

- **Key Decisions** (*these decisions need to be made before you jump into the tasks below*)
 - **Who is organizing this action?**
 - Do you have a team? If so, bring them into the planning before the big decisions are made!
 - Do you want to work with partner organizations? If so, reach out to them before the big decisions are made – especially if you hope to organize with groups from other communities or who work on different issues than you do.
 - **What are the goals of this action?**
 - **Where (at least approximately) and when (at least approximately) will it be?**

- **Tasks** (*ideally, these tasks are shared among a team of people*):
 - Promotion
 - Create Facebook event and invite Facebook friends
 - Post on Facebook multiple times to promote
 - (If event has a lot of moving pieces and/or you need a more accurate headcount than Facebook and/or you don't like Facebook: create Google RSVP form)
 - Email Katherine Anderson (katherine@betterfutureproject.org) to get event posted on 350 Mass calendar and in 350 Mass newsletter (deadline for Tuesday noon newsletter is Monday at noon) – can also ask her about sending out stand-alone email blasts
 - Post on Twitter
 - Reaching out to node members, friends and family, etc, etc
 - Communicating with attendees
 - Post on Facebook regularly with updates re: speakers, length, where to meet, weather contingency plans, etc
 - If you've created Google RSVP form: email attendees about once a week with updates, reminder to attend, etc
 - Recruiting co-sponsors
 - Reach out to other organizations and ask them if they'd like to co-sponsor
 - Co-sponsors usually have their logo on the flyer, get mentioned on FB event, get a shout-out at rally, get mentioned in press release, etc; in exchange, they agree to publicize event
 - Traditional media (see also [full 350 Mass How To on media](#)):
 - Write a press advisory and press release
 - Send out a press advisory one or two days before your event, and call the press to ensure they received it.
 - After the event happens, send out press release; also have copies to hand out at the event.

- If press are expected to attend in person: train 1-2 participants to speak to the press; designate one or more point person to be the contact for press by phone and at the action.
- Program
 - Recruit speakers, figure out how long each of them will speak and about what, and put together a program (can also think about inviting musicians, poets, etc)
 - Recruit MC
 - Designate someone to look up and lead chants and/or singing
- Logistics
 - Do you need a permit for your event? *Note: you usually do not a permit, or can get away with not having one, for clearly political events in public places like Harvard Square, the Boston Common, the State House, or in front of South Station, and/or for short marches in the street. Being on the sidewalk is always fine as long as people keep moving. If you don't have a permit, make sure you have marshals or police liaisons who are ready to talk to and de-esclate things with the police as needed. If you decide to get a permit, there is usually a fee (~\$100-200) and a several week waiting period.*
 - Arrange to borrow sound system and/or megaphone
 - Figure out somewhere for speakers to stand – Steps? Hill? Podium? Stage?
 - Recruit 4-5 marshalls and make sure they know what is happening when
 - If marching: scout route in person (and/or via Google streetview); make and print maps
 - Signs and banners (see artwork below)
 - Chants and chant sheets
 - Handouts for passerby about 350 Mass and what we do
- Photography and videography
 - Recruit a photographer! (and/or videographer)
 - Live social media coverage - identify people to live tweet and do a live stream on Facebook. Include #NoDAPL so we can track the events.
- Artwork
 - Organize an art build and make signs, banners, etc