



## Timeline for January 21st Nationwide Day of Action

Goal: Plan an exciting and visible action on January 21, 2012 to protest the two year anniversary of the *Citizens United v. FEC* Supreme Court decision.

### **November 9, 2011:**

- Hold House Party organizing meeting to begin formulating a plan for January 21<sup>st</sup>.
- Make sure that people leave the meeting with next steps, including some specific tasks that individuals who are excited can take.
- Set the date for your next meeting with participants before they leave.

### **Week of November 27th:**

#### **1) Hold planning meeting for your group.**

- Send reminder e-mails and make reminder phone calls a week and a few days before. Even if you have many people commit to coming, know that they will likely not come unless you follow up with them.
- Don't worry if only a few people come to this meeting. Remember the Margaret Mead quote, "Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has."

#### **2) At the meeting:**

- Finalize a specific action that you want to take on January 21st and discuss what you will need to do to make the action happen.
- See if individuals will take on specific roles, such as outreach coordinator, outreach to organizations, phone bank/RSPV coordinator, materials designer, fundraiser, meeting secretary, reminder calls for meetings, media outreach, etc. to make your event happen. Giving people roles will make sure you don't do everything yourself and that people stay involved.
- Be realistic about what type of action is feasible for your group and be creative about actions that will get people's attention.

#### **3) Plan your next meeting** and decide when your regular meetings will take place. We recommend holding meetings not less often than every other week so you are able to keep everyone's attention and keep things moving forward. We also recommend that you hold meetings at a regular time (i.e. every other Wednesday at 6PM) so people get in a routine of scheduling the meeting into their calendars and know when the next one will be if they miss one.

We will be offering national conference call check ins on November 2, 16, 30, December 14, January 4, 18. You do not need to attend all of these meetings, but we will be available to

help if you have questions. You can delegate someone from your group to join these calls and rotate that person if it is helpful.

- 4) **Follow up** with individuals who have taken on roles between meetings to make sure they are comfortable with their work and offer them suggestions. It is much more likely with a little follow up that they will get their tasks done and generate new ideas.

#### **Week of Dec 11<sup>th</sup>:**

- Reconnect with your team
- Have a list of the media outlets you'd like to come to your event
- If you haven't already, make sure everyone who should have been invited to the event has heard from you by now.
- Brainstorm possible local allies you haven't reached yet, and put together a plan to reach them.
- Alert friendly periodicals of your plans where appropriate.

#### **Week of Jan 1<sup>st</sup>:**

- Check-in on different team member roles.
- Check in with relevant reporters and key media contacts.
- Start drafting a press release for your event using the media toolkit as an example.
- Distribute and post flyers about your event.

#### **Week of Jan 15<sup>th</sup>: ACTION PREP WEEK!**

- If for any reason you can't have your action on the 21<sup>st</sup> or it would be more appropriate to do it on a weekday proceeding because of your event's audience please pursue those options.

### **IDEAS FOR ACTION**

#### **Plan a Rally**

Here is a suggested task list. This list is not comprehensive, but should get you started. You also may find that your capacity to plan something is smaller and that you will not be able to do all these pieces. That is fine. It's most important that you act!

1. Pick date, time and place
2. Get a permit for your event
3. If not in your home town, figure out transportation needs and plan for transportation
4. Make an outreach plan, including reaching out to organizations, the media, and flyering events and key locations. Think about what personal relationships folks might have that would facilitate this process.
5. Invite speakers and performers to participate in your rally. If you are able to secure any "big names", include them on your flyer, but don't wait too long to start distributing your flyers, you can always do a second round.
6. Develop a flyer, using ours as a template if you'd like.
7. Distribute flyers at public events and in public spaces.

8. Outreach to organizations that would be interested in your event, ask them to sign on as co-sponsors and help outreach to their members.
9. Outreach to media that might publicize your event, consider posting to Events calendars on Craigslist and Indymedia, PSAs on radio stations, and to calendars in newspapers. Often at least 10 days lead time is needed.
10. Outreach to friends and family and encourage them to attend and help spread the word.
11. Decide who will emcee/facilitate your event and develop your key messages.
12. Locate a sound system, if possible microphones and speakers, if not, a megaphone.
13. Invite the media two weeks in advance to come to your event using our sample press release
14. Call the media outlets one week before the event and on the day of the event.
15. Print a media packet using our sample media packet.
16. Plan a day to make signs for your events. Invite the media to come.
17. Plan to have water and food at your rally.
18. Plan to have media spokespeople at your rally. You can use our talking points that we will share with you to help prepare your spokespeople. Ask volunteers to refer press to those individuals when possible.
19. Designate security/ a police liaison for your event.
20. Develop a speaking list for your event and a speaker coordinator separate from the lead speaker.
21. Have a plan for people who come to you at the event asking to speak.
22. Plan cleanup for your rally.

#### **Make a banner to hold on a freeway overpass or at a busy intersection at rush hour**

1. Identify a good location. Heavy traffic, especially slow moving or stop and go sites are ideal. If you are looking to choose a freeway overpass, make sure you choose a location with a sidewalk for you to stand on or a large shoulder to make sure you'll be safe.
2. Set a date for a work party to make your sign(s). Pick a location with a good work surface (floor or large table is fine). Make it a potluck dinner, or have participants bring drinks and music to make it fun.
3. Choose a message. Good messages are clear and provocative. Examples: "We the People, NOT We the Corporations" or "OMG...Corporations Are People? Money is Speech? WTF!" Include a website of one of the national organizations for people to go to for more information.
4. You can choose one large banner and then have individuals hold smaller signs. You can purchase hand-held signs from Move to Amend, or make your own.
5. Draft a press release to send to media outlets in advance. Let them know this will be a photo opportunity. Be sure to include TV, newspaper and radio.
6. Whether media show up to your action or not, designate someone from your group to take photos and send a follow up press release and photos of your action to all media that did not come out. Send this release immediately following the action (or ideally as soon as the photos are available – even while the action is still going on).

Note: Since January 21 is a Saturday, it might be best to do this action on the Friday before – so you can capitalize on Friday evening traffic as people head home from work. Plan to meet for drinks or at a coffee shop after your action to debrief and celebrate.

Sign making tips, materials to gather and instructions can be found here:  
<http://movetoamend.org/organizing-resources/instructions-making-freeway-banner>

**If you decide to introduce a local resolution in support of an amendment**

1. Decide whether you will be targeting City Hall or voters directly for your resolution effort. If you live in a state that allows for the initiative/referendum process, you can run a campaign to get the resolution on the ballot. If you do not live in an I/R state you can lobby your City Council directly.
2. Model resolution language is available from the national organizations (Public Citizen, Move to Amend, People for the American Way, Free Speech for People). Your group should decide which language you feel would be best for your community.
3. Designate a person or small group of folks from your group to do a little research at each of the national organizations websites. We all have materials and tips to help you with a resolution campaign. Get a sense of what's available to help you with this action so you don't need to re-invent the wheel.
4. Be prepared to answer the following questions:
  - o Why are you doing this?
  - o What does it have to do with this town?
  - o What will be the effect of the resolution?
  - o Will the town get sued?
  - o Why punish all corporations? Why not just "bad" ones?
  - o What about non-profit corporations?
  - o Why not aim to pass a law?
  - o Don't corporations deserve equal protection under the law?
5. If lobbying your Council, collect signatures from voters urging them to support a resolution (or to place a resolution on the ballot if you are not collecting signatures to place it on the ballot yourself, but you still want to have the question before voters). You can present these signatures to your Council publicly to show widespread support for your resolution.
6. If lobbying your Council aim to have the resolution introduced with maximum cosponsors the week of the 21<sup>st</sup> if possible or announce a new co-sponsor or new development for the resolution at an event on January 21<sup>st</sup>.
7. More information, sample resolutions and tips are available at  
<http://democracyisforpeople.org> or <http://movetoamend.org/resolutions-map>