



**Overview:** Public marches are peaceful, energetic, passionate, and meaningful way for the community to unite and raise awareness about a particular concern or issue. A well-organized rally or march communicates a movement’s message clearly and accurately to the intended recipients and the broader public. They are the means to assert empowerment and to influence decision makers. It is one of many organizing tools at our disposal and incorporates other tools like petition gathering, storytelling, generating media, and building partnerships.

**Purpose:** While many of us have attended, we want to talk about **making the most of attending a march or rally**. This is timely, as we are leading up to a week of action from Earth Day to May Day -- 10 days of marches and related events happening across Washington State. These events include:

- Earth Day events, April 22 (statewide)
- National Science March, April 22 (Seattle)
- People’s Climate Marches, April 29 (statewide)
- People’s Climate Action Summit, April 29 (Seattle)
- May Day March and Rally, May 1 (Seattle, Yakima, Tri Cities)

*Find these events and more online at [EarthDay2MayDay.Org](http://EarthDay2MayDay.Org)*

### Why marches?

- Every major social movement in this country has included public demonstration
- When we bring our issues to the streets, we show our power in numbers and elevate our struggles in the public consciousness
- This month, as people from all walks of life march together, we are demonstrating a movement of movements -- that when we show our unity, we are a force to be reckoned with. This month, many of these marches will be communicating that our struggles share common root causes -- that our unjust economic system harms workers, immigrants, and communities affected by climate change so we will be marching for social and environmental justice together

### Why Attend a March?

- Freedom of expression
- Show solidarity
- Build community power: increase our numbers, deepen our commitment
- Deepen our relationships, connection and partnerships to grow our circle of engagement.
- Learning about issues and opportunities for engagement

## BEST PRACTICES for making the most of a march or rally

### BEFORE the march/rally

- Determine **WHY** you want to attend
- Determine **WHO** to recruit
- Determine **HOW** best to reach out to them
- Determine a **game plan**

### DURING the rally/march

- Implement your day of game plan.
- Stay together
- Connect with others at the rally
- Offer to help the organizers day of, volunteer
- Share on social media

### AFTER the rally/march

- Debrief with your group
- Identify opportunities to engage going forward
- Stay in touch with your group and people you met

### Recruit a circle of friends: build an affinity group for your march

#### Recruit your friends

- Use email, phone calls, one-on-one meetings, text, and social media to reach them
- Connect with your friends: sharing your “Story of Self” -- your own story, the story of your community, your passion and motivation-- is a good place to start when reaching out to your network of friends, co-workers, and family to invite them to attend. Remember to ask questions and listen -- what do *they* care about? How could this march help them express their passion and concern and feel connected to the greater movement?

#### Meet up to prepare

- Get together with your affinity group for a discussion about and preparation for the march/rally. When there, Make signs, art, and a banner

#### Make a plan

- Determine a day of game plan that includes **when and where** to meet, **what to bring**, **what you will do** at the rally/march, **sharing on** social media, finding each other if you get lost and more!

## Take Action!

1. **Attend a march or other event!** Find a full schedule at [EarthDay2MayDay.Org](http://EarthDay2MayDay.Org)
2. **Make the most of that march by...**
  - a. Recruiting an affinity group
  - b. Connecting with new people at the march
  - c. Volunteering for a role at the march or Earth Day to May Day event -- [sign up here to volunteer](#) with the Alliance for Jobs and Clean Energy
  - d. Following up with action steps afterwards and find new ways to engage

### Questions? Want to connect or get involved?

Contact Oskar Zambrano at Latino Community Fund at [oskar@latinocommunityfund.org](mailto:oskar@latinocommunityfund.org) or Stina Janssen at Washington Environmental Council at [stina@wecprotects.org](mailto:stina@wecprotects.org)