ACT FAST!

Best Practices for Mobilizing in an Hour
PREPARATIONS YOU CAN DO NOW

NO MATTER WHAT FIGHT IS NEXT
Create Rapid Response Crew

Multiple ppl hold multiple roles since you don’t know who will be in town or available on a drop of a hat!

- Outreach
- Media
- Social Media
- Photographer
- Graphic Design
ASSEMBLE YOUR EMAIL LISTS

- Assemble email list of those you will want to turn out
- Create lists for different partners--Twitter handles, FB pages, email, phone
  - Interfaith clergy
  - Electeds
  - Palestine solidarity orgs
  - Sanctuary orgs
  - Labor orgs
  - etc
Know Your Rights!

- Make sure your group is trained on their rights!
  - ACLU
  - National Lawyer’s Guild
  - Local legal support groups

- Ready to Fight session from December available online at jvp.org/ready-to-fight
● Evergreen banner
● Evergreen buttons
● Posterboard/cardboard
● Canvass/cloth
● Paint
● Puppets
● Markers, paint

Prepare Evergreen Materials
Training for street protests!

- Get training for your group on moving people in the street, marshalling, navigating interactions with the police, speaking to the media, energizing and focusing the crowd.
- Preparing for things to get BIG!
- Delegation on the fly!
Connect with partners!

- Reach out to organizations leading in your community
- If there are no clear leaders, initiate a call for organizers cross-movement
- Cast a WIDE net: you never know who will be helpful!
- Show up to partner’s events.
- Build trust and ability to act fast together!
PUT TOGETHER A PRESS LIST

- phone numbers of TV station newsrooms/tip hotline
- assignment desk editors
- local reporters
- radio producers
- Twitter handles of reporters

Connect with naomi@jvp.org for support.
ASSEMBLE ACTION KIT

○ Sign in sheets/clipboards
○ Sharpies
○ Snacks
○ Cordless phone battery charger

What else do you add?
OR...Just show up!
JVP-Philly Helps Shut Down PHL
HOW TO SPEND THE HOUR

... Get a call at 5 to show up at 7...
15 mins: OUTREACH! Get Your People There!

- Secure text chain for core organizers (ie Signal)
- FB event
- Email
- Text
10 mins: Media!

- Call the TV stations.
- Pick & prep a press point person.
- Tweet at the relevant journalists or outlets.
Social Media

- Make plan for documentation & assign people roles: video, photos, twitter, facebook
- Make sure everyone has apps on their phones and passwords for your chapter’s twitter account!

Content tips:
- Inspirational!
- Try to make a statement!
- Give context!
- Pick a main hashtag everyone is using to add your action to an ongoing story

FB Live Pro-Tips
- Has to go at least about 15 minutes!
- Don’t go longer than hour and a half!
- Hold it horizontally not vertically!
- Narrate where you are & what you are doing, be engaging, interesting, talk to people!
10 mins: Visuals/Chants
10 mins: More Outreach!

- Text with organizing circles
- Post on social media
5 mins:
Grab your Action Kit & Get to the Action!
Get Started with Your Action!

- Welcome people with sign in sheets, signs
- Final outreach push on social media
- Figure out choreography
- ID roles such as:
  - Marshalls
  - Police liaison
  - Press contact
  - Chant leader/flow
SHUT IT DOWN!
P.S. Don’t Forget to Follow Up!

- thank them for coming
- invite to your next meeting or action or debrief
- Ask them to send photos and videos!
- Follow-up with press
- Share your images on social media!