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:

<table>
<thead>
<tr>
<th>Role</th>
<th># of People</th>
<th>Responsibilities</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bottom-Liner</td>
<td>1-2</td>
<td>Oversees the other roles, makes sure everything happens, accountability and delegation, the ultimate person responsible for making sure the rally actually goes!</td>
<td>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 upkeeping email, being communicative, being at meetings to give updates, and being willing to keep people accountable.</td>
</tr>
<tr>
<td>Social Media</td>
<td>1-2</td>
<td>Set up Facebook event, do social media outreach/photos/memes leading up to the rally, post on the day-of to remind people, etc.</td>
<td>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)</td>
</tr>
<tr>
<td>Media Outreach</td>
<td>1-3</td>
<td>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.</td>
<td>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)</td>
</tr>
</tbody>
</table>
* If you need someone to advise on this role, you can contact Alyssa!

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<tbody>
<tr>
<td><strong>Speaker Coordinator</strong></td>
<td>1</td>
<td>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.</td>
</tr>
<tr>
<td><strong>Logistics</strong></td>
<td>2-3</td>
<td>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.</td>
</tr>
<tr>
<td><strong>Materials</strong></td>
<td>1-2</td>
<td>Make sure that petitions are printed, fliers are made and printed, orange squares or other swag are available, and that signs will be made!</td>
</tr>
<tr>
<td><strong>Fun Captain!</strong></td>
<td>1-2</td>
<td>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!</td>
</tr>
</tbody>
</table>

**DAY-OF RALLY ROLES:**

<table>
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<tbody>
<tr>
<td>Emcee</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td><strong>Chant/Song Lead</strong></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Tabling</td>
<td>2-3</td>
<td>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!</td>
</tr>
<tr>
<td>Petitioning</td>
<td>2-3</td>
<td>Either be at table or go through crowd and get signatures!</td>
</tr>
<tr>
<td>Recruitment</td>
<td>2-3</td>
<td>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!</td>
</tr>
<tr>
<td><strong>Speaker Coordinator</strong></td>
<td>1</td>
<td>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.</td>
</tr>
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</table>
**Social Media**

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.

**Photographer**

Take higher-quality photos, ideally people with good cameras!

**Video**

1
Take video of the speakers (if that is allowed)

**Media Spokesperson**

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.

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**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.