

Vigil Resources

- [Social Media Assets](#)
 - Update date, address, and zoom link if necessary
 - Provide to lead tenant one week before event
 - Share on Facebook group,
 - Provide the final version to allies so they can amplify it.
 - Recommended tags: @notonemoreblock @ojalathreads @justiceforallcoalition @sunrisenyc and others
- [Flier](#)
 - Update date, address, and zoom link if necessary
 - Provide to lead tenant one week before event
- [Video](#)
 - Have on hand in case you want to share it.
- [Vigil toolkit](#)
 - Reference for best practices and supply list.

Recommended Preparatory Steps

Two weeks before:

- Confirm exact location
- Prep flyers and social media assets
- Create facebook event in save section 9 group
- Ask the tenant leader if they will be speaking, are neighbors speaking?
- Share [save the date](#) post on social media channels.
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One week before:

- Provide flier via email to the lead tenant
- Update the [press release](#) with new information.
 - Ask Ashley to send out the press release for vigils.
- Check in with Cesar to make sure equipment needs are met.
 - List can be found on vigil toolkit sheet
- Check in with Ramona regarding props
 - List can be found on vigil toolkit
- Start sharing social media assets on instagram stories and twitter
- Ask the tenant leader if they decided if they will be speaking, are neighbors confirmed for speaking?
 - Support them by going over the [guidance on remarks document](#).

- If you need speakers: post in Slack so we can ping folks from other cities and developments to join in!

3-5 days before:

- Post on Slack asking for volunteers and support.
- Share social media assets in instagram feeds and twitter.
- Check in with tenant lead
 - Are they nervous?
 - Have they secured speakers?
 - Have the flyers caused any drama?

One hour before start time:

- Set up area
- Lay out candles, flowers and prayer cards.
- Test video and audio equipment.
- Make sure speakers aren't lost!

30 Minutes before start time:

- Gather tenants speaking and make sure they are feeling excited, and have at least two minutes of content that are aligned with the event.
 - Congress is a slumlord
 - Racist housing policies have created this crisis
 - We won't accept privatization in any form
 - Housing is a human right
 - Public housing is important because _____
- Have the press speak to tenants that have been primed. DO NOT let tenants not prepped do this as they can unknowingly derail the event and ruin the messaging.
- Check emails and phones to make sure press and speakers can find you.

Start time:

- Try and start on time, if you don't exhale!
- Set the tone for the event by being gracious, professional, and kind.
- Make your way through the agenda.

Recommended Agenda

- I. Opening Remarks
- II. History of Public Housing Video
- III. Speaker from hosting development
- IV. Speaker from additional development in city hosting
- V. Speaker from another city
- VI. If time allows open the floor or zoom
- VII. Closing remarks

- A. Ask them to sign petition and take copies to get signatures from neighbors
- B. If the crowd feel ready get them to call their congressperson and ask that section 9 stay public and receive \$80B
- C. Direct folks to facebook group