

TIPS FOR A SUCCESSFUL RALLY OR PROTEST EVENT

These tips will help you put together a well-organized and controlled rally or protest event.

- Appoint a Team Leader to organize and act as point person at the event.
- Appoint a spokesperson (or several) who is well-acquainted with the facts and a confident speaker, willing to speak on camera. This can also be your Team Leader.
- Decide on a date and time for your event. Events such as these typically last 2 to 4 hours, and held midday to catch the lunchtime crowd.
- Estimate how many people you expect to attend.
- Decide on an appropriate location.
- Good visibility with heavy foot traffic is a high priority, or related to the issue, such as a govt office.

If it is on public property, you most likely will need a permit. If it is on private property, you will need permission. Written is best.

Call to make sure. Contact your local authority switchboard number. They will refer you to the right department. Permit fees and turnaround time varies widely. They will want to know location, time, what it is about, and how many you expect to attend, so be ready.

- Announce your event utilizing social networks such as blogs, Twitter, Facebook etc.
- Alert the media.

If you have someone in your group who can write a press release, do it. Telephone local media and ask them to cover your event. If they sound interested, mention you have a press release and get their fax number or email address to send it to.

If you do not have a press release that's okay. Before you call, have an information sheet with all your event details on it. That will work too.

Be sure to have full contact information for your Team Leader and/or Spokesperson on it so your media contact can get in touch with you before and at the event.

- Make signs and banners, or have your participants make and bring their own. Give them a number of good suggestions in case they need guidance.
- Put together a Fact Sheet or Talking Points about your issue.

This should be no more than two pages. Print out 4-6 and have them laminated.

Handing out flyers is great, but no one will be amused to find them strewn all over the area once your event is over. It will also make it easier to get a permit if they know you will not be causing a litter problem.

Get several people to volunteer to speak to passersby. Use the laminated sheets when you are speaking to more than two people. You don't want people walking away without knowing why you are there.

Events like these are empowering. Be prepared and you will enjoy reaching out to the public on your issue.