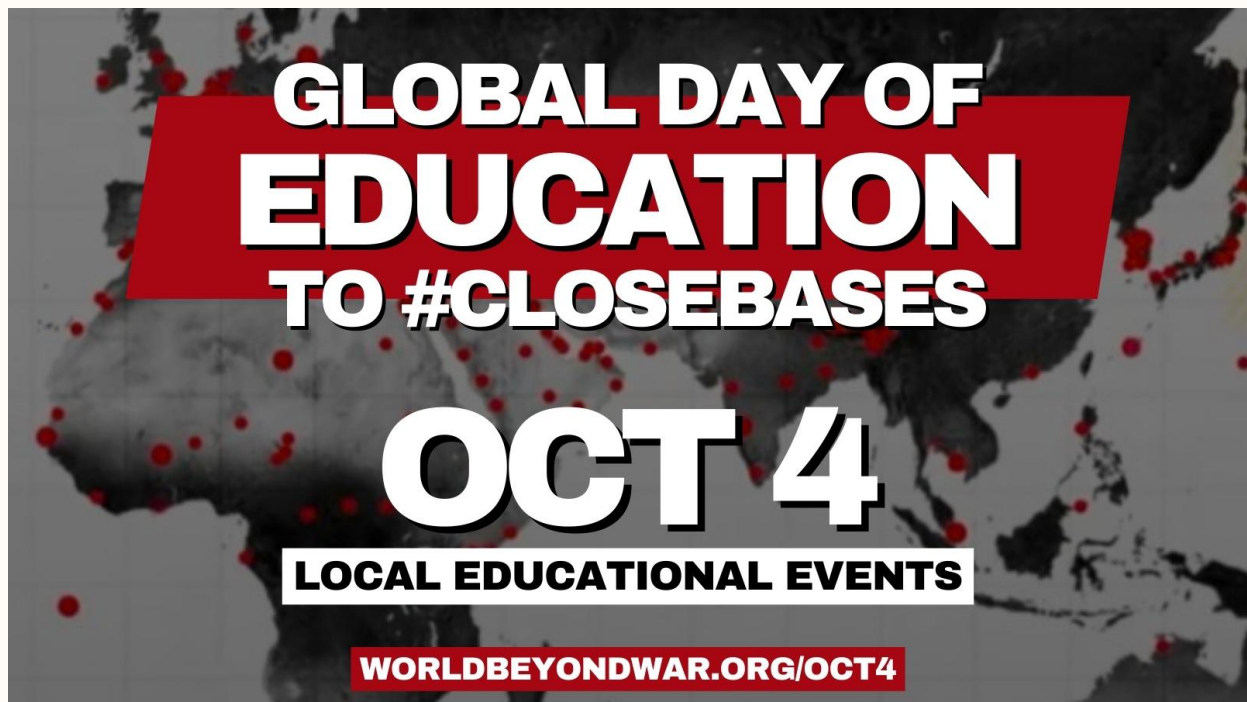




**October 4, 2025**  
**Global Day Toolkit**  
[worldbeyondwar.org/oct4](https://worldbeyondwar.org/oct4)

Please use the event submission form at [worldbeyondwar.org/oct4](http://worldbeyondwar.org/oct4) (click on "Click to Host") to let us know the time and location of your event so that we can promote it across social media, in emails, and on the map on the website.

Email us at [david@worldbeyondwar.org](mailto:david@worldbeyondwar.org) with any questions about the day of education.

## WHAT'S IN THIS TOOLKIT?

In this toolkit, you'll find:

- [An overview of the October 4 Day of Education](#)
- [A step-by-step guide to planning your action](#)
- [Resources, including graphics, a template email, and template media advisory](#)

## DAY OF EDUCATION OVERVIEW

### Context

The thousands of military bases, both foreign and domestic, around the world are a critical piece of the war machine that must be dismantled. Little known, discussed, or understood, they are the main way in which many millions of people come into contact with countries like the United States, and they are a massive investment of human energy, resources, and land. Closing bases is a necessary step to shift the global security paradigm towards a demilitarized approach that centers common security. And closing bases is possible.

**Here are the top 5 reasons why we're calling for a Global Day of Education to Close Bases:**

- *Bases often perpetuate colonialism.* From Panama to Guam to Puerto Rico to Okinawa to dozens of other locations across the world, militaries have taken valuable land from local populations, often pushing out Indigenous people in the process, without their consent and without reparations.

- *Bases cost an exorbitant amount of \$\$.* The cost of U.S. foreign military bases alone is estimated at \$80 billion a year.
- *Bases exacerbate environmental damage and the climate crisis.* It is well documented at hundreds of sites around the world that military bases leach toxic so-called “forever chemicals” (PFAS/PFOS) into local water supplies, which has had devastating health consequences for nearby communities.
- *Bases can have violent and harmful impacts on local communities.* Militaries have a notorious legacy of sexual violence, including kidnapping, rape, and murders of women and girls in nearby communities.
- *Bases heighten tensions and provoke war-making.* Bases serve as launchpads for wars. Additionally, bases make locations into targets for attack.

**On October 4, 2025, we call on individuals and organizations around the world to join the Global Day of Education to #CloseBases by organizing and taking part in local educational events.**

## Event Types

You can hold an event in any indoor or outdoor space from a huge auditorium to a living room to a park or pavilion. Your event can focus on the global problem alone and what people can do locally and in solidarity with others. Or it can include a focus on a military base or bases nearest you. Or you might choose to really focus on a particular aspect of military bases, such as how they facilitate lawless kidnappings and deportations, disappearances and torture, or the environmental damage that bases do, or how they impact the ability of people to self-govern. We recommend looking through the slide presentation, available speakers, videos, and other resources at [worldbeyondwar.org/oct4](https://worldbeyondwar.org/oct4) and contacting us at [david@worldbeyondwar.org](mailto:david@worldbeyondwar.org) and coming up a plan. You may want to feature one or more speakers in-person or by livestream or video. You may want to watch and discuss a video that's already available on the website. We especially recommend taking the slideshow presentation and modifying it to include what you want to focus on – you can then easily present it yourself. If you are near a military base, you may want someone from the base to be a speaker as part of a civil debate – debates are very popular and educational.

## STEPS TO ORGANIZING AN EVENT

If you have never organized an event before, don't worry! We've broken down the process into 7 steps. Please contact us at [david@worldbeyondwar.org](mailto:david@worldbeyondwar.org) for organizing assistance.

## Step 1: Assemble a Team

- Find *at least* two other friends or neighbours who are interested in planning the event with you.
- If you are part of a local community organization, bring the proposal to organize something for this day of education to your organization and get some support to organize it. If not, consider approaching local orgs and see if they are interested in collaborating.
- If you live somewhere without a lot of movement infrastructure or aren't able to find any organizations willing to partner on this, you can still pull something off on your own – events are valuable even if they are small! But be sure to gather at least 2 friends to tag team the planning and execution.
- Contact us at [david@worldbeyondwar.org](mailto:david@worldbeyondwar.org) if you'd like us to help connect you with others in your area.

## Step 2: Choose Your Venue

- Choose your venue. Consider cost (if any), accessibility, transportation, and capacity. Consider whether speakers or presentations will be properly heard and seen. Will you have microphones and loudspeakers? Can you test them? Will you present slides or other visuals on a screen? Can you test it? Do you have teammates on this with technological skills who can help?
- Make a plan to record a high-quality video of your event. There is no sense in going to all this effort without recording it and sharing it with the wider movement, where it can reach many more people and inspire others to hold their own events. Please share the video immediately after your event with [david@worldbeyondwar.org](mailto:david@worldbeyondwar.org)

## Step 3: Confirm Your Event

- Once you have confirmed the location and time of your event, please enter the details on the event submission form at [worldbeyondwar.org/oct4](http://worldbeyondwar.org/oct4) (click on "Click to Host") to let us know the time and location of your event so that we can promote it across social media, in emails, and on the map on the website.

## Step 4: Design Your Event

### → Design Your Event

Once you've confirmed your event, begin to design what your event will include.

- Will you make a presentation using a slideshow? Who will present it?
- Will you invite speakers?
- Will you screen a video?
- Will you invite organizations to "cosponsor" or "endorse" and have literature tables?
- Will you welcome people and have them sign in (and sign up for future contacts)?
- Will there be a discussion or question-and-answer part of the event? Will you need a microphone?
- Will someone MC or moderate the event?
- Will you ask people to take some action? (Write a letter or email, post to social media with the #CloseBases tag, go on a short march right out of the event or on a later date, make a poster to be used in a demonstration, etc?)
- Will you give or sell any educational materials? (Books, flyers, shirts, etc.)
- Will journalists or tv cameras come, and will there be a good place for them?
- Will your event involve speakers in more than one language and, if so, will you have skilled interpreters?

## → Designate Roles

- To help make the planning process run as smoothly as possible, designate roles from the outset. Who will be responsible for the event logistics and materials? Who will be responsible for social media and promoting your action? Who will do outreach to organizations/professors/etc.? Who will adapt the press release below and reach out to local media?
- Here are some key roles you may want to fill depending on how large your team is:
  - **Outreach Lead** who plans how you'll recruit people and promote your event, and ensures the outreach happens (emails, texting, phone banking, social media, etc.).
  - **Social Media Lead(s)** who will be responsible for social media platforms. If you plan to post on multiple platforms (Twitter (X), Instagram, TikTok, Facebook, etc), it helps to have several people.
  - **Media Lead** who compiles a press list and ensures a media advisory and press release are sent out to reporters. (*A template media advisory and template press release are available in the Resources section below*).
  - **Venue Liaison** who contacts the venue and makes sure it's open and ready.
- And here are some additional roles you'll want to designate for the Day-Of:
  - **Event MC**
  - **Registration table attendant**

- **Media Spokespeople** who will speak to the media during the action. Have your media spokesperson review the [sample talking points](#), and practice being interviewed.
- **Videographer** to make that event video.
- **Photographer** to take a range of compelling photos.

## Step 5: Outreach and Promotion

In the weeks leading up to your event, reach out to as many people as possible to invite them to attend. We will promote your events across social media, via email, and on our website, but here are some other ideas for outreach:

- Circulate the event on social media, and ask other local groups and organizations to help amplify
- Poster your neighbourhood ahead of the event
- Canvass door-to-door or at busy community sites like transit stations ahead of the event
- Directly invite your neighbours and friends to attend by reaching out via individual text messages, phone calls and emails
- Distribute flyers in your apartment building, neighbourhood, and at local supportive businesses
- Attend International Day of Peace events on September 21 and bring flyers about your October 4 event
- Invite teachers and professors to have their students attend
- Distribute flyers near and – if possible – on a nearby military base.

## Step 6: Reach Out to the Media

Media is a useful tool to amplify our message. We'll do some work nationally to draw the media's attention to the Day of Education, but here's what you can do at the local level:

- **Step 1.** Identify local media contacts— reach out to local organizations for their media lists if you don't already have one
- **Step 2.** Create a local media advisory— a template media advisory is available in the Resources section below that you can adapt to your local context. Send the media advisory as soon as possible, and again 1 week before your action. Make sure to contact editors of events calendars in

newspapers and at radio stations. You may also want to record and give to radio stations a short "public service announcement" of the event.

- **Step 3.** Designate media spokespeople— designate people who will be prepared to speak to the media (review [sample talking points](#)). Write a list of questions that the media may ask and have your spokesperson practice responding to them.
- **Step 4.** Send out a press release— there is a template media release in the Resources section below that you can adapt to your local context. After your event has taken place, upload pictures to your release before sending it out to local media. Providing local, well-meaning but short-staffed media with a report and/or photo and/or video can work wonders – they will not always have the same biases as national media and will not mind you doing their work for them.
- **Step 5.** Send your videos, photos, reports, and links to local media coverage to [david@worldbeyondwar.org](mailto:david@worldbeyondwar.org)

### Media Tips

- **Practice your [talking points](#):** Have a friend or comrade ask you questions, and role play answering them
- **Stay focused:** whatever questions you are asked, remember to redirect back to the key talking points
- **Avoid hostile questions by redirecting back to your speaking points:** Try not to get confrontational with the journalist but don't take the bait if they come at you with bad faith questions. Bridge back to your key points and stay on message.
- **Take good photos!** Taking good photos is CRITICAL for media coverage, storytelling of your action and public connection to your political risks. Without good photos - your event didn't happen.
  - Make sure your photos are well-lit / not blurry or else media won't pick them up

## Step 7: Take Action!

### BEFORE

- Remind people via social media, text messages, phone calls, etc. that your event is happening!
- Prepare to capture footage of your action— before your action, identify which social media platforms and accounts you'll use to share photos and videos of your event as it's happening. Use

the hashtag #CloseBases. On Instagram, add @WorldBeyondWar as collaborator so we can amplify your event.

- Send out your media advisory and call reporters directly to remind them of the event

### **DURING**

- Take high-quality photos and videos of your event
- Gather the contact information of as many attendees as possible at your event! This way you can remain in touch and plug them into future organizing efforts

### **AFTER**

- Immediately after your event, share the best photos and video with [david@worldbeyondwar.org](mailto:david@worldbeyondwar.org)  
**Please send in your report as soon as possible after your action, so we can compile and publish news about the actions.**
- Debrief how your event went with your planning team. Talk through what went well and what you'd do differently next time.

## **RESOURCES: MEDIA & VISUALS FOR YOUR EVENT**

- Downloadable graphic [in landscape](#) (for Facebook, Twitter/X, and LinkedIn) and [square](#) (for Instagram) formats
- [Instagram carousel graphics](#)
- [Customizable graphic template](#) to promote your action
- Template email blasts:
  - [Template 1](#) to promote the Global Day of Education
  - [Template 2](#) to recruit organizations to endorse the Global Day of Education
  - [Template 3](#) to promote your local action as part of the Global Day of Education (*click File > Make a Copy, and then in the new file customize all of the text in yellow to make sure it's accurate to your local action*)
- [Printable customizable posters](#)
- [Sample social media posts/tweets](#) - use these as inspiration and craft your own based on your local context

- Shareable [video](#) to promote the Day of Education
- [Template media advisory](#) for before your event (*click File > Make a Copy, and then in the new file customize all of the text in yellow to make sure it's accurate to your local action*)
- [Template media release](#) for immediately after your event (*click File > Make a Copy, and then in the new file customize all of the text in yellow to make sure it's accurate to your local action*)

For questions or more information, please contact us at [david@worldbeyondwar.org](mailto:david@worldbeyondwar.org).

**[worldbeyondwar.org/oct4](http://worldbeyondwar.org/oct4)**

---