements are followed (such as maintaining space on sidewalks for pedestrians) and people understand the march route

## **LOGISTICS:**

- Coordinate the material needed for the day of the march
- Secure permit if needed and coordinate location prep and clean-up
- Define materials for group meetings and the march, create a march materials checklist and assemble materials – See the Events Materials section below

## **MESSENGERS:**

- Communicate with your community around needs and resources of the team.
- Arrange for speakers and prep them on what they will speak about. Lawyers, policy experts (such as professors), religious leaders, those directly impacted by this president, and your Congressional, state and local elected officials, make great speakers! Confirm appearances 1 week and the day before the march and that they know where to meet you at the march.
- Do outreach and coalition building with local organizations that support this march; ask them to promote this march and recruit volunteers.
- Work with the media, e.g., create a press advisory and keep an email alert to send the press advisory to reporters in your draft folders, ready to send, show up to the march early to greet reporters, and have talking points ready on why you're marching for interviews.
- Use social media, e.g., Facebook, Twitter and Instagram, at the march to stream live video using Facebook Live, upload photos to social in real time, tagging @WethePeopleMarch, your elected officials, and using the event hashtag, #WethePeopleMarch.

## **BEST PRACTICES:**

- Respect people's time and use it well. Introverts and extroverts have equally important roles to play. So, assign tasks accordingly.
- Create a text group for all volunteers working the march so that you can all stay in touch.
- Appreciate and thank your volunteers.
- Please see the "Language Guidelines" at the end of this document.

# EVENT MATERIALS & ACTIONS

If it's going to be a hot day, have water available at the start of the march, along the route and at the end

- Information table at the start of the march route with
  - Voter Registration forms and upcoming election information
  - Handouts with your march agenda, route map, chants and encourage attendees to take photos to post on social media and share live video using Facebook Live or a Twitter livestream, in real time tagging @WethePeopleMarch, your elected officials, and using the march hashtag, #WethePeopleMarch (all to encourage media coverage and trending on social media)
  - Actions you would like attendees to take such as joining your local grassroots group, signing a petition for a particular issue to send to a particular elected official, etc.
- Signs along the march route to show attendees where they're going
- Information table at the end of the march route with voter registration forms, upcoming election information and actions you would like attendees to take
- Signs & Chants (*to come*).
- Accessibility for People with Disabilities (*see below*)

## PROMOTING YOUR SOLIDARITY MARCH

- Let us know at [solidaritymarches@wethepeoplesmarch.org](mailto:solidaritymarches@wethepeoplesmarch.org) about your Solidarity March so we can post it on the website map. This way, people searching for a march in their area can find you and you can use that link to promote your march.
- Email us at [solidaritymarches@wethepeoplesmarch.org](mailto:solidaritymarches@wethepeoplesmarch.org) for a custom "We the People March" graphic for your local march to use when promoting your event.
- Build a list of friends, neighbors, local leaders, community organizations, etc. and contact them by phone, email, text, and social media including Facebook, Twitter and Instagram.
- For college campuses in your area, contact student groups, e.g., the student union or Democratic club.

### When reaching out

- Share your event link on the march website and use your customized march graphic
- Ask people to RSVP, with their email, from your event link so you can get an estimate of attendees and,
  - thank them and ask they spread the word amongst friends, family, etc., and on social media
  - Send a reminder a week before the march AND the day before.
  - Send a day-of message to say how excited you are for the march and that you look forward to seeing them. Include reminders about the march time, starting location, and ending location.

- Ask people, and particularly organizations, to spread the word about your march to their friends, neighbors, local leaders and organizations
- **Invite the media** — Go to local media websites for newsroom contacts. Use these sites to find local media: <http://www.usnpl.com>, <http://www.newslink.org>, <http://capwiz.com/capwiz/dbq/media/>
  - Ask your volunteers and local grassroots organizations if they have any media connections.
  - Look for local reporters likely to write this story and make lists of independent bloggers, photographers and local individuals with social media influence.
  - Email your press release, 1-2 weeks before the march and then follow-up on why it's important they cover your event - this is the most essential call to earn coverage.
  - Call reporters the day of the event to give a quick update (e.g., how many people you're expecting) and pitch them on coming again. Ensure they have your press release and resend it if they don't.
  - Talk to the reporter or editor whenever possible—don't settle for voicemails or messages with a receptionist, and don't be shy to call if they didn't show to a prior event. Calls are your best weapon.
  - Have a designated liaison to greet reporters, answer any questions, help them get the photos they're looking for, and if you have good volunteers/speakers with powerful stories, introduce them.

## **DURING YOUR “WE THE PEOPLE” SOLIDARITY MARCH**

- **Arrive up to 1 hour early for set up.**
  - Some people will show up early, so make sure you're set up and ready to greet them.
  - Implement your check-in process for attendees, volunteers, guest speakers and the media.
- Start on time. Do not delay more than 10 minutes, especially if you have speakers and media there.
- Follow the agenda It will help with the flow of the march, including public announcements.
- Remain law-abiding - Remind volunteers of the principles and commitments (see below), observe all posted signs and respect requests from law enforcement.
- **Tell the story of your event!**
  - Encourage volunteers and attendees to post updates, photos, and videos several times
  - 10–15 minutes into the event, provide the media folks with a headcount
  - Send photos and videos to us directly (contact information to come)

**HAVE FUN!**

# AFTER YOUR “WE THE PEOPLE” SOLIDARITY MARCH

**Follow up with the media.** Whether media was present or not, send a post-march press release to all media in your area immediately after the march. Take the pre-event press release, change the verb tense from future to past, add details and key quotes, compelling photos and video links.

**Follow up with folks who registered for your event.** Thank them for attending (if they could) and send a thank-you note to anyone who played a role in your event including volunteers and coalition partners.

- Send photos and videos to us at (email address to come) and post them on social media using the hashtag #WethePeopleMarch
- Let us know who showed up and how it went!
- After the march, please take the short survey we will email to you, and use that survey to tell us about your event.

## PRINCIPLES & COMMITMENTS

### CONDUCT

I will conduct myself with respect and integrity in relating to organizers, volunteers, attendees, allies, and other community members. I will prioritize and lift up people who are directly impacted by the issues we are addressing with our action. I will respect and value an individual's gender pronouns and their identity. I will collaborate with all involved with this event and respect established decision-making processes. I will not bully, coerce, or harass.

### EQUITY AND INCLUSION

There are leaders in my community who have been organizing on the issues that I am hosting this event for. I will humbly make efforts to build relationships and listen to these leaders as an early step in planning my event.

### DE-ESCALATION

I commit to engage in nonviolent, peaceful action, act lawfully, and strive to de-escalate any confrontations with those who disagree with our values. I will review these de-escalation tips (below) ahead of time.

## DE-ESCALATION TIPS

**Some right-wing organizations have encouraged their members to infiltrate and disrupt progressive events.** While we believe it's highly unlikely this will happen, we should be prepared! If you notice anyone who claims to be on our side acting substantially out of line, use these tips to help you de-escalate the situation.

- **Stay calm and avoid confrontation.** Overall, the most important thing is to avoid confrontation, which can be difficult. Even if it means disrupting or changing your event program, the most important thing is to avoid scenes or confrontational moments that can be completely misinterpreted. Avoid feeding into the hostile atmosphere that disruptors may attempt to create. Stay cool, calm, and respectful.

- **Watch your language.** Be intentional in using language that is nonviolent and inclusive at all times. Assume anything you say could end up on Fox News. This is good practice in general, and you should hold your attendees to the same standards.
- **It's okay to ask someone to leave.** If you notice a person filming without your consent, or if anyone makes you uncomfortable for any reason, it's totally fine to ask them to leave the event. If they refuse, ask the rest of the participants to ignore them and not engage with them. Don't let a disrupter distract the rest of your participants!
- **Assess.** If it becomes impossible to avoid confrontation with a right-wing agitator, address them in a way that does not disrupt the main event. Have one (and only one) person be responsible for engaging them in a space away from the main event, using a conversational tone that discourages them from shouting to disrupt the event. If necessary, engage the authorities to address someone who is continuously disruptive or confrontational.

## EVENT ACCESSIBILITY CHECKLIST

### 1) CHECK YOUR EVENT SPACE IN ADVANCE:

- Are there barrier free pathways to the event space (no stairs, ramps not rising more than 1 in. for every 12 in in length, thresholds being no taller than ½ in, doorways being approximately 32 in. wide, elevators being at least 51 in. x 68 in.)?
- Is there at least one accessible bathroom (minimum width is 60 in, grab bars behind the toilet and at least one side)?
- Are there several electrical outlets for laptops, assistive devices, voice amplifiers, captioning devices, etc.?
- Are the routes to the meeting area and the meeting area well lit (to help reduce trip hazards and allow for visual communication such as sign language)? Is it free of flashing lights?
- If there is a stage, is there a ramp or lift to get on it?
- Is there a separate 'quiet room' nearby to allow people to cool off?

### 2) PREPARE FOR EVENT:

- Ensure you provide event details as early as possible. Include accessibility details and ask participants if they have any other accessibility requests.
- Request participants to avoid wearing artificial smells or bringing snacks that include peanuts.
- If food is included, ask participants if they have food allergies or if they need alternatives.
- Hire sign language interpreting team if requested for small events (up to 15 people). If event is larger, hire sign language interpreting team. Check out [Registry of Interpreters for the Deaf](#) for suggestions.

- Create signage for accessible walkways, entrances, bathrooms, etc.
- Train all volunteers on how to interact with people with disabilities. Train them on accessibility services for event. Have several volunteers in charge of accessibility issues at event.

### 3) AT YOUR EVENT:

- Walk all routes to check for possible new barriers, including misplaced items or cords. Check to see if automatic door openers work. Make sure accessible entrance is unlocked.
- Ensure signage to accessibility features are up, including signage for accessible entrances and pathways.
- Have reserved accessible seating near the front with clear pathways to get to it. Accessible seating can be provided to people who use wheelchairs or other assistive devices, individuals with chronic illnesses, people who are injured, seniors, and pregnant individuals.
- Set up amplification system and make sure those who are speaking to the crowd (including speakers and those asking questions) use the amplification system.
- If live streaming or videoing, make sure videographer includes the Sign Language interpreter in the shot. Also, try to caption the videos. There are numerous companies that can help you caption live stream or regular video.

## LANGUAGE GUIDELINES

*\*\*Always ask individuals first how they identify. Language use always changes and it's important to remain respectful when describing an individual or group of people. \*\**

<b>PREFERRED LANGUAGE USE</b>	<b>AVOID</b>
<ul style="list-style-type: none"> <li>• <i>"disabled person" or "person with a disability"</i> (depends on person's preference)</li> </ul>	<ul style="list-style-type: none"> <li>• <i>"handicapped," "crippled," "gimp," "invalid," "lame"</i> (note that some in the disability community have reappropriated <i>"crippled"</i> and <i>"gimp"</i> to be used within their community)</li> <li>• euphemisms including <i>"disAbility," "handicapable," "special needs," "differently abled,"</i> etc.</li> </ul>
<hr/> <ul style="list-style-type: none"> <li>• person <i>"has"/"is diagnosed with"</i> 'x' diagnosis/disability</li> </ul>	<hr/> <ul style="list-style-type: none"> <li>• person <i>"suffers from"/"afflicted with"/"stricken with"</i> 'x'</li> </ul>
<hr/> <ul style="list-style-type: none"> <li>• <i>"Deaf person"</i> (with the 'd' capitalized) or <i>"person who is deaf/hard-of-hearing"</i> (depends on person's preference)</li> </ul>	<hr/> <ul style="list-style-type: none"> <li>• <i>"deaf-mute" or "deaf-dumb" or "hearing impaired"</i> or using <i>"deaf"</i> in derogatory way (i.e. <i>"It fell on deaf ears."</i>)</li> </ul>

<ul style="list-style-type: none"> <li>• <i>"sign language interpreter"</i></li> </ul> <hr/> <ul style="list-style-type: none"> <li>• <i>"autistic person" or "person with autism"</i> (depends on person's preference)</li> </ul> <hr/> <ul style="list-style-type: none"> <li>• <i>"intellectual disability"</i></li> </ul> <hr/> <ul style="list-style-type: none"> <li>• <i>"non-disabled"</i></li> </ul> <hr/> <ul style="list-style-type: none"> <li>• <i>"wheelchair user"</i></li> </ul> <hr/> <ul style="list-style-type: none"> <li>• <i>"mental health disability"</i></li> </ul> <hr/> <ul style="list-style-type: none"> <li>• <i>"someone experiencing a drug/alcohol problem"</i></li> </ul> <hr/> <ul style="list-style-type: none"> <li>• <i>"blind person" or "person with a visual disability"</i></li> </ul> <hr/> <ul style="list-style-type: none"> <li>• <i>"someone with cerebral palsy"</i></li> </ul> <hr/> <ul style="list-style-type: none"> <li>• <i>"congenital disability" or "genetic disability"</i></li> </ul> <hr/> <ul style="list-style-type: none"> <li>• <i>"little person" or "person with dwarfism"</i></li> </ul> <hr/> <ul style="list-style-type: none"> <li>• <i>"sustained/received an injury"</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>"sign language translator"</i></li> </ul> <hr/> <ul style="list-style-type: none"> <li>• <i>"high functioning" or "low functioning"</i></li> </ul> <hr/> <ul style="list-style-type: none"> <li>• <i>"retarded," "dumb," "stupid"</i> <i>"intelligence level of a [age]"</i></li> </ul> <hr/> <ul style="list-style-type: none"> <li>• <i>"able bodied" or "normal"</i></li> </ul> <hr/> <ul style="list-style-type: none"> <li>• <i>"wheelchair bound"</i></li> </ul> <hr/> <ul style="list-style-type: none"> <li>• <i>"mental illness," "psycho," "nuts," "deranged," "loony"</i></li> <li>• <i>"crazy," "mad"</i> (note that some in the disability community have reappropriated these terms to be used within their community)</li> </ul> <hr/> <ul style="list-style-type: none"> <li>• <i>"addict," "junkie"</i></li> </ul> <hr/> <ul style="list-style-type: none"> <li>• <i>"visually impaired person" or "person with a visual impairment" or using "blind" in a derogatory manner (i.e. "He was blind to her suggestions.")</i></li> </ul> <hr/> <ul style="list-style-type: none"> <li>• <i>"spaz" or "spastic"</i></li> </ul> <hr/> <ul style="list-style-type: none"> <li>• <i>"congenital defect/deformity" or "genetic defect/deformity"</i></li> </ul> <hr/> <ul style="list-style-type: none"> <li>• <i>"midget," "dwarf"</i></li> </ul> <hr/> <ul style="list-style-type: none"> <li>• <i>"suffered from an injury"</i></li> </ul>
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