Christians for a Free Palestine
March 18th Day of Action Toolkit

Table of Contents

Related Documents
Introduction: Purpose & Principles
Choosing a Target
Designing Your Action
    Roles in an action
    Action supplies you might need
Recruiting Participants
Recruiting Press
Sharing Your Action on Social Media
Debriefing Your Action

Related Documents

Outreach Toolkit
Media Toolkit
Sample Program and Songs
Talking points
Liturgy
Teach-In
Posters, Slides, and Other Visuals

Introduction: Purpose & Principles

On March 18th, local teams will take direct action at the offices of federal officials. We will educate officials and their staff on the role of Christian Zionism and its ties with White Christian Nationalism. We will demand they reject Christian Zionism, and support a permanent ceasefire and an end to military aid to Israel. This guide will help you choose a target, design your action, recruit participants, communicate with the national CFP Organizing Team, reach out to local press, carry out the action, and debrief it afterwards.

We seek to follow Jesus by directly confronting the powers of imperialism through **nonviolent direct action.** Nonviolent direct action (NVDA) goes beyond institutional methods of change to nonviolently pressure institutions or institutional leaders to change. NVDA has been used by people of conscience, including Christians, throughout history to change laws, stop wars and violence, and overthrow dictators. It follows Jesus' parable of the Persistent Widow, who's direct action pushes the unjust judge to say, "Because this widow keeps bothering me, I will see that she gets justice!" (Luke 18:5)

We believe in the power of nonviolent direct action to mend and transform our communities. In Rev. Dr. Martin Luther King Jr.'s words, NVDA is "the sword that heals." **Our role is to mobilize Christians and people with Christian lineage to take nonviolent direct action** in solidarity with all those struggling for a free Palestine, to interrupt and challenge Christian Zionism, and to resist empire in all its forms.

Are you new to CFP? (We all are, really) Click here to read about Christians for a Free Palestine, our role, and our beliefs. And click here to read our Principles.

Choosing a Target

First, look up your Member of Congress to see if they have supported a ceasefire.

Second, identify which category they fall into and tailor your action accordingly.

1. **ACTIVE ALLY:** If your Rep/Sen has already called for a ceasefire and an end to US military aid, don't choose them! Check if there is a Biden campaign office in your area, or another target that local Palestinian and Jewish organizers have been pressuring.
2. **PASSIVE ALLY:** If your Rep/Sen continues to support Israel's genocide, but there is some evidence that they might be willing to change, your action can have a more invitational and educational tone.
3. **ACTIVE OPPONENT:** If your Rep/Sen supports the occupation and is unlikely to call for a ceasefire, the goal is to highlight their immorality and show the contradiction between our elected representatives and the general public.

Third, if other local groups are already organizing pressure campaigns targeting your Member of Congress, connect with them to gain insights about what has or hasn't worked so far, and how your efforts can be supportive.

Fourth, your representative is probably in their home district on March 18th. Research their calendar of public events and see if they are planning a public (or private) appearance on March 18th. Consider doing this action at a location where you know they will be, and whether it would be appropriate as a target for an action with Christian symbolism and messaging.

Designing Your Action

Hold a planning meeting before your action to make recruitment plans and prepare action logistics. As you make plans, consider the religious affiliation of your target (e.g. if they're Catholic vs. Lutheran, how might that inform your approach).

We have two basic action ideas for you to use as jumping-off points:

1. **A public teach-in** on Christian Zionism and antisemitism. Participants will invite staff to come and learn about how their bosses are supporting the genocidal antisemitic theology of Christian Zionism and Christian Nationalism. A series of speakers will provide political and theological analysis of Christian Zionism and White Christian Nationalism. **Here is a template for a teach-in you could lead.**

2. **A service of repentance** for our complicity in Christian Zionism and antisemitism. Participants arrive at the office of the elected official (either inside or outside), and invite staff to come participate and repent for their support for Christian Zionism. *This should only be done for elected officials who identify as Christian, which most are.* **Here is a template of a service you could lead.**

In some cases, action participants may feel called to refuse to leave our elected official's offices until they agree to our demands, resulting in arrest.

Here are talking points you can use for your action.

Roles in an action

Not all these roles may be needed for your action, and some can be combined if needed. However, giving people roles is a great way to ensure that they show up!

- **Office liaison:** Friendly, from the district, and able to take "no" for an answer.
- **Police liaison:** Calm, capable of stalling, and able to interact with potentially angry or aggressive law enforcement or private security.
- **MC/Prayer Lead:** Loud, energetic, and able to keep the energy moving throughout the action with chants and prayers.
- **Song Leader:** A loud and engaging singer and leader. Click here for suggested songs.
- **Speakers:** People who can powerfully and loudly share personal narrative and/or prophetical theological reflection.
- **Action Lead:** The person who makes decisions if things need to change in the action (ie if police escalate, if the building is closed unexpectedly, if a speaker cancels last-minute).
- **Livestreamer**: Capable of being quiet (!!) while streaming the action on Facebook or Instagram.
- **Press Lead:** Writes the media advisory and press release, and communicates with press before the action (see below).
- **Media Wrangler:** Greets press at the action, gets their contact info, sends them the press release, follows up afterward, and collects all media coverage to send out to action participants and the national CFP Organizing Team.
- **Social Media Lead:** Drafts sample tweets and instagram posts beforehand. During the action, actively collects pictures & videos and posts on social media. Identifies best content after the action to post as well.
- **Photographer/Videographer:** Takes dynamic photos or video of the action, shares them with action participants and the national CRP Organizing Team.
- **Marshalls:** Keeps action safe and powerful, and explain to passers-by what's going on. A general rule of thumb is 1 marshal for every 20 participants at the action.

Action supplies you might need

- Megaphone or sound system (if rally is large or outdoors)
- Marshalls' vests
- Masks for COVID safety
- Battery packs for cell phones
- Program printouts for the MC/Prayer Lead
- Song sheet printouts
- Signs and banners

Recruiting Participants

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

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

- If you are a member of a church:
    - Call people in your church directory and ask them to participate.
    - Make an announcement at church
    - Put it in the church bulletin
- Send personal texts and emails
    - Sample personal text message:
        - *"Hi [friend]! On March 18th at [time] Christians in [your location] are joining together at [rep's office] to denounce Christian Zionism and call for an immediate ceasefire in Gaza and an end to US military aid to Israel. Can you make it?*
- Recruit people by giving them roles (see above).
- To track progress and ensure people are not duplicating efforts, track outreach in a spreadsheet.

Recruiting Press

Assign a **Press Lead** to write a media advisory and press release ahead of time. A **media advisory** is where we **invite the press to join us.** It includes the basic WHO/WHEN/WHAT/WHERE information. This will be sent on Friday, March 15th and/or early the morning of March 18th, depending on the timing and specifics of your action. A **press release** is where we **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.

Here is a guide with a media outreach timeline, sample press material, and social media roles.

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. Local TV stations are usually looking for stories, so they will likely be grateful for the scoop. 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 that are confrontational or are from far-right outlets.

Sharing Your Action on Social Media

Thanks to the folks at Ceasefire Chorus for letting us borrow this section from their toolkit!

Tips for the Social Media lead:

- Create your communication plan [THIS IS IMPORTANT FOR AMPLIFICATION]:
    - Identify who will film at least 90 seconds of the action, or more - here are some tips for how to film
    - The filming should be VERTICAL & try to get decent sound quality
    - Identify whose Instagram account will be used to post it and who will be collaborators (not just tagged), so that you all are ready in advance for posting it, then to be ready to post the 90 second film-bit with these 3 components after the action:
        i. **Upload your video as a REEL and add the hashtags #ChristiansForAFreePalestine #ChristiansForCeasefire #CeasefireNow**
        ii. **To tag people and to add collaborators (this is important!):**
            - Know that you can only have 6 people be collaborators -
            - Click on "tag people"
            - For "add tags" - add any IG account for someone who doesn't want to be a collab
            - For "invite collaborators" - add (1) @ChristiansForAFreePalestine, and (2) anyone who would like to be a collab, which means they are a 'co-author' of the post
                - NOTE: you can only have up to 6 people for collaborators, and one should be Christians For a Free Palestine so that it gets amplified!
            - FINALLY, before publishing, if your IG account is not public, make this post public by going to 'advance settings' and changing the setting there

***The video/reel is a critical component for your action to be amplified!** Encourage everyone to **follow the Christians For a Free Palestine IG account** *and* to amplify as people post their videos from across the country (by sharing in the Stories format on IG)! ***

Debriefing Your Action

Debriefing is a hugely important part of taking action and building movements!

Christians for a Free Palestine will hold a pre-Day of Action Mass Call on March 17th at 8pm EST/5pm PST, to encourage and fortify our hearts for the day. We will also hold a mass debrief call later that week, where we will announce next steps, including a Day of Action in Washington DC after Easter. Stay tuned!

You certainly also can hold your own debrief with the people that you take action with, discussing together what went well, what you learned, and what you would do differently next time.