



Rally Planning Guide

Location

We recommend on any public property directly in front of your facility or you could consider doing in front of a Member of Congress's local office. Scout out a good spot to hold your rally. The rally location should be visible to the public. However please do NOT have your event on federal property.

- <https://www.house.gov/representatives/find-your-representative>
- https://www.senate.gov/general/contact_information/senators_cfm.cfm

Permits

Normally your local police department will have a special events division that you can contact about picketing or rallying in public spaces. Contact your local police department to see what you need to do to host an event at your location.

Timing

We recommend you plan rallies/vigils on Fridays after working hours. The rally portion should go first and then the light one candle vigil should follow once it gets dark. (See rally chants, rally talking points and light one candle scripts.)

Submit Form

Once you've decided on the timing and location of your rally, please contact Emily Curry at ercurry@cooleypublicstrategies.com to put it on our map of events and so CPS can submit a media advisory ahead of your event. In the email, indicate who the event organizer is and who will be available for press interviews. Provide their name, email address and cell phone number.

In addition, submit your event details to the AFGE National communications team by filling out the form at <https://www.afge.org/take-action/campaigns/we-are-afge-strong/afge-strong-toolkit/submit-afge-strong-event/>. Then AFGE National will send out an action alert email and add it to their map of events as well.

Two Weeks Before Your Rally Date or ASAP

- Send out fliers announcing the rally to local contacts.
- Reach out to all local lawmakers or their staff, but especially all federal lawmakers.
- Reach out to community allies, particularly veterans' service organizations. Be sure to invite other local labor unions, Central Labor Councils, and AFL-CIO State Federations. Begin to recruit attendees to your rally from your facility.
- Start with your Executive Board and stewards, then approach other members to encourage them to participate.
- Begin planning your agenda for the rally day. Who will speak? What is your plan for rally signs and chants?
- Begin planning for any potential materials, such as a bullhorn, podium/microphone, and any signs you need.
- Delegate tasks: Recruit a point person on the ground at the rally who can help ensure that the event runs smoothly if any thing needs to happen on the day of the event.
- Contact the AFGE Communications Department at press@afge.org for assistance with reaching out to press. Be sure to provide the name of a local press contact who will be in attendance and can speak on the record (this can be AFGE staff, if available).
- Prepare Rally signs. Visit [AFGE C220 website to view prepared sign options](https://www.afge.org). To order signs from AFGE, use www.afge.org/printrequest. Your local will have to pay for printing and shipping. Requests must be received no later than 10 business days prior to the event.





One Week Before Your Rally Date

- Continue to recruit attendees for your rally.
- Finalize the agenda for the rally in terms of speakers, delegated tasks, and materials.
- Finalize your list of materials you need for your rally.
- Start watching the weather! Is there rain forecast? Does it rain every afternoon (looking at you, Florida)?
- Cheap ponchos from a local gas station will do the trick! If it's above 80 degrees, think about providing water bottles and bringing a cooler for ice.

Rally Day

- Arrive at your event at least an hour early to set up!
- Bring materials from your finalized list (signs, fliers, bullhorn, bottles of water, etc.)
- Introduce your spokesperson to any media on site.
- Take pictures and post them to social media.
- Tag AFGE so we can share them.
- Have a great event!

Ideas for Grassroots Signs

Here's some sign ideas, links are available on [AFGE C220 website](#).

To order signs from AFGE National, use www.afge.org/printrequest to order signs from AFGE. Your local will have to pay for printing and shipping. Requests must be received no later than 10 business days prior to the event.

We encourage you to create homemade signs specific to your agency!

For more resources, visit: <https://www.afge.org/take-action/campaigns/we-are-afge-strong/>

