



# Host Toolkit

**DISCLAIMER:** This toolkit is evolving and being updated regularly. Full credit to Hands Off and Indivisible for sharing a sample toolkit we are building from!

**WHAT IS THE DAY OF ACTION?** This Labor Day we are continuing to stand strong against billionaire exploitation and corporate domination. Working people, parents, students, and community members will rise in every corner of the country to continue the fight for dignity, justice, and public investment in our lives, not billionaire empires.

**JOIN THE MOVEMENT:** Whether you're hosting a march, rally, or direct action, this toolkit equips you to make a bold impact. Register your event and help build the movement in your city. Be sure to [check the map](#) before registering your event so you're not overlapping with another that's already been planned!

If there's not already a registered Labor Day event in your local area, **the power is in your hands to host your own.** This toolkit is for anyone hosting their own Labor Day Action to help you build, recruit, and execute your event.

## [REGISTER YOUR EVENT ON MOBILIZE NOW](#)

If you want to be connected with a host for an event, reach out to [support@maydaystrong.org](mailto:support@maydaystrong.org).

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# **WHAT ARE THE LABOR DAY ACTIONS?**

The billionaires continue to wage a war on working people, with their cronies in the administration, ICE and law enforcement backing up their attacks. This Labor Day we will continue to stand strong, fighting for public schools over private profits, healthcare over hedge funds, shared prosperity over billionaire-bought politics.

Working people built this nation and we know how to take care of each other. We won't back down—we will never stop fighting for our families and the rights and freedoms that ensure access to opportunity and a better life for all Americans. The billionaire's time is up.

On September 1st we will continue the movement we launched together on May 1st, standing in solidarity with all our communities under attack and fighting for real wins for all our people.

In thousands of communities around the country we encourage you to take a stand on Labor Day. On the streets, outside the offices of the corporate criminals who are behind the attacks on our freedoms and at congressional offices. Together we will **demand a world that works for all of us.**


### OUR DEMANDS TO BUILD THE SOCIETY WE ALL DESERVE:

1. Stop the billionaire takeover corrupting our government.
  2. Protect and defend Medicaid, Social Security, and other programs for working people.
  3. Fully funded schools, healthcare and housing for all.
  4. Stop the attacks on immigrants, Black, indigenous, trans people, and all our communities.
  5. Invest in people not wars.
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### Quick Links for Organizers

- [Google Drive Folder](#): For easy access to all of the materials we are gathering for you, bookmark this Google Drive folder!
- [Messaging](#): This is about building power. Use bold, truthful language that reflects the urgency of this moment.
  - [Sample Message Frame](#): Align your message with the broader movement using this guide.
- **Security**: Attend de-escalation trainings. Keep events peaceful, welcoming, and safe.
- [Get Support](#): Reach out for help. We're in this together: [support@maydaystrong.org](mailto:support@maydaystrong.org)
- [Sample Email](#): Use this template to invite people in your network to attend or support your event.
- [Sample Press Advisory](#) and [Press Release](#): Use these templates to send press releases out about your event to local press.
- [Social Media Toolkit Template](#): Use pre-written content to spread the word on platforms like Twitter, Bluesky, Instagram, and Facebook.
- [Folder with Graphics](#): Access ready-to-use visuals for digital and printed use. We will be adding more!
  - **Downloadable Editable Graphics (CANVA)**
  - [Editable Flyer](#)

#### How To Use Canva Link:

1. Click the Canva link →  **Canva**
2. Log into Canva (or create a free account)
3. Go to File > Make a copy
4. In your copy, update:
  - Your local time, location
  - Add logos in the designated spot
5. Export as PNG or PDF to share!

The base flyer graphics are flattened (rasterized) to keep the design consistent nationwide — only the editable areas (event info + logo) can be changed. If the font needs to be reuploaded to Canva it's **SPORTY PRO**/

## Planning your event

- Choose a high-visibility public location. For Labor Day we are encouraging you to choose a high visibility, high impact corporate target, congressional office or State Capitol.
- Recruit powerful local or national speakers. Go for a high energy, short program with a direct action component!
- Share your event through Mobilize and social media.
- Prepare signs, megaphones, and safety plans.

## Getting media attention

- Designate someone as a media coordinator who will be the main point of contact for the local press.
- Build a media list of local journalists.
- Send advisories and press releases. [See sample press advisory here.](#)
- Train a spokesperson to deliver strong messages.

## Key event roles

- MC: Hype the crowd and keep the event on track.
- Media Liaison: Handle press contacts.
- Speakers: Share powerful authentic stories and convey HOPE. We can and will **win**.
- Photographer/Videographer: Capture and share the action.

## Sample event agenda

- Before: Set up, greet press, prep roles.
- During: MC kicks off, speakers deliver the message, chants keep the energy high.
- Direct Action: Choose a target for a picket or other direction. March to that location (or do the rally right there!).
- After: Share photos/videos, thank attendees, invite continued organizing.

## Labor Day Tactics

On Labor Day we will host actions across the country to fight back against this crisis and demand accountability. Not all demonstrations will look the same, but they should all prioritize visibility and the core message: **Stop the Billionaire Takeover! We are the Many, They Are the Few!**

- **Rally.** Gather your community to rally together on September 1. Create a platform, invite speakers, and build a program designed to highlight the harms of the crisis we face—and

what we'll do to fight back. Rallies are a great way to involve impacted people, compelling speakers, and essential voices from allied communities. We're building a big tent.

- **Protest.** This could look like a gathering at congressional district office, or a banner drop or a picket outside one of the many corporate targets we need to take on. Visibility is the key component—so make your signs, get your banners, and plan your chants!
- **Walk-In.** During school walk-ins, parents, educators, and students, along with neighbors and community leaders, gather in front of their school 30–45 minutes before the school day begins. We rally and listen to a few speakers discuss what they want for the school, and then we all walk into the school together. Walk-ins can be used to celebrate your school, collaborate with school officials, or protest harmful school conditions and policies.

***A core principle behind all Labor Day events is a commitment to nonviolent action. We expect all hosts and participants to seek to de-escalate any potential confrontation with those who disagree with our values.***

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## RESOURCES FOR HOSTS

### **Messaging**

A key component of success for your event is a clear, direct message. Labor Day is a rejection of the corruption, lawlessness, and predatory politics of the billionaire agenda taking over our government. Labor Day is a celebration of workers and a fight for workers over billionaires. Your speakers and visuals should all reflect this. Some of the key messages to communicate are:

- **Labor and community are planning more than a barbecue this year because we have to stop the billionaire takeover.** The billionaire agenda is converting the government into their private slush fund. They're stealing from working families, destroying our democracy, and building private armies to attack our towns and cities.
- **This billionaire agenda doesn't serve working people.** They're attacking workers rights, firing union workers, raising the cost of living, and hiding their corruption in plain sight. We can't rely on the courts or Congress alone to stop them.
- **We demand a country that puts workers over billionaires.**
- **Just like any bad boss, the way we stop the takeover is by coming together.**
  - We are doing what elected officials need to do more of, **talk to and listen to more working people.** We are growing our movement because there are more workers than billionaires in this country and we deserve to be put first.
  - We are **planning protests and mobilizations** because when billionaires take over the government, you can't stop them through their own courts or their own Congress alone. Workers know how to stop bad bosses. It's through solidarity and our collective action.

- What the billionaires are doing now has been tried and tested on Black communities before and now it's being applied to everyone. To meet the level of attack our communities are facing, we have to level up the strength of our movement. We are **training thousands of new leaders** to stand up for each other.

You can find [additional Messaging Guidance here](#).

## Security

Check out [Indivisible's Safety, Security, Rights & Conflict De-escalation resource](#), or watch [MoveOn's video on de-escalation and disruptions](#). In addition to these resources, review and share the [ACLU's Know Your Rights](#) resource.

## Accessibility

Make your action accessible to all. Adapted from [Action Network](#) and [Rooted in Rights](#).

- Include accessibility info in promotional fliers.
- Reserve space for wheelchair users and those needing seating.
- Offer ASL, interpretation, and clear sound systems.
- Assign visible Access Marshals for participants with walkers, canes and wheelchairs.
  
- List nearby accessible bathrooms and transit/parking options.
- Use clear, plain language in chants, signs, and speeches.

## Sample Social Media Posts

Workers built this country and we're taking a stand against the billionaires this #LaborDay! Join us!  
#WorkersOverBillionaires

[Find our social media toolkit here!](#)

## Get Support

As a host, you're not alone! We are here to help at [support@maydaystrong.org](mailto:support@maydaystrong.org).

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# PLANNING YOUR EVENT

As we approach September 1st, it will be important to get your plans together so you can host a successful event. There's a lot that goes into planning a demonstration, and below are just some of the key steps to follow when laying out your Labor Day event.

**Choose a time.** It is also a best practice to check in with group members and potential speakers to see what's most convenient before finalizing a time. As always, consider what times will be most accessible for folks in your community. *Most Labor Day events will take place midday.*

**Location and logistics.** This is the next choice-point for your group. Try to prioritize landmarks or other public sites with high-visibility, like state capitols or city halls, major parks, or in other high traffic outdoor areas in your community.

- *All Labor Day events should be in high visibility locations, ideally located strategically near a protest target.*

**Register your event to recruit through Mobilize.** Once you have your event set, register it on [Mobilize](#) and it will show up on the Labor Day map of events. That way we can help push out your event and help recruit attendees.

**Delegate and determine roles.** Demonstrations require a lot of support, and no one person can make them happen on their own. Be sure to identify a team of leaders to help carry out your event and empower folks to take on key responsibilities. Depending on the scale of your event, you may want to create teams or just have one point person for specific duties. You can find some specific ideas for roles below.

**Brainstorm and recruit speakers.** If you're holding a rally, you'll need compelling speakers to anchor the agenda. Aim to lock in 2-4 speakers who can talk authentically about the crisis we face. Examples include:

- Federal Workers
- Educators
- Tenants, Union Members, Immigrant Workers
- Elected Officials

These are just a few potential examples, but ideal speakers will be reflective of your community and be able to speak directly to the harms of this crisis from a local perspective.

**Build a recruitment plan and start recruiting.** After posting your event to [Mobilize](#), be sure to share it with your networks, both directly and on social media. Reach out to other people in your network and ask them to share, and think about creative ways to get the word out about your event—including local bulletin boards, flyers, and more. You can use this [sample email](#) to invite others to your event.

**Prepare any props or setup needs.** At the very least, you need a megaphone and a few signs with your demands. If it's available to you, it is also helpful to have a podium, press packets, water, and

banners. As a registered host, keep an eye out for upcoming opportunities for resource support from our team.

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# GETTING MEDIA ATTENTION

Getting media attention is fundamental for this event. This section will guide you step by step on engaging the press and generating earned media for your events. While getting press to show up and cover your event is never a sure thing, these are best practices that will increase your chances.

## **Step 1: Build a media list**

A media list is exactly what it sounds like; a list of reporters and media outlets in your area that you want to tell about your event. To get started, list all the newspapers, radio, and TV news stations you already know of, and then look on their websites for contact information. You're usually looking for a "newsroom" email and phone number, often listed in the "contact us" menu on their website.

## **Step 2: Introduce yourself to reporters**

Giving reporters a heads up about your event early before you send an advisory is an effective way to start building a relationship with them and get more media out to your events and to cover your group's work. These emails are short and simple with fewer details than advisories. If you're a few days out from your event or closer, skip this step and focus on sending your advisories.

## **Step 3: Advise your event**

[See sample press advisory here](#). The next step is to let the media know about your event.

Advisories are emails you send to reporters and outlets on your media list with details about the event. The format generally breaks down what the event is about, the date, time, and location and who the spokespeople are.

## **Step 4: Prep your speakers**

When the press attends an event, they'll likely want to speak one-on-one with people there. So first, identify 1-3 people who will be ready to speak with reporters and help them prepare what they want to say. They should be ready to talk about your group, the event, why we're mobilizing for Labor Day. The best practice is to stay close to your overall message, keep it concise, and have a few quotes ready to go (which you can also use in your press release).



### Step 5: Run a great event

Once the event has started, focus on running the best event you can! If reporters come, connect them with one of your prepped spokespeople.

### Step 6: Send out a press release

[See sample press release here.](#) A press release is a communication, usually via email and no longer than about one page, that gives a reporter some of the basics they'd need to write a story about something: background about what's happening, quotes from relevant people, and contact information they can use to find out more. The best practice is to send these as soon after your event as possible.

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## KEY EVENT ROLES

- **Media liaison:** Press outreach is most effectively handled by one person who can respond to requests and make connections with speakers.
- **Master of Ceremony (MC):** Identify at least 1 group member to be responsible for firing up the crowd, introducing speakers, starting chants, and making sure the overall program is running on time.
- **Speakers & Storytellers:** Speakers should be compelling and be able to speak directly to the harms of the crisis we face. Examples of speakers include impacted federal workers, faith leaders, elected officials—but be creative and thoughtful about whose voices you want to elevate.
- **Photographer/videographer:** Ask one person to take photos and one person to take video. Got something really special and visual planned? Think about hiring a professional photographer.

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## SAMPLE EVENT AGENDA (RALLY)

## Before the Event

- **Gather the people who have key roles:** (MC, speakers, etc.). Bring snacks and water, transport signs, test any technology, ready any individual accessibility accommodations that have been requested, etc.
- **Immediately before the event:** The media liaison greets local press and gives reporters a press packet.

## During the Event

- **Kick-off the event:** The MC starts some chants, and welcomes the crowd. They explain the purpose of the event and introduce the first speaker.
- **Speakers:** Each speaker talks for a few minutes about the crisis we face and the importance of fighting back and **solidarity**.
- **Direct Action:** March to a site for a direct action, or kick off your picket at/near the rally location.
- **Close:** The MC closes the event by thanking everyone for coming, clearly reiterating our asks, and finishing out strong with some chants.

## After the Event

- **Immediately after the event:** Post your stories, pictures, and videos online with #LaborDay2025 #WorkersOverBillionaires
- **Shortly after the event:** Email your attendees to thank them for a great action. Immediate follow up is important for recruitment and group longevity! Invite all attendees and activists to your next event. If you don't have an event on the books, make sure to send them an email anyway to see if any of the attendees would like to learn more about your group over coffee or simply to let them know to look out for your upcoming emails.