



Mennonite Action calls on Mennonites, Christians, and friends to hold public, nonviolent, disruptive worship services throughout February and March to demonstrate that **God's Love Knows No Borders.**



[*Click here to publicly register your action on the action map*](#)

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Introduction



"For I was hungry and you gave me something to eat, I was thirsty and you gave me something to drink, I was a stranger and you invited me in, I needed clothes and you clothed me, I was sick and you looked after me, I was in prison and you came to visit me." Matthew 25: 35–36

Our political leaders have failed us.

There is no strong, moral voice speaking out against the Trump administration's cruel deportations of immigrants, discriminatory policies targeting LGBTQ Americans, and recent calls for the ethnic cleansing of Palestinians from Gaza. There is silence in the face of the rising violence in the West Bank and both US parties' ongoing support of Israel.

Trump's election is a symbol of rising reactionary populism across the world - from the US to Canada to Germany. Together, we must speak out against Christian nationalism, against deportations, and against violence and occupation.

Mennonite Action Toolkit | January 2025

We are inspired by [Bishop Budde's courageous, prophetic confrontation with President Trump](#), when she called on him simply to “have mercy” on immigrants and queer children. Her moral clarity struck a chord with millions of people and showed the power and necessity of vocal faith-based opposition — especially at a time when most elected leaders have failed to provide this.

Her message reflects the deep faith, passion, and commitment that exists in our own Mennonite Christian tradition. And it is from that place of deep-rooted faith community that we are called to take collective public action.

We choose, as Mennonites and Christians, to step into this moment and take nonviolent mass action for Palestine, for our undocumented neighbors, and for the safety of our whole communities.

Resources

When using these templates, you can adapt them to your local contexts, but please make a copy of the docs and spreadsheets before editing.

Resource	Link
Put your action on the map	Click here
Peace School: Action training recording [new!]	Click here
Action logistics guide	Click here
Sample Action Program [new!]	Click here
Mennonite Action Talking points [updated!]	Click here
Roles template & materials list	Click here
Social media guide [new!]	Click here
Sample press advisory [new!]	Click here
Mennonite Action sign-in sheet for clipboarding	Click here
Banner Designs	Click here
Art Build Guide	Click here

Action Overview

“Learn to do right; seek justice. Defend the oppressed.” Isaiah 1:17

Action Summary

Mennonite Action calls on Mennonites, Christians, and friends across the US and Canada to hold public, nonviolent disruptive worship services in support of Palestine, in solidarity with our undocumented neighbors and all marginalized people, and against Christian Nationalism. Our liberation is tied together. Our safety and future in our own communities are connected to liberation and safety for our neighbors, and especially those living in Gaza and the West Bank.

The theme of these worship services will be **“God’s Love Knows No Borders.”**

These worship services can be held in public, high-traffic spaces such as train stations, town squares, or sidewalks. Alternatively, they can be held outside of ICE detention centers, courthouses, or jails. Because our elected officials have not proven to be moveable, Mennonite Action is **not** calling for actions to be held at our representatives' offices, although local groups can choose to do so if they wish.

These demonstrations are less about a legislative demand and more of a form of public witness: to show to our communities that there are Mennonites and Christians who say no to rising Christian Nationalism. We want to signal to others in our communities that we should not be afraid to follow Jesus’s call to always side with the oppressed, that we will stand with them, even in these uncertain and often frightening times.

The actions could take place in a public square, or in front of an elected official’s office—each group can decide. But our focus is elevating our larger message, and bringing new participants into our movement—not just on swaying one elected official.

These worship services can be creative and contain elements of worship that are familiar to the groups planning them. Whatever elements you choose, they should be focused on:

- Deploying values-based, faith-based, moral calls for solidarity and justice from Palestine to our home communities
- Garnering public media attention
- Being a local bulwark against injustice
- Inviting people into our movement
- Fostering partnership and coalition with allied groups and congregations

These actions should be focused on garnering and inviting public attention, while avoiding seeming “holier than thou” or like the “righteous few.”

We can accomplish this by being welcoming, inviting, and values-based and by avoiding partisan condemnation. [For more tips and information on this, check out the messaging section.](#)



Action Date

We will **not** call for worship services to be held on a specific date. Instead, local Mennonite Action groups, church congregations, and allied or supportive groups are encouraged to hold your worship service on the day or days that you believe will have the most impact locally.

Whenever you hold your action, make sure to register it on the [Mennonite Action map](#) so that Mennonite Action coordinators can support you and publicize your action. Reach out to info@mennoniteaction.org if you have questions.

Action Purpose and Outcomes

Purpose

The actions planned by Mennonite Action members across the US and Canada may look different from each other, but they should all be rooted in the same common purpose.

Stand in solidarity

We take action to show undocumented immigrants, displaced and vulnerable people in our communities, and Palestinians in Gaza, the West Bank, and all of occupied Palestine that Christians stand with them and see them.

Change the weather

We hold these actions in order to “change the weather” of public opinion and discourse. Across the US and Canada, there is a harsh wind blowing toward injustice, hatefulness, and discrimination. It won’t stop unless we actively try to change its course.

We will do so by holding disruptive actions that garner media attention, as we sing out clearly with a Christian, faith-based voice for justice, freedom, peace, and solidarity. We will demonstrate our belief that there is an alternative: a new world, where all God’s children are loved and free.

Break the spell

In this political environment, many people may be afraid or nervous to take public action. By taking action publicly and proudly, as Mennonites and Christians, we invite others to shake off their feelings of fear and anxiety and step into a practice of action and solidarity. With our communities and congregations behind us, we recognize the potential risks of speaking out — but we find care and support through solidarity and stand ready together to meet the moment.

Take action as Mennonites

We remind ourselves that as Anabaptist and Mennonites — with our histories of quietism, peace theology, and opposition to state-church violence — we are important messengers and perhaps intriguing actors in a broader story about this moment. And as Christians, we are inconvenient characters in the Trump administration’s story about who really supports its plans.

Share the good news

We hold these actions to reframe the narrative about who is really to blame for our countries' problems, and to root our framing in the good news of Jesus Christ. Is the immigrant, the stranger, the oppressed, the refugee, the prisoner to blame for current divisions and strife? Or is it the rich, the emperors, those who hoard wealth and use their power for violence, coercion, and domination, who have created the divides we now struggle to traverse?

The Spirit of God is upon us, even at this moment, to speak the gospel message of good news to the poor, release of the captives, healing of the sick, and freedom to the oppressed — not fear, anxiety, and scarcity but life and love for all of God's children. Jesus takes a side, always standing with the oppressed, and so will we.

Grow and deepen our movement

These actions serve as an opportunity to grow our movement and deepen our commitment and skills. At each action, [we will ask people to join our Mennonite Action movement](#). And by organizing these actions with careful preparedness, we will continue to hone the skills of grassroots organizing.

Outcomes

It's important that as we plan our actions, we do so with the goal of measuring success by achieving concrete goals and outcomes. Here are some suggested goals and outcomes for your "God's Love Knows No Borders" action.

Bi-Nationally

Mennonite Action has set the following goals for itself across the entire movement:

- Hold at least 40 actions across the US and Canada
- Garner at least one local news article from each action
- Secure coverage for the actions in one to five national news articles
- Gain 500 new sign-ups for the Mennonite Action email list
- Increase our social media followers by 1,000 people
- Increase the empowerment and skills among members of the Mennonite Action base by
 - Using the February peace school training to train organizing skills
 - Training at least 100 people before the actions occur
 - Helping at least three new regions or groups to take action for the first time
 - Provide personalized coaching and support to all those who plan actions

Locally

Here are some sample goals we recommend local groups set before holding their action. You can use these as a starting place. Get as specific as possible by defining goals that are S.M.A.R.T. (Specific, Measurable, Attainable, Relevant, and Timebound).

- **Create captivating social media content** [by following instructions in the social media guide](#), in order to push back against hateful narratives, and instead promote narratives of life and liberation. (*Who will shoot the video? Who will coordinate with MA HQ? Who will speak to the camera?*)
- **Gain local media attention** by capturing compelling photos and videos and coordinating with local press (*How many outlets and who will they be?*)
- **Build ties of solidarity between groups** by inviting them to join in with your action or letting them know afterward that you held it. (*Which groups and how will you reach out?*)
- **Change the weather locally** by inspiring other churches or organizations to take similar actions, and by taking clear, moral action in a way that pushes back against narratives of hate and genocide. (*Which groups or leaders do you hope to move and how?*)
- **Grow your local group** by offering clear ways to get involved for those who hear about your action. (*How many people do you hope to sign up, and what follow-up opportunities will you offer for them?*)
 - This should include: handing out flyers while taking action, signing up passersby to your email list by [clipboarding](#), and holding a follow-up event like a potluck that you invite local supporters to join.
- **Expand knowledge and commitment** by supporting new members of your team to help take on key roles, and by inviting new people to participate in your action through intentional recruitment. (*Who will take on a new role and what will they do?*)
- **Coordinate with Mennonite Action HQ** so that your local action can contribute to a broader national narrative about our movement. To do this, put your action on the [map](#), or email info@mennoniteaction.org to get in touch. (*Who will share information with Mennonite Action HQ? What is your internal deadline for sharing photos, videos, and stories?*)

Action Participants

Action participants will include Mennonites, Christians and friends who believe that their faith compels them to act in solidarity with Palestinians, undocumented immigrants, and marginalized people in our own communities and across the world.

We will invite coalition partners, leaders, and allied congregations and faith communities to join with us in our actions.

We will recruit as many people from our congregations and communities to join as possible, as we know that the larger the action the more impact it has. And we know that putting our faith into action is necessary, liberating, and empowering.

Action Messaging



We will use values-based public messaging that seeks to reorient the political compasses of those who are wavering, and that changes the political weather around us — allowing for compassion and solidarity to become our shared language, rather than division and hatred.

When taking action, we will not use the name of President Trump. We know that as soon as we do so, we are labeled as liberals or Democrats in ways that can undermine our broader purpose. In the United States, neither political party is popular, and the majority of Americans believe that politicians are corrupt and ineffective. Furthermore, Mennonite Action is not a party-affiliated or partisan organization.

Core messages:

We are Christian, Anabaptist Mennonites.
We know that God loves Palestinians.
God loves undocumented immigrants.
Jesus said to love the stranger.
We are all God's children.

[Click here to read Mennonite Action's "God's Love Knows No Borders" talking points](#)

Action Planning



Steps to Plan Your Action

Participants will form a planning committee. They will meet before the action to decide upon roles and action logistics. They will communicate over Slack or Signal. They will attend [Peace School trainings](#) and reach out to the Mennonite Action coordinators with any questions via Slack or by emailing info@mennoniteaction.org

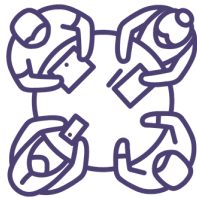
Take the following steps to plan, implement, and publicize your action in February or March.

1. **Recruit your planning team.** Fill out the lead roles in this [spreadsheet](#).
2. **Identify the location of your action:** make sure it's somewhere where lots of people will see you and that it is accessible to the media. Check out tips on scouting in the [logistics guide](#).
3. **Align your goals and messaging** with Mennonite Action's latest [talking points](#).
4. **Plan the action program.** Adapt this [action script template](#) for your context.
5. **Recruit participants to your action** (*before action*). Invite coalition partners, and conduct intentional outreach to members of your own community. Use the communications and recruitment materials listed [in the resources section](#).
6. **Finalize logistics for the action.** Scout and make location decisions, collect supplies, and prepare your action art.

7. **Alert the media.** Send out a press advisory.
8. **Recruit people to join Mennonite Action.** Make sure to bring clipboards, [sign-up sheets](#), and flyers to the action. Invite people to an event in the future.
9. **Publicize your action**
 - i. (during action) Make sure to take compelling videos and photos that can be [shared on social media](#). Refer to the [social media guide](#) for more information.
 - ii. (after action). Upload your photos to this shared [folder](#), post photos and videos on social media, send out a press release to get your action covered by the media, and publicize any coverage you get.
10. **Continue to grow the movement.**
 - i. Have a follow-up community event, such as a potluck or open meeting, scheduled after your action that you can invite interested people to in order to learn more about your group.

Principles

You can find our Mennonite Action Principles [here](#). **Actions must be planned in accordance with our principles.** We are a nonviolent movement. We understand as Mennonites that Jesus modeled active peacemaking and demonstrated that we have the power to nonviolently shape our world for good. We believe that our own liberation is bound up in freedom for all people.



People

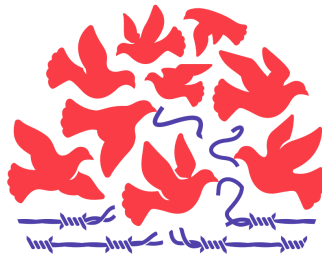
We take action that invites our neighbors in. Our actions are made possible by all of us together — a congregation of purpose spanning country lines. We are Mennonites, Christians and interfaith friends acting together in our peacemaking.



Peace

We believe in peace. We believe all people deserve to live full lives of dignity and prosperity. We believe that our actions must not cause harm to other people.

True peace is not conflict-aversion. To be effective peacemakers in today's world requires us to step into a public, peaceful confrontation with the powerful forces that are making war.



Public Action

We take action that brings our faith and our values forward into the public sphere. When we are citizens and taxpayers in powerful nations that wage war in our name, our voices are needed in public. This moment calls for Mennonites, Anabaptists and Christians to engage in visible and vocal nonviolent action for peace and justice.



Power

We are Anabaptists living in powerful western, majority-Christian countries, whose governments directly fund and support war, occupation, and oppression. We believe we must organize ourselves to add our voice to a much larger global chorus. We are determined to use the resources and capacities we have at our disposal to take action for peace, justice, and liberation.



Liberation

We know that our own liberation is bound up in the liberation of all God's children around the world. We believe in taking action that supports and uplifts the people of

Palestine to live with peace and dignity. We believe in a future where Palestinians, Israelis, Jews, Muslims, Christians and everyone else can live peacefully together. And more broadly, we believe in taking action for peace — and in opposition to all war, racism, oppression, and occupation.



Prayer

Our actions are prayers for peace. We root ourselves in our deeply held faith beliefs and traditions. We remember Anabaptists that have come before us that risked their lives in opposition to Christian nationalism, against war and violence, and for religious and political freedom. Our actions mourn the loss of life and celebrate the joy of living. We work to stop war and oppression through prayerful action.

Holding Your Action

Tactic and Target

Preparation: Hold a planning meeting before your action to make recruitment plans and prepare action logistics. [**Refer to this action guide for step-by-step instructions for planning and holding your public worship service action**](#)

Tactic options

Take action in a busy, public area

This could be on a city street corner, in a large building with good acoustics like a train station, or outside of a bustling farmer's market. The idea is to disrupt "business as usual" in a place not usually seen as political, and to attract attention.

Take action outside of a location used to process or detain undocumented immigrants

This could be a courthouse, detention center, or county courthouse. If you decide to take action outside of one of these locations, make sure you're doing it in a public area where others can see you and that the media can access.

Take action outside of your elected official's office

If you believe a particular elected official is moveable on their support for Israel or on speaking out more boldly to protect undocumented immigrants in your community, then it may make sense to take action at your elected official's office.

Why focus on the public, rather than elected officials?

We think it's particularly important in this moment to hold actions that are a general appeal to public conscience, and that change the political weather around us. We do not necessarily have a specific legislative goal, so we are not recommending targeting specific lawmakers to help achieve a goal. However, if your local elected official could wield power in a way that you think could be meaningful in your local context — by refusing to cooperate with ICE officials, by speaking up publicly in support of aid to Palestine — we support designing an action to pressure them.

Tailor your action to your target

Depending on whether you're taking action at your electeds' office, or in a public space, or outside of a jail or detention center, make sure that your action is tailored to your location.

Messaging and Tone

The theme for all of our actions will be "God's Love Knows No Borders." We will make a values-based public appeal to community members where we live. You can refer to our [core messaging guide](#) for Mennonite Action's topline messages.

Tones

- Resilient, proud, full of love and gratitude to be taking collective action
- Somber, mournful about the genocide in Gaza and deportation of our neighbors
- Defiant, resolute in our faith values in the face of Christian Nationalist policies that do not represent us

Action Program

Programming and order of event

Preparation: Hold a planning meeting before your action to make recruitment plans, plan out your action program and prepare action logistics.

Write out the [order of events for your action](#). This helps everyone know what they're doing and keeps the action running smoothly and the excitement flowing! Include the order of speakers, times for songs and chants, and any movement logistics that might happen (such as entering or exiting the office, etc.).



Organize Participants

Recruit your congregation or community

Preparation: Hold a planning meeting before your action to make recruitment plans and prepare action logistics.

Mass Outreach: Wide outreach is important to spread the word about your action.

- Send group emails to friends and networks
- Post on listservs
- Post on social media
- Register your action on the [map](#)
- Write an announcement in your church bulletin

Direct Recruitment: Boost recruitment by having people reach out to their contacts one-on-one to personally invite them to attend.

- Call people in your church directory and ask them to participate
- Send personal texts and emails
 - Sample personal text message:
 - “Hi [friend]! On [day] at [time] Mennonites in [your location] are joining together at [location] to take mass action for Palestine, for our undocumented neighbors, and for the safety of our whole communities. Can you make it?”
- To track progress and ensure people are not duplicating efforts, track outreach in a spreadsheet (see sample [Recruitment Spreadsheet](#))

Planning Meeting: Hold a planning meeting to make your recruitment plan, logistical plan, and action scenario.

Personal Recruitment: Reach out to fellow hub or congregation members, classmates, friends and family to join you! This is the most effective way to get others involved.

Church outreach: Call through your church directory, utilize your church announcements list and bulletin, and make an announcement at your church about your action.

Coalition allies: Reach out to allies at other faith-based organizations, Palestine-liberation organizations, or immigrant rights organizations and invite them to join. Make sure to tell them your full action plan so they understand what joining with you may entail.

Partner with other organizations

Jewish organizations: We support partnering with our Jewish allies like [IfNotNow](#) and [Jewish Voice for Peace](#). Visit their websites to see if they have chapters near you, and invite them to attend if you'd like.

Peace churches and faith-based organizations: We know that there are many other Christians and faith-based organizations who also believe in a ceasefire and an end to the occupation. Feel free to reach out to other faith based organizations in your area to invite them to join you.

Palestinian rights organizations: When reaching out to Palestinian partners, let them know upfront what you're thinking and doing, who you are targeting, and what the tone and focus of the action will be:

- Start with Palestinian rights organizations that you or other participants in your action are already in relationship with.
- For additional support, reach out to our help desk (info@mennoniteaction.org)

Immigrant rights organizations: Feel free to reach out to immigrant rights organizations in your area. Make sure to let them know more about who you are, what the theme of your action is. Ask them if there's anything specifically they'd like you to communicate publicly during your action.

Logistics, location, supplies

Location

Busy public area

Consider holding your action in a public area. This could be somewhere like a train station, a shopping center, a busy street corner, or outside of a farmers market. Keep in mind that some of those locations may have special rules or regulations about public demonstrations. You may need to prepare to de-escalate or interact with security or the police if they are called.

Jail, courthouse, detention center

This could be a powerful place to hold a demonstration. Holding demonstrations outside of jails or detention centers could result in the police being called. It's important to be prepared for that scenario, and to have a police liaison and de-escalators present.

Public officials' office

Another option is to have a demonstration outside of an elected officials' office.

Security and Community Safety

- These actions take place in a heightened political and emotional environment. There is an increased risk of encountering people who are upset. Taking care of our people means being prepared for unlikely-but-possible events, such as counter-protestors or hecklers, so that everyone makes it home safely.
- The best defense is a good offense: assign people to the role of greeter, who will welcome people as they arrive, do an initial assessment of any security threats, and direct people to the action.
- Build a community safety team that includes marshals, a lead marshal, and a police liaison. [See this guide for more information about those roles.](#)
- Do not invite police to your event in order to keep members of our community typically targeted by police brutality safe.

Health and Safety

- Accessibility: Remember that attendees from different backgrounds and with different accessibility needs will attend your action. Some offices and action locations may not be in spaces that are accessible for everyone, so make sure to make note of ADA accessibility or other accessibility concerns and let participants know what to expect.
- Masking: It's a good idea to have extra masks on hand for those who would like to wear one. We recommend that folks wear masks to keep others around them safe but we understand that masking is an individual decision.

Supplies

- Megaphone or sound system (if rally is large and outdoors)

- Marshalls' vests
- Masks for respiratory transmissible infectious diseases
- Battery packs
- Program printouts for emcees – the person leading the program of the action
- Song sheet printouts
- Signs
-

Signs and Visuals



Signs and visuals make our message clear, and creating them together is a meaningful and joyful way to include our broader communities in preparation for our actions!

You can access sample banner designs [in this folder](#).

Here three guides to help you make visuals:

1. [How to Make a Banner](#): Sample designs and instructions for how to project and trace a design onto fabric, and then paint in the colors. It's kind of like paint by numbers!
2. [Setting Up a Sign Making Table](#): tips on how to make great signs that reflect the tone and story of our movement.
3. [Hosting a Sign and Banner Making Event](#): Include your neighbors, church, or friends in the art-making– here's Instructions for how.

[Click here for sample designs that you can use when holding your action!](#) Feel free to download or use these however you'd like - or project them on a wall to trace and turn into your own banner!

Publicize Your Action

Press Outreach

IN ADVANCE: GETTING PRESS FOR YOUR ACTION

Assign a Press Lead

Assign a Press Lead to write a media advisory and press release ahead of time. They can use and adapt the templates we offer below. The Press Lead should also help identify and prep spokespeople. [Use this guide to help prepare for an interview.](#)

Prepare a Media Advisory and a Press Release

A [media advisory](#) is used to invite the press to join us. It includes the basic WHO/WHEN/WHAT/WHERE information.

A **press release** is used to share our narrative to the press *immediately after* an action is complete (or even during the action). We share what we accomplished and why we did it. While some details can be added quickly, based on what happens at the action, an almost ready-to-go draft should be prepared beforehand, so that the information can be sent in a timely manner.

Please make sure that your advisory and press release are aligned with the most recently updated iteration of Mennonite Action's [talking points](#).

Invite Local Press

You know your local media market better than we do! Maybe you have experience working with a local reporter or have a friend that does. Use that to your advantage. But even if you've never had contact with your local press, you can quickly (in an hour or so) put together a list of reporters or news teams that you think would want to cover your action. You can find reporters' contact info by visiting your local TV station and newspaper's website. If you don't know which reporters to contact, you can contact the assignment desk. (P.S. There's no need to invite reporters who are confrontational or are from far-right outlets.)

When to invite

Timing is really important. We are holding the tension between an action that is semi-public and semi-private—public enough to invite our congregations and personal networks, but private enough that we are trying not to alert our elected officials ahead of time. They may find out anyway, and that's okay.

Date

Action

Morning of the action

Send media advisory by email. Include a hook and info on interesting spokespeople/visuals, including contact

information. If possible, follow up with reporters by phone and confirm they are coming (call TV stations around 8 am; print media around 10 am) or the evening before, depending on the specifics of your action.

*Immediately
after the
action*

Send out a press release that looks like the article you want written. This may help others choose to cover it even if they weren't there. Include links to photos where possible.

*Day after the
action*

Read the press coverage and follow up with reporters on good/bad coverage.

AT THE ACTION: WHAT TO DO WITH PRESS WHO SHOW UP

Assign a Media Wrangler

During an action, the Media Wrangler handles the press, greeting them and connecting them to sources and giving them background information. After the action, they follow up and collect press clippings. This does not have to be the spokesperson, but it should be someone who is willing to seek press during actions and make sure they are getting the information they need.

Tasks at the action

- Know which reporters you're looking for
 - Be ready to forward press release from your phone
 - **Get reporters' contact info!** This is very important.
- Connect press with appropriate spokespeople
- Chat with reporters about the campaign, be friendly, get them on your side

Tasks after the action

- Follow up with reporters using the contact info you got from them earlier to answer any questions and to see if they will be covering the action.
- Collect press clippings
- Circulate press clippings to all action participants, national channels, and friends/family to continue amplifying

Social Media

Documenting actions on [social media](#) is an integral part of these actions' successes. We're able to reach many people who could not make it in person and potentially bring them into the movement.

Roles

Some of these roles can be held by the same people.

- **Photographer:** Takes dynamic photos of the action that we can later share to social media to show the power of our movement
- **Videographer:** Takes short videos of key moments that we can later share to social media to show the power of our movement
- **Photo/video organizer:** Uploads the videos and photos into the shared Google Folder named for the location of their local action, picking out the best photos and videos so that the National Mennonite Action account can share them out to a wider audience. Create a new folder for your city if one doesn't already exist.

Guidance for each role

Photographer

- Create a WhatsApp group with the videographer and the photo/video organizer before the action.
- Take dynamic photos with your smartphone and upload them to the WhatsApp group periodically throughout the action
 - Dynamic means photos that make the action look powerful. These could be closeups of the speaker, a wide shot that emphasizes the size of the crowd, or close-ups of the signs people are holding
 - Review the [action script](#) in advance so you know when key moments are going to happen and you can be ready to photograph them

Videographer

- Create a WhatsApp group with the photographer and the photo/video organizer before the action.
- Take videos with your smartphone and upload them to the WhatsApp group periodically throughout the action.
- Don't be afraid to REALLY be in the action, getting close to people as they are speaking to focus on their faces, etc.
- Types of videos to capture:
 1. Big crowd: Short videos of the pieces of the action itself
 2. Close up: Emotionally resonant aspects of the program (look at the script before, if you can, to know when they are going to happen)
 3. Close up: Full videos of people's stories.

Photo/video organizer

- After the action, upload the videos and photos to the shared Google Folder labeled with the location name for your specific action.
- Create a WhatsApp group with the photographer and the videographer.
- Tag @mennoniteaction on all social media when posting.
- Sift through the photos and videos and choose the ones that best illustrate how powerful the action was. Add those to the favorites folder.

Promoting on Social Media at your action

Alongside “earned media” (aka coverage we get from the mainstream media), social media is the main way that we’re able to tell our story to the world. It’s very important that we practice creating compelling content from our actions.

If we hold an amazing action, but no one hears about it - what was the point?

[Check out this 1-pager on how to create compelling social media content, including sample social media posts and guidelines.](#)

Here’s a basic overview of what’s most important:

- **Mennonite Action coordinators would like to post content through the main Mennonite Action social media accounts as much as possible.**
 - Therefore, it’s very important to send photos and video from your actions to Mennonite Action coordinators during or immediately after your action. Please register your action [on the map](#) so MA coordinators can follow-up and coordinate with you.
- Focus on getting quality videos and photographs during action. If you’re using a phone to take photos, make sure you’re taking them vertically, not horizontally.
- Mennonite Action no longer recommends live streaming, as it does not result in high viewership.
- Make sure to tag @mennoniteaction on social media platforms (Facebook, Instagram, Twitter).
- **Use the #MennoniteAction hashtag**
- Make sure you put all your photos and videos in our shared Google Drive in the folder named for your local action. Create a new folder for your city if one doesn’t already exist. Label the photos with the name of the photographer if needed.

- Feel free to post your content from your local Mennonite Action account, but also make sure to send it to the national MA coordinators, who will be in touch with you!
- Sample posts: [See sample Twitter/Instagram posts and guidance here.](#)

Recruit new participants into Mennonite Action

During your action, make sure to have [sign-up sheets](#) and two people assigned to clipboarding. That way you can plug people directly into your Mennonite Action group.

After you hold your action

- Send photos of your sign-up sheet to info@mennoniteaction.org so we can upload them to the Mennonite Action list.
- make sure to take the time to plug any new participants into the Mennonite Action movement.
- Specifically, invite new participants to join upcoming events that your chapter holds

Stay Involved

For questions or support planning your action/event, reach out to our help desk at info@mennoniteaction.org.