

# ORGANIZING DEMONSTRATIONS



Organizing, or even attending, protests can feel intimidating, but that's why we're here to help! Protests are a time-honored way to get your message out there, and, with some planning ahead of time, are a great way to add pressure to your campaign to effect change.

Here are some quick steps to organizing a successful protest:

## MAKING A PLAN

Take the time early on to think critically about all aspects of the event—proper planning is what ensures your event is effective!

*Set up a planning team:* We are all busy, and planning events can take time—so find volunteers who can help you with the details.

*Pick a smart location and time:* You'll want to find a place near your target that is very accessible and has a lot of visibility to foot and/or other traffic. Pick a time of

day that will maximize traffic too, like morning rush hour or lunch breaks.

*Follow the rules:* Check your local laws to find out what is legally required to hold a demonstration. In many cases, it's as simple as just making sure you're on a public sidewalk, not private property!

*Plan your message:* Take the time early on to plan the tone and message of the event, both on your signs and in conversation with passersby and (hopefully!) media.



## DOING OUTREACH

The next step is of course to find people to show up to the protest with you. Encourage the supporters you already have to spread the word, and continue doing outreach in your community to build awareness on the issue. Some great ways to get started are mass emails, distributing flyers, building a buzz on social media, and talking to local media.

Getting the support of local influential people can be a huge help in getting the word out about your event. They'll lend your event credibility, followers, and likely media attention.

Be sure to invite your local media to attend the event itself. That's a fast and easy way to get your message to as many people as possible!

## RUNNING THE EVENT

On the day of the event, make sure to document the protest by taking plenty of photos and/or videos. This is crucial to maximize your impact after the protest is over!

Consider doing Facebook Live at your event—it's a great way to get attention on social media while your event is

happening, and is a useful link to share with decision makers and media after your event is over.

Share photos and videos of your event on social media. Tag any relevant decision makers, and be sure to share the content with local media. Send photos of your event and materials in your next update to key decision makers to keep up the pressure.

## FOLLOWING UP

With the increased attention you're likely to get after your event, be sure to engage with newcomers to your cause. You can add them to your email lists and find other ways for them to contribute to the campaigns to keep the momentum going!

While planning a successful event may seem daunting, it really is a great opportunity to add pressure on key decision makers to implement the changes you want to see in your community. Remember to reach out to our campaigns team if you need help!

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## NEED MORE HELP?

Reach out to our advocacy team any time at [advocate@balanced.org](mailto:advocate@balanced.org)