• **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.

  o 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

  o 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

  o 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.

  o Artwork
  • Organize an art build and make signs, banners, etc