

Dear Brave Green Activist,

We are really excited that you're interested in participating in our Banner Drop action on Thursday, May 16th!

Here is a step-by-step guide prepared by Sarah on how to organize a successful banner drop:

## 1) Choosing the right location



When selecting the location where you will organize the banner drop, try to find a place that is: visible, accessible to the activists who will drop the banner, 'instagram-able' (should look nice/impressive on photos and videos), and safe.

***Inspiration:*** at our Madrid campaign event, we organized a banner drop from a bridge (see photo attached). It was accessible, looked good, safe and visible from far.

***Tip:*** host an action plenary before the 16th with all activists who will join the banner drop. Develop an action consensus, walk activists through the action and make sure they are aware of any risks related to the action.

## 2) Making the banner



Based on the location you choose, you will need to think about the size of the banner. Clarify beforehand how large it should be, and whether it should hang horizontally or vertically.

To make the banner, you will need:

- fabric: most things work (canvas, vinyl tablecloth, large bedsheet). Thicker fabric is generally easier to work on and looks nicer. The cheapest option is to **ask your mother party if they have old banners** that you can paint on the back. If you want to make a bigger banner, you can also sew sheets together [like Greenpeace recently](#) did :)
- paint: acrylic paint, spray paint, or oil-based paints all work. Make sure you have enough quantity if you make a large banner!
- brushes: get big enough brushes to paint the large letters onto the banner. Paint rollers are very practical to fill the letters. A smaller brush can be nice to finish up the corners of each letter.
- time to dry: try to plan at least 12h between the time you make the banner and the banner drop action. The painting process can take about 4 hours depending on how big the banner is, so make sure to plan accordingly! 3 people to make the banner is perfect - with more, it gets messy.

Start painting! Look for a big enough space to place the banner on (the floor is usually the easiest option) and write the letters BE BRAVE GREEN EUROPE! on the banner (see logo attached in horizontal and vertical version). First, do it with a pen so that people know where to paint.

**Suggestion:** use green or black paint for the banner, to make it as visible as possible from far away.

**Suggestion:** you can also use black Duct tape to make the letters, but there is chance that if it rains it will fall off.

**Tip:** if you made a mistake while writing on the banner, nail polisher can work well on plastic fabrics to erase the paint!

**Tip:** it's always cool for people to see the behind the scenes - make sure to post photos of your group painting the banner, and to tag FYEG in them!



### 3) Rocking the action!

Before the action can start, plan how many activists you will need to hold the banner, and where each of them should stand. If too many people join, it will become messy.

If you still have some of our FYEG t-shirts (Be Brave Green Europe), give them to the activists to wear on the 16th to make the action look even nicer!

Designate one or two persons to carry the banner. These persons should also be responsible for communicating in case the police or security approach you before/during/after the banner drop. It's a good idea to have one person on standby to talk to press and/or police during the action.

Head to the location together with the group. Once there, make sure everyone knows in which order they should walk in and hold the banner.

**Tip: Plan to have at least one person taking photos or videos from outside, to document your amazing banner drop!** That person can post the photos and videos on your MO social media channels and tag @FYEG on Instagram and Twitter.

Tip: if you are dropping the banner from a high place or where it is windy, make sure to weigh the bottom corners of the banner down. You can do this, for example, with water bottles or sand in canvas bags securely attached with zip ties that you can buy in hardware and home improvement shops.

We can't wait to see all the incredible brave young green banner drops across Europe on the 16th! If you have any questions, contact Kelsey at [campaigns@fyeg.org](mailto:campaigns@fyeg.org).

## Graphic Examples of Banners

**BE BRAVE!  
GREEN EUROPE!**

**BE  
BRAVE  
GREEN  
EUROPE**