

This guide was put together by organizers of GEO's April 10 car rally.

See also Movimiento Cosecha's fantastic [Ann Arbor Car Action Participant Instructions](#)

## Contact the press

- Write and send out both a pre- and post- press release (see [samples](#) and [press lists](#))
  - MLive reporter who took photos/video and published GEO car rally [post-event article](#): [Jacob Hamilton | jhamilt3@mlive.com](#) (989) 372-2503
  - MLive reporter who published the [pre-event article](#): [Steve Marowski | smarowski@mlive.com](#)
  - MLive reporter who [reported on Cosecha caravan](#): Dana Afana
  - Michigan Daily reporter who [reported on Cosecha caravan](#): Arjun Thakkar

## Planning the route

- Google map of the whole route, shared with leaders (/and participants) in advance
- Drive through the whole route in advance
  - Time how long it takes at normal speed
  - Identify best spots for photographers to position themselves
  - Test out the Zoom call throughout the route
- If there are security reasons for not revealing the route, send out only the start location and narrate directions through Zoom call
- You may want to include a point on the route where cars will be lined up and stopped (without illegally blocking traffic) where people can roll down windows, chant, etc.
- Choosing a big parking lot for the starting/end point is good for rallying people, especially if you have a sound system

## Mobilizing

- Post on Facebook and other social media
  - Write out sample Facebook posts and Tweets for others to share
- Google form sign-up to get a sense of predicted numbers and share info
  - Name, email, org, phone
  - Do you own a car? (yes/no)
  - Are you committed to doing the car rally? (yes/no)

- Are you willing to call others to invite them to the car rally? (yes/no)
  - Do you want to join the planning?
- Send out basic information with a map indicating start time and location ([example from GEO](#), [example from Cosecha](#))

## For Participants

- Wear masks, gloves, and practice safe distancing
- Make their own signs
  - Include some editable/printable templates that they can print or hand-copy ([example](#))
- Use window markers to write on cars
- Ask them to send photo/video footage back to you (e.g. for your press release)
- Observe all traffic rules, to avoid ticketing
- Provide lead car phone number for contact
- Turn on lights to indicate their participation in the caravan

## During the rally

- Live communication: Zoom or other teleconference call for all participants to use the phone method of calling in
  - Zoom call be hosted/monitored by someone at staying at home with stable internet
  - Send out Zoom call-in info to participants in advance
  - Zoom call-in phone number also displayed on a poster by cyclists at the start
  - (Can run an additional separate teleconference with only the organizers - but not necessary)
- Designated lead car and tail car with two organizers each
  - Lead car narrates, gives directions on Zoom call
  - Tail car is ready to talk to police, accompany anyone who gets stopped
  - Check in between lead and tail to ascertain how long the caravan is
  - Participants can report if they see any police, get lost and need directions, or any other issues
  - You can have fun with this! The live communication makes it more like a collective action: people can play music, lead chants, give background on the places you're passing by, political education, etc.
- Cyclists
  - Lead in front of the caravan, slowing down the pace
  - At the start: walk down the line with a poster displaying call-in info for anyone new who is joining in, drawing on windows, adding signs

- Establish some hand signals in advance to communicate with cyclists (slow down, stop, etc.)
- Remember to bring your megaphone! (Sidewalk chalk, etc.) To use if you're stopped somewhere

## Legal info

- Contact lawyers in advance, asking them to be on stand-by if needed (see below)
- Share lawyers' contact info with participants
- Informal legal advice (see [details](#)): no one expected any problems, so long as traffic is not blocked and everyone is compliant with any police orders received (e.g. to move, to hurry up)

## National Lawyers' Guild

NLG Ann Arbor:

General:

umlsnlgboard@umich.edu

NLG Detroit:

Legal Observer Coordinator <LOcoordinator@michigannlg.org>

- Requested info -

**Name of Action:**

**Date:**

**Time:**

**Location:**

**Organizers (name, org, contact):**

**Purpose of Action:**