

This is a living document. It will be updated with the latest content to share!



ORGANISER'S TOOLKIT

DrawTheLine.World

19-21 September, 2025

For life, for people, for the planet.

Draw the Line is a call to action to take our future back into our hands. Floods, droughts, storms, and heatwaves are getting worse. Food and energy costs are going up while a few billionaires profit and prop up the industries that harm people and pollute our lands, air and waters.

Indigenous leaders from the Amazon to the Pacific have spoken out: our future is at stake. We, the people, have the answers to solve this crisis. Their words are now echoing around the world. From mass rallies to strikes, walkouts and artistic interventions, this September we will come together to draw the line against injustice, pollution, and violence — and for a future built on peace, clean energy, and fairness.

This world is ours. This is our line to draw.

CONTENTS

DEMANDS

9 STEPS TO ORGANISING YOUR ACTIONS

Step 1. Build your core team

Step 2. Register your action

Step 3. Design your action

Accessibility tips

Step 4. Recruitment and Outreach

Step 5. Designate Team Roles

Step 6. Contact the media

Step 7. Create visuals and art for the event

Step 8. Action Day!

Before the Action

Prepare to capture and amplify content

Confirm with attendees the action is happening

Call reporters

During the Action

Post on social media that your event is happening

Step 9: After the action

OTHER KEY LINKS

Global Website • drawtheline.world

To find the global event map, updates, and shareable resources.

Register your action

To publish your action on the global map, register at drawtheline.world

Once you submit the simple form, we'll send you all the information you need on how to add your event to the global map.

Hashtags: #DrawTheLine

#JustTransition #MakePollutersPay #EndFossilFuels #ThisWorldIsOurs

– When strapped for space, please use #DrawTheLine

Support: If you have any questions or support needs, please contact us at info@drawtheline.world

DEMANDS

Draw the Line...

...Against inequalities, tyranny, genocide, destruction, and chaos

...For rights, jobs, justice, democracy, and a fulfilling life on a safe planet

1. Change the System through an equitable and just transition

Change the System through an equitable and just transition towards a world that is in harmony with nature and centered on people – communities, workers, women, farmers, fishers, pastoralists, youth, children, indigenous peoples, migrants, refugees, people of color, LGBTQI, and future generations

2. Phase out fossil fuels, build renewables, shift to sustainable food – fast, fair, feminist, and forever

Phase out fossil fuels – fast, fair, feminist and forever; Shut down polluters; Build renewable energy systems that work for people and planet; Shift from high-carbon agro-industrial farming to agroecology and sustainable, resilient food systems that prioritize healthy staple food production for domestic consumption and the right to food.

3. Fund the future, not the crisis!

Fund the future, not the crisis! Tax multinational corporations and billionaires; Cancel the debt; Deliver climate finance; Divest from war, fossil fuels, and harmful projects; Scale up quality public services; Support people and community-led solutions; Finance the transition to resilient, sustainable, and equitable economies.

4. Reclaim and respect the Commons and territories, Restore the earth

Reclaim the Commons for sustainable support for life; Respect and uphold the territories of Indigenous Peoples and Traditional Communities; Restore the health of ecosystems; Stop extractivism.

5. Defend human rights, reclaim democracy, end war and genocide

Defend Human Rights and Reclaim Democracy; End war and genocide; Demilitarise and work for peace based on justice.

6. End inequalities across and within countries

End inequalities across countries and within countries: Democratize global economic and financial governance; Make trade, investments, and tax systems just and fair; Redistribute wealth and power; End colonialism, patriarchy, and racism; Build solidarity across peoples and nations.

HOW TO USE THESE DEMANDS

We want to stand in solidarity across all our struggles and unite efforts as well as we can. That said, different elements of these demands will resonate more or take more or less precedence in different places.

Choose the top messages that will have the greatest impact where you are, including any localised demands related to these global demands, and design your action to ensure that message is heard clearly. You can then work to connect the dots with the other demands and success stories in the surrounding communications and during the event itself.

9 STEPS TO ORGANISING YOUR ACTIONS

Step 1. Build your core team

Bring together a core team of people with the necessary skills or expertise that you require for your action. Think about how you are trying to grow the local movement. This is a great chance to invite new relationships, including people directly impacted, community groups fighting on these issues, and even advocates focused more on the technical aspects of renewable energy, defending democracy, or other solutions. We're stronger when we're together. From farmers, to workers, parents, young people, people of colour, to those living in energy poverty or suffering pollution, identify potential partners in your area, and see if you can support their agenda and find common goals to act together.

1. **Check the map** to see if there is already a Draw The Line event planned in your area. If there is, connect with the organisers and ask how you can get involved. If there is not an event planned near you, then identify a couple of co-hosts to collaborate with.
2. Get to know your team and why you are organising this event. See if there are additional people from other communities who should join the core team – such as local faith, youth, racial justice, arts, health, renewable energy organisations and communities. Center care and resilience for building communities, refer to some [reminders](#) we are learning.
3. Once you have your core team in place, make sure all the big questions are answered:
 - ☐ What are your goals? Who are your main targets?
 - ☐ Do we all agree on what we want to do, and have the people to pull off a powerful action? Do we need anybody else to carry this out?
 - ☐ How are we connecting this to our other organising work so it helps grow our power?
 - ☐ What's our plan for how we will keep the momentum after the events are over?
 - ☐ What are some *ideas* we have for the action? (But you don't have to have it completely yet!)
 - ☐ What is the level of risk individually and collectively your group would be willing to take? What measures might your target(s) employ to stop your action? How do you protect your security?
 - ☐ And the most specific: What day, time, and location for the action? Do you need a permit?

Step 2. Register your action

Register your action [here](#) to add it to our action map. We recommend doing this as soon as you have basic information such as: **action name, date, and location**, even if you don't have all the details yet.

First we'll ask you to fill a simple form. This will allow us to send you more information about the days of action, our organising principles and additional resources.

In the confirmation email you will also get a link to where you can create your event to make it visible to other people on the global map.

You'll receive a confirmation email after you register your event and it will have a direct link for you to be able to later edit your action and communicate with those attending your event, with the host tools on Action Kit. We will follow up and confirm your action before it's publicly posted on the map.

Once it's on the map, you'll officially be part of the global community organising this!

Step 3. Design your action

As they say, action speaks louder than words. In crafting one, we need to consider how to make our WHY stand out especially to those not part of our organisations and allies. The process of intuitively preparing actions requires care and time. We encourage you to check out this [Action Logic guide](#).

There will be a variety of actions using the concept of **drawing a line against [something bad]** and/or for **[something good]**. Some examples:

- Human line (linked arms or standing/sitting in lines all wearing the same color)
- Drawing a chalk or paint line on the streets (permits allowing)
- Red fabric lines across key spots e.g. plazas, roads, fossil company entrances, etc
- Holding long [banners](#), [stencils](#) or cards to form a line together, physically or virtually
- Guerilla projections e.g. [guide from arts manual](#), [How-to-set-up](#) from Activist Network
- Wheatpaste murals e.g. [tutorial](#) from Activist Network
- [Banner drops](#) at symbolic or fossil-funded sites
- Cycling, kayaking and collective activities such as traditional games, singing to protect nature and communities

- Street theatre, flashmob, dance or ritual (e.g. honouring rights movements before us have won, grieving losses, etc)
- Festival of alternatives (e.g. teach-ins, citizens assemblies, pop-up “just transition fair”, with workshops, food, activism, music
- “Draw the missing grids”—the power lines, connections, and energy infrastructure that millions are still waiting for while fossil fuel companies are still making insane profits.

Other examples could be found on [Training for Change Creative Direct Actions](#). These are just some ideas. You're welcome to use your creativity and imagination!

Mass petitions, banner actions, marches, sit-ins, walkouts and community parties are also welcome. Somehow please incorporate lines into your visuals, ideally red or green.

Useful resources:

[Draw the Line activist manual](#)

[Action accordion tool: Tactic creation](#)

[Arts Organising Toolkits](#)

[Climate Resistance Handbook](#), Chapter 4 on Tactics and actions

[Digital actions resources & opportunities](#) from Renew Our Power

[Holding hope and grief in our actions](#) by Global Campaign to Demand Climate Justice

[Manual on Popular education and Participatory Theatre of the Oppressed](#) by FoE



Accessibility guide

Climate justice is not possible without disability justice. Inaccessible events miss out on the wisdom, leadership and transformative power of the disabled community. **Here's some things you can consider to make your action as accessible and inclusive as possible within your resources, and communicate with participants about it.**

- Practice generative listening & be guided by disabled folks. How is your group ensuring safer and braver spaces so no one is left behind? What accessibility questions and measures would you put in place to take care of needs linked to disability?
- Can you find venues/locations with accessible facilities/equipment for all – or most – of your event plan?
- Are there ramps into the venue – do they have a low incline and can bear a lot of weight, eg. for motorised wheelchairs? Are there lifts and paved pathways into the venue?
- Are local transport links around the venue accessible?
- Is some seating available at the venue, or can you provide it, for those that might need to sit down, and designate some space at the front for disabled folk? Do you have chairs that are big and strong enough for everyone? Is there enough room in the aisles?
- Can the venue provide accessible toilets (room for a wheelchair and/or second person, handrails, etc). Or can you mark on a local event map where the nearest disabled toilets are? (eg. in local cafes, restaurants, arts venues, etc). Can the venue provide an all-gender toilet?
- In event reminders the day before, can you share with participants any additional information, such as if there might be noise interference named (eg. nearby roadworks or construction), or trip hazards named (eg. uneven flooring, flooded areas etc.)?
- Can the venue or you provide water? If you are providing food and drink, can you provide lactose, gluten and peanut-free options?
- Can you avoid using flashing lights?
- Can you make sure everyone who speaks uses a microphone or their question is repeated by someone who does?
- For longer events or marches, can you have first aid available?
- If your action is outdoors, can you make sure there are spaces where people can get protection from the sun or rain?
- Do you need to have in mind COVID-19 safety protocols?

Useful resources:

[Sins Invalid principles of Disability Justice and guides: Access Suggestions for Mobilizations, for Public events Commons Library – Accessible Mobilising](#)

Step 4. Recruitment and Outreach

Recruitment is one of the most important and most challenging aspects of running an event or a campaign.

In some ways, it is like our heartbeat — the pulse of energy that brings life into our organising. You'll want to start recruiting early, and keep it up from the moment you start planning your event until the day-of! Set a goal for how many people you'd like to have at your event, create a plan for reaching far more than that number.

Be mindful about inviting a diverse mix of participants to your event so your audience represents your community and grows your relationships.

Invite your friends, neighbours, and local organisations to assist in a planning meeting for organising, mobilising their members and participating in the action.

Knock on doors, distribute flyers, get petitions signed. Reach out to any local place of worship, labour/trade union, sports team, university, or arts cooperative that would be interested in getting involved in the issue.

Track yeses so you can follow-up! Remember to gather contact information from everyone who confirms their participation – such as a tracking spreadsheet with names, emails and phone numbers – so you can follow up and make sure they come to your action!

Then, do MORE OUTREACH! Create a Facebook (or other social media) event including the drawtheline.world event link, invite all your friends and ask them to spread the message. Circulate the event on Whatsapp, Twitter, Instagram and post in local groups on Facebook.

Make direct asks by writing individual messages and making phone calls, and sending out an invitation email to local community groups – So many people are feeling anxious about the climate crisis right now and looking for a way to take action.

Looking for new ideas? Here are some ideas on [How to Recruit for an Event](#) on our Trainings website.

Step 5. Designate Team Roles

Filling as many roles as possible will help your event run smoothly. People can fill multiple roles, but delegating roles and responsibilities can help recruit people to your core team and a way to build more relationships with allied organisations in your community.

Key roles you will want to fill are:

- **An Outreach Lead** who works out the details of how you'll recruit people and promote your event, then ensures the outreach happens (emails, texting, phone banking, social media outreach, etc.).
- **Art Lead** who will help design themes, visuals, theatre, music and other arts and materials for the action. *Resource:* [artist toolkit](#).
- **Social Media Lead(s)** who will be responsible for social media platforms. If you plan to post on multiple platforms (Twitter, Instagram, TikTok, Facebook, etc), it helps to have several people. *Resource:* [☰ Draw The Line – Public Social Media Sharepack](#)
- **A Media Lead** who ensures a media advisory and press release are written and sent out to reporters.
- **Spokespeople** to speak to media, make sure they review the speaking points and practice being interviewed. *Resources:* [How to give great media interviews](#) [the basics](#), [advanced techniques](#), and [tips for radio and TV](#).
- **Group well-being carer** to be available for physical, emotional and psychological support pre, during and post-action for participants and organisations involved especially those usually left out e.g. children, elders, trauma-informed practices, setting up buddy systems, providing water/food/shade/rest/quiet zones.
- **Legal observers/team/lead** who will be the main contacts, ensuring there are action briefings, de-escalation plan, briefing for marshals, lawyer and trainings to know your rights as activists and/or citizens.
- **Logistics team/lead** to offer support and address practical questions, ideally focused on accessibility e.g. translators, sign language, materials in large text, ramps, seating, etc. [☰ Logistics and Safety Checklist – Draw the Line](#)

And then on the day of action:

- **A Photographer** to take a range of compelling photos and video content. *Resources:* [How to take quality photographs](#)
- **An Action Host/MC** who is prepared to speak compellingly about why we're here and introduce the plan and other speakers.
- **Safety Supports** to make sure action participants are safe. [☰ Logistics and Safety Checklist – Draw the Line](#)
- **A Materials Lead** who will bring art, props, and all other necessary materials for your action.

- **Action Marshals who will be** responsible for ensuring the safety of participants by maintaining the parameters of the action, sharing information between organisers and participants, and creating a line between police and demonstrators.
- **Media Spokesperson**

If you have a larger group, you may want to be able to have more specific roles, which you can find in this handout: [☰ Dividing up tasks and coordinating jobs](#) .

Useful Resources:

[JASS – Our Rights, Our Safety](#)

And Still We Rise – [Care for Activists Toolkit](#)

[Dare to Question](#) – A journal for Uprising

[A workbook for Action Peacekeepers or Event Marshals](#) – part of *One Million Rising: Resistance Gathering Host Toolkit*

Step 6. Contact the media

Media coverage, at all levels, helps recruit new people to join your group, amplify your messages, encourage debate and shift narratives. In the [MEDIA TOOLKIT – coming soon] you will find a list of key tasks to help you secure press attention, including how to identify journalist contacts, and tips to get them to cover your event, as well as a sample media advisory, press release, and talking points.

Step 7. Create visuals and art for the event

We want a **hopeful tone**. We will channel anger and rage from the fossil fuel and billionaire profiteering into hope and use momentum to paint the picture of the irresistible world we want to build. We want a change, we have a path, now we need people pressuring governments and institutions.

We are asking every action to find a way to integrate lines into their event visuals. This will give us a global visual and hook. Please check colour, fonts and visuals on our [Style Guide – coming soon].

Art Build Ideas:

- Community stencil-making: "Draw the Line for ____" (fill-in banners)
- Giant chalk maze to represent "paths forward"

- Street tapestries from RoP groups: “Our Power Is...”
- Drumming circle or musical procession
- “Draw the Line” body outlines (chalked or painted)

Encourage multilingual signage and intergenerational participation. If useful, include QR codes linking to your local action page, website or petition.

Recommended Activism and Creative Actions Tools:

- [Activist Toolkit](#)
- [A Better World is Paintable](#): How to make banners, stencils, street murals, parachute banners & more!
- [Actipedia.org](#) (examples of street actions, rituals, pop-ups)
- [Activist Network resources](#)
- [Activism Toolkit by femLENS](#) (community mural templates, zine-making, projection action guides)
- [Beautiful Trouble](#) resources e.g. tactics cards
- **Training for Change** – [Visioning Games](#) (e.g., “Back from the Future” drawing exercises)
- Global Just Recovery Gathering [resources](#)

Step 8. Action Day!

Before the Action

Prepare to capture and amplify content

One of the most important things to do for your action is to prepare to tell your story. Before your action, you'll need to identify which social media platforms and accounts you want to use to share updates from your action.

Assign Roles: Designate someone to be responsible for taking photos, videos, and providing live updates on social media.

TIP: Include the action hashtag: #DrawTheLine

Find more tips about using social media platforms to cover your action here: [SOCIAL MEDIA TOOLKIT](#)

Confirm with attendees the action is happening

Confirm with your attendees that the action is happening either the evening before, or the

morning of the event. Send a reminder email through the event tools, and follow up through any other outreach methods you used. Remember to include key details like meeting location, time, what people should bring and accessibility information.

Call reporters

If there are reporters you want at the action, call them up! Remind them about the action and ask if they'll come.

During the Action

Post on social media that your event is happening

- Use **#DrawTheLine** to join the global conversation
- Post quotes of comments people are making to keep a record, do a Facebook or Instagram live
- Include photos and videos in your posts
- @ mention your local federal politicians and candidates on Twitter and Instagram so they take notice of the conversation

Find more tips about using social media platforms to cover your action in the [Social Media Share Pack](#).

Collect Sign-ups & Track Attendance

- Not everyone will have registered to attend beforehand, so be sure to collect people's contact information to continue organising with them in the future.
- Track how many people attend the event, and how your action went. Please complete [this google form](#) **on the day of the event**, ideally as the event is wrapping up, before you head home.

Step 9: After the action

People join actions for the change — but also for the feelings that the community can give. We can cement those with a good debrief that allows us to make new realisations, admit mistakes, show forgiveness, be excited together, and hear the unexpected stories of success.

Ideally have a pre-scheduled debrief with the core team soon after the action takes place. You can follow this flow:

- Have one person recount what happened directly before, during, and after the

action, as well as any key takeaways. Other members of the team can add in afterwards if anything is missed.

- Everyone share one thing that worked really well, and one thing that they think could be improved for next time. Encourage people to not repeat ideas that emerge.
- Everyone share one way they've grown as an organiser through the action. (One new thing you tried or did from this action?)

Have one person share any next steps and cheer each other on!

Finally,

- Send us photos and videos of your action! Guidance [here](#) on how to submit



Draw the Line is part of a wider series of global mobilizations to reclaim our world and demand system change that is taking place from June through to November: [This World is Ours](#).

Globally, peoples and communities are coming together to demand justice in the face of economic turmoils, ecological and climate catastrophes, political instabilities, vicious attacks on fundamental human rights, militarization, and, in places like Palestine and Sudan, genocide.