



Visibility: Events That Garner Attention

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Over the past several years, Indivisibles have dedicated themselves to building long-lasting and inclusive power in their communities. Think back to the early days of the Trump administration, when newly formed Indivisibles groups started to make headlines. You may recall that the media extensively covered these events held by Indivisibles. Why? Activists organized these events to generate media attention, marking an unprecedented level of activism. Simply put, it felt fresh and exciting!

Organizing events primarily focused on gaining visibility is an excellent opportunity to reignite or continue building your relationship with the media's interest. It also ensures your message broadcasts and expands its impact by reaching a wider audience.

This toolkit guides you through the planning process with step-by-step directions, offers event ideas, suggests helpful resources, and provides strategies for effective promotion to ensure your message reaches a broader audience.

What Are Examples of Visibility Events?

There are a ton of innovative and attention-grabbing events that Indivisible groups have held. And although garnering press attention is a crucial objective for visibility events, there are other focuses. Ultimately, what truly matters is the collective effort of you and fellow community members, uniting to drive meaningful action and attract new individuals to the cause. Here are a few examples that we'll cover in this toolkit:

- **Banner drops** effectively create awareness during events, festivals, and locations with high traffic rates. Banner drops may be less effective in situations with limited visibility.
- **Car parades** Car parades are a great way to express solidarity and foster camaraderie within the community. Still, they may be less effective when conveying complex messages that require a more personal approach.



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- **Mobile and stationary billboards** can reach a broad audience on the move through high-traffic areas. Still, it's important to note that this approach can be more expensive and may only sometimes be the most effective method when aiming to engage with members of your community.
- **Political theater** events are the most effective when held in an area with a large flow of people. Placing it strategically close to a person of influence further enhances its impact. However, they may be ineffective when the intended message is unclear and irrelevant to the current political issues.

Although garnering press attention is crucial for visibility events, other focuses exist. Ultimately, what truly matters is the collective effort of you and fellow community members, uniting to drive meaningful action and attract new individuals to the cause.

Political Theater

Political theater consists of staged events or performances (often of a dramatic and comedic nature) that convey a message or statement. Political theater can be a powerful way to raise awareness, spark conversation, and influence public opinion!

Types of Performances

Political theater can look different depending on your audience and type of performance. Still, they don't necessarily have to be a Hamlet soliloquy. For example, suppose your Member of Congress lives a lavish life while opposing an increase in the minimum wage. In that case, you might consider dressing up as Marie Antoinette. Organize a retirement party if you have an elected official refusing to step down despite years of promises!

These performances allow organizers and activists to flex their creative muscles and think outside the box, whether through imaginative costumes, dramatic monologues, cardboard cutouts, or even puppets. The more attention-grabbing, the better!

☐ Message:

- Clearly define the message you want to convey through the event.
- If necessary, develop a compelling script that conveys your message.



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- ☐ Audience:
 - Identify your target audience, whether it's the general public or policymakers.
 - Remember that the performance should resonate with the audience.
- ☐ When & Where:
 - Choose a strategic location that aligns with your message and maximizes visibility. Public squares or government buildings are usually optimal locations!
 - Be aware of legal restrictions, permits, and regulations related to public performances and demonstrations in your chosen location.
 - Consider the timing of your performance. These events usually coincide with significant events, such as political decisions or votes made by our members of Congress.
- ☐ Cast & Crew:
 - Recruit and organize a cast of members, activists and professional performers who can deliver the message.
 - Note: Depending on how complex your event is, this step might be optional!
- ☐ Props and Visuals:
 - Plan the use of props, costumes, and visuals to enhance the impact of your event and make it even more memorable.
- ☐ Event Prep:
 - Ensure that all logistical aspects, including sound systems, permits, security, and transportation, are in place for a smooth performance.
- ☐ Safety of Cast & Crew:
 - Prioritize the safety of participants and spectators during the event. As always, have a back-up plan for unexpected situations.
- ☐ Invite the Public:
 - Promote your event through social media, emails, and nearby Indivisible groups to increase attendance and impact.

Banner Drops

Organizers use a banner drop to publicly present a banner or large sign with a message, aiming to raise awareness and attract attention to their message. These



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banners are strategically placed in high-visibility areas like overpasses, buildings, or public events to maximize exposure and create a visual impact.

When planning a banner drop, there are a few essential items you should consider:

- ☐ Determine Time & Place:
 - Choose a high-traffic or high-visibility location to ensure your message reaches a broad audience.
 - Depending on the location, you may need permits or permissions from local authorities.
 - Consider when and what time the banner drop will have the most impact.
 -
- ☐ Identify Your Message:
 - Craft a clear, concise, and compelling message that aligns with your cause. Remember to make sure that it is readable from a distance!
 - **Examples:**
 - Healthcare is a human right – Support Medicare for All!
 - Freedom of Choice, Reproductive Rights for All!
 - Save Lives, Common Sense: Support Gun Reform Now!
 - Preserve Knowledge: Books Unite, Bans Divide.
- ☐ Design:
 - Be creative! Make sure your banner is eye-catching and visually appealing. Use bright colors and imagery that represent your message.
 - If you plan to host your banner event in the evening, consider using strip lights to maintain visibility.
- ☐ Prepare Materials:
 - Select appropriate and water-resistant materials for the banner.
 - Consider the size, durability, and any other necessary items you will need for your event.
- ☐ Prioritize Safety:
 - The most important part is ensuring the safety of those involved in the banner drop is at the forefront of planning and holding the event.
 - Use proper equipment and precautions to prevent accidents or injuries.
- ☐ Coordinate Beforehand::



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- Ensure your team is well prepared to execute the banner drop smoothly and efficiently.
- ☐ Publicity:
 - Utilize social media, local news, and word of mouth to promote the banner drop! Remember to share live updates and engage with your audience.
- ☐ Social Media:
 - Use social media to promote the banner drop, share live updates, and engage with your audience.
- ☐ Cleanup:
 - Plan to remove the banner after the event, leaving no trace behind and ensuring the location is as clean as before.

Car Parades

Car parades are events where vehicles, often decorated with signs or banners related to a cause, drive together in a designated route. It's a great way to promote your message and raise awareness within a community.

When planning a car parade, there are a few essential items you should consider:

- ☐ Route Planning:
 - Choose a route that passes through popular areas or areas of significance. Make sure that the route is safe and convenient for participants.
 - Check whether you need permits or local authorities' permission to hold a car parade and ensure compliance with traffic laws and regulations.
- ☐ Decorations:
 - Encourage participants to decorate their vehicles with signs, banners, balloons, or other creative visuals that align with your message.
- ☐ Safety On The Road:
 - Emphasize safety by instructing participants to drive responsibly and maintain safe distances between vehicles.
 - Have a plan for handling emergencies during the parade, and ensure participants have contact information for event organizers.
- ☐ Communication:



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- Identify how participants will be communicating throughout the parade. Remember– No texting and driving!
- ☐ Publicity:
- You and your group should promote the car parade through social media, local news, and word of mouth to attract more participants and attendees.
- ☐ Engagement:
- Create opportunities for participants to engage with your audience. Honking? Playing music? The choice is up to you!
 - Remember to include websites or contact information on your signs so that everyone who catches sight of the car can easily participate.
- ☐ What's Next?:
- Consider organizing follow-up emails or actions to maintain the momentum and drive your community to act.

Mobile & Stationary Billboards

Billboards are advertising displays that can be mounted on cars or posted on large structures in high-traffic areas. Billboards can effectively display and promote your message and reach a broad and diverse audience on the go.

- Static Billboards: These are the traditional, stationary billboards you see on highways or high-traffic roads.
 - Pro: This type of billboard usually has a lower cost associated with production and maintenance fees.
 - Con: One limitation of static billboards is that they display a single message or image for a set period.
- Digital Billboards: These billboards use electronic screens to display multiple messages that rotate on a scheduled basis.
 - Pro: Due to their digital nature, digital billboards provide more flexibility, allowing you to adapt your message to changing circumstances.
 - Con: Digital billboard installations involve significant upfront costs for purchasing and ongoing operational fees.
- Mobile Billboards: Mobile billboards are often mounted on vehicles, such as trucks or buses, driven around.
 - Pro: Mobile billboards have the advantage of being highly visible as they are moved through various locations, reaching different audiences.



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- Con: Unlike static billboards or digital displays in fixed locations, mobile billboards have a limited time window where the audience can view the message in a given area.

Good news! Various billboard companies operate across the country, so be observant as you drive by billboards, identify the displayed company names, and give them a call once you are ready to take action.

When planning to invest in a billboard, there are a few fundamental items you should consider:

- ☐ Audience & Location:
 - Identify the specific demographic or location you want to reach with your message.
 - Research location regulations and obtain any necessary permits. Identify if there are restrictions on where and when you can display your message.
- ☐ Message and Design:
 - Craft a concise and impactful message that is easily readable from a distance.
- ☐ Duration & Scheduling:
 - Decide on the duration of your campaign, considering how long the billboard will stay up.

Resources

Helpful Products & Merchandise

- [Vinyl Banner 3x10](#)
- [Rain Poncho](#)
- [AAA Battery Flashlight](#)
- [First Aid Kit](#)
- [Safety Vest](#)
- [Rally Sign 14"x22"](#)
- [Bumper Sticker Magnet](#)



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Sample Press Release

FOR IMMEDIATE RELEASE

Community Town Hall with Representative Taylor Hosted by Indivisible Peachtree Roads

Peachtree City, GA: Join us for a community town hall featuring Representative Jordan Taylor on September 21st at Peachtree City High School Auditorium. Engage in direct dialogue, ask questions, and share your perspective on local and national issues.

Details:

Date: 9/21/202x at 7:30 PM Local Time

Time: 7:30 PM - 8:30 PM

Location: Peachtree City High School Auditorium, 123 Main Road, Peachtree City, Georgia.

Agenda:

- Welcome and Opening Remarks (5 minutes)
- Key Topic: Democracy Reform (15 minutes)
 - Q&A
- Open Floor Discussion (5 minutes)
- Announcement of Upcoming Events or Initiatives (5 minutes)
- Closing Remarks (5 minutes)

RSVP and submit questions by September 19th.

Jane Smith

Indivisible Peachtree Roads– Group Leader

(555) 555-5555

GeorgiaJaneSmith@email.com

Indivisible Peachtree Roads is a local grassroots organizing group that aims to strengthen our country by reforming our democracy and making it fairer and just from the local to the federal level.



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Financial Opportunities

Exciting news! Depending on eligibility, the nature of the action, the number of participants, and its purpose, Indivisible groups can receive grants of up to \$8,000 to support your project!

Check out the [GROW Grant overview page](#) for more information on the application process and learn more about the eligibility requirements.

GROW Grant Sample Proposal

Below is a sample Grow Grant Application. As a reminder, all proposals must be submitted through the [online form](#).

Project Name Medicare for All Billboard Rental in Peachtree City

Submitter's First Name Jane

Submitter's Last Name Smith

Submitter's Email GeorgiaJaneSmith@email.com

Name of Submitter's Indivisible Group Indivisible Peachtree Roads

Group State Georgia

Submitter's Role In Group

- ☒ Leader
- ☐ Member
- ☐ Other

Group Email (optional)

☐

Project Budget:



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- ☒ Project involves only 1 Indivisible group. You are eligible to apply for up to \$1,000.
- ☐ Project involves 2-3 Indivisible Groups. You are eligible to apply for up to \$2,500.
- ☐ Project involves 4-9 Indivisible Groups. You are eligible to apply for up to \$4,000.
- ☐ Project involves 10+ Indivisible Groups and/or is a statewide or cross-state organizing effort involving multiple groups. You are eligible to apply for up to \$8,000.

What are the names and details of the other Indivisible groups who will be participating in your project (complete as many as are applicable based on GROW Grant project budget requirements - noted above)

What is the specific amount you're requesting?

\$ 1,000

Project Elements

Federal Advocacy Impact

Is one of your project goals focused on democracy reform or other [Indivisible core advocacy issues](#) at the national level?

- ☒ Yes
- ☐ No

202X Electoral Work

Is your project focused on a Give No Ground or Indivisible Endorsed candidate? Is your project focused on GOTV or election-related work?

- ☐ Yes
- ☒ No

Equity & Inclusion

Is one of your project goals focused on building equitable practices within your advocacy, and/or will it improve diversity and inclusivity within your membership and your community partnerships?

For example: Will it focus on better understanding structural racism and white privilege? Will it uplift participants/partners from communities of color? Will it ensure accessibility for participants with disabilities? Will it build relationships with members of marginalized communities? Etc.



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- ☐ Yes
☒ No

Local Power Building

Does your project have a defined plan to build local power on a local level? Examples include: state or local advocacy, regional coalition building, local partnership development, building/strengthening group brand in the community.

- ☒ Yes
☐ No

State Structure Building

Is your project intended to establish or strengthen a statewide structure? A Statewide Structure is a network, coalition, or other intentional systems for working together to build power across a state.

For example: Will it help groups across the state team up for ongoing events & actions? Will it help groups across your state communicate more effectively? Will it build or enhance the infrastructure of your statewide work? How will this funding help your statewide coordination build for the long-term?

- ☐ Yes
☒ No

Funding Previously Awarded Project: Is this application meant to supplement funding for a specific project or activity that was previously awarded a grant?

- ☐ Yes
☒ No

Requirements

Your project must fulfill the first three requirements listed below in order to be considered and scored.

Any unfulfilled requirement will eliminate the project from consideration during the month it is submitted. In that event, you will be informed and can adjust your project to fulfill the requirements and reapply next month.

- 1) Indivisible Activity:** *Grant-funded activity is led by one or more Indivisible Groups. Applicant is an Indivisible group leader or member of a registered Indivisible Group and authorized by group leadership to apply.*



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- ☒ **Yes I am an Indivisible Group Leader who has authority to submit this application for my Group(s).**

2) Collaboration and/or Capacity-Building Activity: Grant-funded activity must increase collaboration between at least three independent Indivisible groups **and/or** increase the capacity (size, skills, partnerships, coordination ability, strength, knowledge, leadership, etc) of participating groups in demonstrable ways. ([Capacity building explainer here.](#)) Choose one:

- ☐ **My activity increases collaboration between at least 2 independent Indivisible Groups.**
- ☒ **My activity increases the capacity of participating Indivisible Group(s).**
- ☐ **My activity increases collaboration between at least 2 independent Groups AND increases the capacity of participating Groups.**

3) Budget and Accounting: Funds will be provided through an Indivisible Distributed Fundraising account. If a grant is awarded, the group managing the funds must be enrolled in the program for accounting and 501c4 compliance purposes. [See more here.](#) An itemized budget must be included in the application for accounting and compliance purposes.

Are any of the participating groups currently enrolled in Indivisible's Distributed Fundraising program?

- ☒ Yes
- ☐ No
- ☐ I don't know

If yes, please list:

- ☐ Group name- Indivisible Peachtree City
- ☐ Name- Margaret Simpson
- ☐ Email- peachtreeroadstreasure@email.com
- ☐ Phone Number- (555) (5555)

If no, do you commit to joining the distributed fundraising program if you are awarded a grant?



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- ☐ Yes
- ☐ No
- ☒ Already Part of the Program

Political Spending: Will your project support or oppose a candidate for office (e.g., things like canvassing, calling, or texting to support a specific candidate)?

- ☐ Yes
- ☒ No
- ☐ I Don't Know

- 4) Will your project involve collaborating with, or sharing any resources with, any outside, non-Indivisible organizations? No

Grant Application Scored Components

Project Purpose:

Describe why your project is IMPORTANT to do. How will your community or issue be impacted by your project, and/or how will your group(s) benefit from this project?

Indivisible Peachtree Roads is planning to rent a billboard supporting Medicare for All. We want to rent and display a 14x48" billboard for \$1,000. We plan to place the billboard on a major highway in Peachtree City. The billboard will have the message "Healthcare is a human right – Support Medicare for All!" with the group's name and website address. This billboard will support and bring awareness to the Medicare for All legislation and promote our group to possible new members.

Project Outcomes:

After hanging up the billboard, interested activists and community members will visit the Indivisible Peachtree Roads website to learn more about the Medicare for All legislation.

Project Management:



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I have designed the text for the billboard with another group leader that includes the “Healthcare is a human right – Support Medicare for All!” messaging as well as our group information. If awarded, I would submit the order to rent which would be on display from May 1st to June 1st. The billboard will promote our Indivisible group and the importance of Medicare for All.

Budget:

Rental for 1 month of a stationary billboard = \$795

Production & labor = \$165

Taxes= \$40

Total Order= \$1,000

TRAINING:

Does your plan include a training component?

☐ Yes

☒ No

Additional Information

Other notes/comments/questions?