

Toolkit for No Justice No Seat Actions

#NoJusticeNoSeat

Saturday, October 6, 2018

Key Links:

- [RSVP for the “No Justice. No Seat” Leader Prep Call, Friday, 5PT/6MT/7CT/8ET](#)
- [Register your event so it shows up on the national map](#)
- [Guidance on collaborating with survivors of sexual violence](#)
- [National Facebook link](#)

What we are trying to do:

Grassroots activists in DC and across the nation have been taking action for over a month to keep Brett Kavanaugh off the Supreme Court because we know that, if confirmed, he will not just send a message that sexual violence is rewarded with power; he will also roll back rights that we have worked for a generation to secure. On Saturday October 6th, at 2:30 Eastern time, the full Senate is expected to vote on his confirmation. That day, we need to show up in numbers too big to ignore to make sure they hear our demand to #CancelKavanaugh and #BelieveSurvivors. This is our last chance to move senators and show them that we are watching.

When/Where should your event be:

- We suggest Senate offices when possible, but any public place that is easily accessible for participants and the press will do.
- The vote is scheduled to happen at 2:30 Eastern Time and the big protest in DC is happening at Noon Eastern Time so you may want to have your event in that window if possible.
 - *Also note: If your event is before the vote, you may consider having a space for people to stay in community for the vote itself.*

How to get started:

- Pick a time and location ASAP, [register your event on the national website](#), and create a Facebook event--after that, everything will start to fall into place.
- Here is a list of roles you may want to fill--you may not need all of them, and depending on the size of your march, you may be able to do most of these yourself!
 - Overall coordinator--this person is probably YOU, and makes sure the march happens!
 - Emcee--to start the event, introduce speakers, lead chants, start the march (if you're having an actual march)
 - Press Liaison--this person doesn't have to be the spokesperson, but they help media get in contact with the right people
 - Someone to print and pick up signs
 - Crowd control--help move crowds, keep people together
 - Social media--they facebook live, tweet, and post photos of the event
 - Photographer and/or videographer--this is CRUCIAL, often media outlets who can't make it to the actual event want photos so many sure you get good ones!
 - Police liaison/Medic/Someone to deal with counter protesters--depending on the size of your event this could be one person or many
- Find a few community members, allies, and friends to help you out! We suggest communication through email or group text because they are fast. A meeting the night before, if possible helps to build community and gives people clarity about their roles.

- If you haven't been to the event location, be sure to scout it out, even if it's just a few hours before the event--think about where you'll gather, where speakers will stand, and where you want to march. Make sure the march route is wheelchair accessible (meaning there are curb cuts throughout if you cross the street and the sidewalk is wide and well paved).

Before Your Event

1. Spread the word

- Once your event is posted on the official ["No Justice, No Seat" website](#), the most important thing to focus on between now and the event is recruitment. Here are a couple ways to generate a buzz and make sure folks show up:
 - Create a Facebook Event: Invite everyone you know. Send to every other activist and organization you know and ask them to share. We suggest having an organizational page create the event instead of a personal facebook page--that makes it possible for other organizations to sign on as co-hosts.
 - Call and text people! It is the surest way to turn people out. If you are part of an organization, see if they will set up an emergency Friday phone bank.

2. Tell local media

- Send out a press advisory in advance. [Here is a sample advisory](#).
 - Note: The press contact on the advisory does not need to be a spokesperson, they just need to be able to direct press to spokespeople.
 - It is best if the overall event coordinator is not the press contact, they will likely be too busy to talk with reporters.
- If you can get a local press list from someone, send out the press advisory to that list. If you do not have access to a press list you can usually look on your local radio, TV, and newspaper websites and see where to send news alerts. When in doubt, you can call and ask for the email.
- Make follow up calls to the media outlets on the day of your event to make sure they are coming.

3. Design your program

- Figure out who you want to speak at this event. We recommend 2-4 speakers, and one of them could certainly be you, if you feel comfortable. This is an event where senators need to hear from regular people, not partisan elected officials. Events should, as much as possible, center survivors of sexual assault.
- Additionally, if Kavanaugh is confirmed, LGBTQ people, communities of color, and Native communities will be most severely impacted, so in addition to centering survivors of sexual assault, consider racial, gender, and sexual diversity in your speaker line-up.
- Many speakers are going to be engaging in remarkable acts of courage to tell their stories in public. Make sure you spend time preparing speakers, either by helping them practice, encouraging them to write down what they will say in advance, making sure they're okay to speak with the media, or anything else they might need to feel comfortable.
- Consider having a mental health professional in attendance as a support person.
- Talk to all speakers to see if they are willing to talk to the press.
- Ask someone who is good at public speaking and has stage presence to be the emcee to announce speakers and keep the event moving. This could be you or someone else.

- TIP: Speakers and marchers should always be slower than they think they need to be. We are organizing short marches, so let's keep everyone together and move slowly and deliberately.
- Figure out how you want your event to run. Think about this from an attendee's perspective. What will happen when they arrive? Who will speak when? When will marching/chanting/other actions begin? See the sample "Run of show" section below for ideas.

4. Materials

- Get visuals and sound system in order.
 - Print or make banners or signs
 - Or make your own handmade creative signs and banners
 - The sound system will depend on the size of your event. If your event is small (under 30 people), you may not need any sound equipment. If it's larger, consider getting a bullhorn, a battery-powered portable speaker and microphone, or for extra large events (1000+ people) a multi-speaker sound system.
- Consider having a welcome table
 - Have sign-making materials, poster board and markers, a sign-in sheet, flyers and stickers. If you know what chants and hashtags you are using, print those up on a half-page piece of paper that you hand out at the table. Most importantly, if you are working on longer term organizing, whether that is advocacy or election work, bring ways for people to get involved.

During your event

- Here is a sample "Run of show" for an event that begins at 12 pm:
 - 11-11:30am: Key organizers arrive and set up.
 - 11:30am-noon: Greet attendees as they start arriving. If you still need roles covered, asking early attendees to help out is a great way to get help (things like photography, social media, or crowd control are good roles for early arrivals).
 - 12 pm-ish: Emcee starts off the event by welcoming everyone and talking a bit about how important this moment is. Consider an exercise where you encourage people to shake hands and introduce themselves to someone new. Lead a few chants. The emcee should lay out the timeline of the event, for example "We will hear from two speakers, and then will march around the block to Senator Sellout's office and hold the rest of our program there. We will be marching together as a group and plan to march in one lane of traffic in the street [or the sidewalk, or whatever you're planning]." Don't forget to tell everyone the hashtag.
 - 12:15-12:35pm: 2-4 speakers, approx: 5-7 minutes each with the emcee in between. Between speakers, consider asking folks to take small actions, like chanting, asking everyone to tweet at the senator, reminding people to take photos and post them online tagging their senator, etc..
 - 12:35pm: Chanting and, if you're doing a physical march, an invitation to march along the route * make sure you have chant leaders * Put your key speakers in the front.
 - 1pm: Closing: Remind people that we have a chance to hold senators accountable in one month. Ask people to raise their hands if they will work on the elections. If you are doing local electoral work, walk around with clipboards and ask people to sign up. Otherwise you can take names of people willing to travel to other states to help with GOTV (Get Out the Vote efforts).

- NOTE: Reporters who show up may want to conduct interviews with speakers or attendees throughout, so make sure your media liaison is working with them before, during, and after to help them get the footage they need.

After your event

Congratulations! You've successfully organized a "No Justice, No Seat" rally/march. Great work. Here are a few important things you can do to wrap up your event.

1. Being in community for the vote itself.

- Many of the events will be held right before the vote. This might be a heartbreaking and traumatic vote for so many of us. You might want to give the option for people to stay together for the vote and be in community together. This could be at the rally point or at a coffee shop nearby. Many of us will need each other after such a long struggle. So many of the most affected people have put themselves on the line.

2. Clean up

- Make sure the space you used looks as it did before your event. This includes taking down any equipment, collecting trash, etc. We suggest recruiting a few volunteers to help out immediately after the event.

3. Upload photos and videos

- Hopefully you and/or your assigned photographer was able to take lots of amazing photos and videos of your event. Now it's time to get them up in a public place like on Facebook, Twitter, or Flickr.
- Pick the top 5-10 photos/videos and post them on the Facebook event page.
- Pick the top 2-3 photos/videos and tweet them at your senator(s). Be sure to use the hashtag #NoJusticeNoSeat
- Upload all additional photos/videos into a public album to share with local media, attendees, and national organizations. Facebook or Flickr albums work best for this.

4. Media follow up

- If there are any local media outlets that did not show up to your event, call them within an hour or two after your event and see if they are still interested in covering it.
- Often, simply sending them a link to your public photo/video album, along with the contact information of your spokespeople/speakers is enough information for an outlet to do a quick story on the event after the fact. Make sure to make these materials readily available for any reporters who were not able to come to the event but might still want to do a story on it.

5. Say 'thank you'

- No doubt you had help in pulling off your event. It's important to say "thank you" to everyone within 24 hours of your event.
 - Post a "thank you" to all the attendees in the Facebook event. You can often do this in the same post as the photos that you share.
 - Send "thank you" notes/emails to any helpers you had, and all of your speakers.