

Planning a Rally

This resource was made by Alyssa Lee. It was last updated on [2016-10-06](#).

Materials

- Sound amplification: **Megaphone** or PA system
- **Clipboards** (3-4)
- **Pens**
- **Banner** with who you are (e.g. “Divest Boston University”)
- **Signs** with your message and/or ask
- **Petitions**
- **T-shirts** for your group
- **Sign-in sheet**
 - *Include:* Name, Email, Phone #, Graduation Date
 - *Optional:* Are you able to make our weekly meetings?, Can you come to our next event?
- **Fliers** (¼-page or ½-page)
 - *Include:* Purpose, Meeting times, Contact info, Ways to get involved, etc.)
- **Orange squares** or some other **swag** to pass out

Initial Planning

Planning for a rally ideally begins 1 month in advance.

Once you’ve identified that you want to have a rally, meet with your team and figure out the following:

- **Message:** What is the big message you want people to leave the rally with? Not quite the same as your ask. It’s kind of like your hashtag.
- **Tone:** *How* are you delivering your message? The tone can be set both from the message as well as from the tactic.
 - Think about the context of your campaign up to this point - what story have you created, where is your escalation at, what has been past engagement with the trustees?
 - Examples: Non-confrontational, encouraging, collaborative, celebratory, excited vs. Confrontational, loud, polarizing, demanding
- **Target:** Is there a target? Are you just trying to build awareness and drum up support from students/your audience? Or are you directing it at a target?
- **Date & Time:** What day and time is the rally going to take place?
 - Some considerations:
 - Mondays, Tuesdays, and Wednesdays are better days to get media coverage.
 - If you want this to attract a lot of people, consider when the sun sets/it’s still light out.
 - Similar, think about when there is the most traffic from passersby.
- **Location:** Where is the rally going to take place?
 - Some considerations:

- If it's more important for the rally to be targeted toward a person(s) and/or around a certain event, the location of the rally may depend on that (e.g. Trustee Meeting location or outside and administrative building).
- It is also worth considering going with a place that's as public as possible.
- If there is a risk of getting rained out, have a Plan B in mind or choose a location that can be managed in the rain.
- **Absorption Plan:** What is the plan to make sure that people who come to the rally either join the organization or are at least more connected/engaged with Divest BU?
 - Make sure to do this before the rally and not wait until afterwards, ideally sometime within 2 weeks of the rally.
- And make sure to set the before-rally **Roles!** (*see below*)

Roles

NOTE: These are all *suggestions* for roles. They do not have to be as rigid as set out here. Also, many of these roles could be consolidated (i.e. 1 person do multiple roles). The most important thing is that there is *clear delegation and communication* about what is expected of each other.

BEFORE-RALLY ROLES:

Role	# of People	Responsibilities	Notes
<u>Bottom-Liner</u>	1-2	Oversees the other roles, makes sure everything happens, accountability and delegation, the ultimate person responsible for making sure the rally actually goes!	This is a big undertaking but is a great opportunity for someone who's been taking a lot of leadership! Requires lots of checking in, constantly upkeep email, being communicative, being at meetings to give updates, and being willing to keep people accountable.
<u>Social Media</u>	1-2	Set up Facebook event, do social media outreach/photos/memes leading up to the rally, post on the day-of to remind people, etc.	Needs to have administrative access to all social media accounts, should be someone with a smartphone, should ideally be someone who can attend rally (could be same as Day-Of Social Media)
<u>Media Outreach</u>	1-3	Reach out to campus newspapers (and other local outlets) with press advisory, make calls to media outlets day-of, make sure they come to take photos and interview people, etc.	Should be someone who is willing to make calls and can send a lot of emails, has to feel comfortable speaking with many people (should be same as Day-Of Media Spokesperson)

			* If you need someone to advise on this role, you can contact Alyssa!
<u>Speaker Coordinator</u>	1	Enlist speakers, coordinate the talking points, write out on a shared Google Doc what each speaker will focus on (e.g. justice perspective, moral perspective, financial perspective, etc.), make sure speakers understand what they are doing.	
<u>Logistics</u>	2-3	Find out what is allowed at the event (e.g. tabling, video, signs, etc.), what process you need to follow in order to speak, keep communication with CRI, etc.	
<u>Materials</u>	1-2	Make sure that petitions are printed, fliers are made and printed, orange squares or other swag are available, and that signs will be made!	
<u>Fun Captain!</u>	1-2	If you decide to do a social or fun event afterwards, these people will bottom-line making that happen - getting food, booking a space, and making sure that people go!	

DAY-OF RALLY ROLES:

Role	# of People	Responsibilities
<u>Emcee</u>	1	
<u>Chant/Song Lead</u>	1	
<u>Tabling</u>	2-3	If you are able to have a table, have literature/swag/orange squares on divestment and DivestBU and be prepared to tell people more information!
<u>Petitioning</u>	2-3	Either be at table or go through crowd and get signatures!
<u>Recruitment</u>	2-3	Could be the same as the Petitioners. These people go through the crowd, ask why people are there, and make sure to 1) get their phone # and 2) give them a flier with more info on the campaign! This is to make sure that you are able to grow your membership after the action!
<u>Speaker Coordinator</u>	1	Check in with the people who are speaking, make sure they know when/where to go, and give them any talking points if needed. Not a hard role.

<u>Social Media</u>	1-2	Twitter, Facebook, Instagram, etc. Someone with a camera who can post photos and also live-tweet some of the great talking points from the different speakers.
<u>Photographer</u>		Take higher-quality photos, ideally people with good cameras!
<u>Video</u>	1	Take video of the speakers (if that is allowed)
<u>Media Spokes-person</u>	1	Designated person who will gather all photos/videos taken of the event and compile them. It's helpful to have one contact to whom people can send photos to.

Speakers and Line-up

IDEAS FOR SPEAKERS:

- 1-2 students from campaign - Explain importance of divestment, why they joined campaign, what this means for the broader movement
- 1-2 students from other organizations, e.g. labor groups, cultural groups - Why it matters to students, other perspectives, justice-based
- Possibly 1 faculty - Explain why they support student, provide technical explanation on why divestment makes sense

Other Ideas

- Ask faculty show up with signs that say "Faculty support divestment" "Faculty supports students"
- Have a table/clipboard with petition and get more signatures!
- Ask people who are attending beforehand to wear a certain color like orange so that the support is visible.
- Make sure everyone who comes leaves with a felt Orange Square pin.
- Remember to take a group photo!!
- Have a pizza party/snacks afterwards (either after the rally or later that week)! - If you want, try to host a short space after the event for people to come and eat and socialize together! Maybe just 30-40 minutes in a room or even outside.