



CVS Valentine's Day Action Volunteer Toolkit



Thanks so much for taking action with us at your local CVS store! Together with hundreds of other Medicare for All activists around the country, you will help make sure CVS hears loud and clear that we want them to stop breaking our hearts by undermining Medicare for All.

This Toolkit has everything you need to take action at your local CVS store in the weeks leading up to Valentine's Day. With any questions, feel free to email us at info@medicare4all.org.

Table of Contents

Using our Map	pg 1
Making your Prop	pg 2
Going to CVS	pg 2
Post to Social Media	pg 3
BONUS: Mail a Card to HQ!	pg 4
Connect with Us	pg 5

Step 1: Using our Map

Before you start, check out our special CVS Action Map to see if another fellow Medicare for All activist has already completed an action at a specific location.

[Click here to check out the map.](#)

Please note: this map is not intended to show a list of actions you can join. It is for reference only, to ensure we take action at as many different CVS stores as possible! If

you don't see an action on the map near you - that's good! Use the form below to add your local CVS to the map.

Once you find a location near you that no action has taken place at yet, sign up using the form below so other people know you have "claimed" that location.

[Click here to add your solo action to the map.](#)

If you only have one CVS location in your area and it has been claimed, feel free to go there again! But if there's another location nearby, we encourage you to pick a different one.

Step 2: Making your Prop

Please note: you will need a printer. The prop has color on it, but it's ok if you can only print in black and white! If you do not have a printer, we recommend printing the prop at your local library, FedEx Office, OfficeMax, Office Depot, or similar location.

[Click here to view & print the Valentine's Day prop.](#)

Select File → Print to print.

Prop Assembly Instructions:

1. Print it out - be sure you're in portrait orientation (**not** landscape)
2. Fold your sheet of paper down the middle vertically, so that your card opens like a book and the messaging is on the front/outside of the card.
3. And that's it! Your card should be long and skinny - this is so it will show when you put it in the card rack at your local CVS store!

Step 3: Going to CVS

Now that you have your "Valentine" ready to go, it's time to go to the CVS location that you selected and put it in the Valentine's Day section of the greeting card rack!

[Check out our short 2 minute video for an example of how to do this!](#)

Some important points to remember:

- ★ Try to display your card so that it is maximally visible in the card rack! Make sure it isn't hidden behind anything else, and that our message is clearly seen.
- ★ Eye level is best if possible; try not to put it at the very top or bottom of the rack.
- ★ You don't have to stop at just one card! If you're able to, feel free to print a few to leave throughout the card rack (just don't go *too* overboard)
- ★ The Valentine's Day card display will likely only be up at your local CVS through Valentine's Day - February 14th - or perhaps a few days after. So don't wait to go do your action!

IMPORTANT: Please follow our [Safe Protesting Guidelines](#), wear a mask, and avoid contact with other people as much as possible. This is meant to be a solo action, so please do not do this action in a group. However, if you'd like to bring a family member or someone else who lives with you along, you are welcome to do that!

What if I encounter security/law enforcement?

It is unlikely that you will have any sort of interaction with law enforcement while doing this action. If CVS store security officers engage with you, remember to be polite and non-confrontational in order to deescalate the situation. Leave the store if they ask you to. Bring your prop with you if you are able to, or leave it behind if you are not able to collect it.

In the **unlikely** event that you interact with a police officer, please review this important information:

- If you encounter a police officer, attempt to de-escalate. If a police officer continues to ask you to end your action, you should leave CVS property immediately. If you follow these steps, you are unlikely to encounter an arrest situation.
- In the **unlikely** scenario that you are arrested, stay calm, and know your rights. Check out these [ACLU Know Your Rights guidelines](#) for more.
- Unfortunately, National Nurses United isn't able to provide bail assistance or legal aid.

Again, we do not anticipate any arrests in connection with this action. This information is provided as a precaution because we cannot predict the actions of law enforcement or store security.

Step 4: Post to Social Media

You aren't done quite yet! To maximize the visibility of your action, please be sure to post about it on social media. Follow our tips for doing so:

- ★ Make sure your post includes a picture and/or video! Be sure to clearly show the prop on display in the Valentine's Day section of the greeting card rack.
- ★ You personally do not need to be in the picture and/or video unless you want to be.
- ★ When posting to social media, be sure to use the following tags:
 - Twitter: @CVSHealth
 - Facebook: @CVS
 - Instagram: @cvshealth
- ★ Please include the hashtag #PatientsOverProfits in your post.
- ★ If you'd like, include our petition in your post! <https://bit.ly/CVSpetition>
- ★ Keep your post short and sweet, but powerful. Below are some sample posts:
 - *My Valentine to @CVSHealth: Quit breaking our hearts by blocking health care reform! We need #MedicareforAll now #PatientsOverProfits*
 - *Today I took action against @CVSHealth to fight for health care as a human right. CVS: Quit breaking our hearts by blocking health care reform! #PatientsOverProfits*
 - *Did you know @CVSHealth has been quietly donating millions of \$\$ to stop #MedicareForAll? Today I stood with activists across the country to demand they stop putting profits over patients once and for all. #PatientsOverProfits*
 - *@CVSHealth has been spending millions to block health care reform, and we say: no more! Sign the petition: bit.ly/CVSpetition #PatientsOverProfits*

Send us any social media posts you do by emailing them to us at info@medicare4all.org so we can help amplify.

BONUS STEP: Send a Valentine directly to CVS Headquarters!

Leaving Valentines at CVS stores across the country will send a strong message - but we're not stopping there! We've also designed another version of the Valentine's card for you to **send directly to CVS Headquarters** with your hand-written message inside!

[Click here to view & print the card to mail to HQ.](#)

Select File → Print to print.

Instructions for Assembling Your Card and Mailing to CVS HQ:

1. Print it out - color is best but black and white is fine if necessary.

2. Fold your card **horizontally first** along the dotted line.
3. Then, fold the card **vertically** along the dotted line, so that the graphic is on the front of your card.
4. Write whatever you want to on the inside of the card! You won't have a ton of space, so make your message short and powerful! Some suggested talking points include:
 - a. *Why you personally support Medicare for All; this can include:*
 - i. *Your personal experience with our broken health care system*
 - ii. *Nearly 30 million people in the U.S. without insurance, at least 41 million underinsured*
 - iii. *Medicare for All will save lives and save money*
 - iv. *70% of Americans support Medicare for All*
 - v. *Medicare for All would offer comprehensive benefits: medical, dental, vision, hearing, mental health, long-term care, reproductive care*
 - b. *CVS has been putting profits over patients for too long, but people like me across this country are standing up and fighting back.*
 - c. *I demand that CVS Health cut ties with the Partnership for America's Healthcare Future, as well as other corporate interests fighting health care reform, immediately.*
5. Put your card inside an envelope - due to its shape it might not fit in a legal size envelope, so an envelope from a greeting card might work best. If all you have access to is a legal envelope, no worries - just trim a little off the edge of your card!
6. Put a stamp on your envelope (you'll have to provide your own) and mail your card to:
CVS Health
One CVS Drive
Woonsocket, RI 02895

Connect with Us

You may be solo when you go to CVS, but don't forget -- you're part of a community of activists across the country who are all taking action *together!* And our team is here to support you however you need.

If you need help or have a question, just email us at info@medicare4all.org anytime and we'll get back to you as quickly as possible. Thanks for all you do and for taking action!
Happy Valentine's Day!