

**BEYOND
THE MOMENT**

Beyond the Moment:

Mobilization Action Planner

Who are we?

The Movement for Black Lives

The Movement for Black Lives includes a number of organizations, individuals and networks focused on a hopeful and inclusive vision of Black joy, safety and prosperity. That means freedom from violence and economic inequality, as well as the freedom to realize our greatest dreams.

The Majority

In this moment, Black and Brown people, immigrant communities, the economically unstable, women, children, the disabled, the LGBTQ community, those working to protect our right to work and those fighting for our right to clean air and water, are all facing attacks because a minority whose values are rooted in white supremacy, division and hatred have taken power.

Although in power, hate is not the majority. People who believe in freedom, justice and the humanity of all people are the majority, and we've had enough. We won't stand idly by and watch our communities be attacked and torn apart.

Join The Majority, and fight for a future where all of our children can be free, safe and live healthy, abundant lives.

steps to designing a powerful action

1

Squad Up.

- Build a team. Who are you going to throw down with? When Identifying your team, identify your needs and who in your formation/community can fill those needs.
- Questions for your team
- Questions for your community

2

Imagine.

- The world we deserve.
- What does it feel like? What does it look like? How does it sound? How do you translate that vision into action?
- Decide what y'all want out of taking action - long term and short term

3

Get Ready.

- Target or Location-Tactic
- Media, Messaging and Audience On-site Action Roles
- Resources and Materials

4

Get in Formation.

- Safety & Support Systems

1. Squad up

Build a team:

While planning the action, how are you identifying who your squad is? The people who share the same ideology around land and a just transition are the folks you want to throw down with. When organizing an action it's great to have folks lead on different elements so you can move quickly and hold a collective birds eye view. Below are some roles that can potentially help the action move smoothly.

coordination :

Lead/Action Coordinator, Media,
Visuals, Outreach,
Logistics,

safety & other planning roles :

Safety Other planning roles:
Facilitators,
Fundraisers,
Researchers,
Art,
Writers
(More detail in "action roles section")

1. Squad up con't

Questions for your team:

Making sure your squad is unified during the action is key. Make sure you are on the same page about possible scenarios so that when it's time to lead and things are faster and more chaotic the day of, you're able to move together quickly. Share the answers you come up with and ask these questions of people participating in the action, as appropriate.

ask :

- What level of risk are we willing to take?
- What skills does your group have?
- How many people will participate?
- How much money and supplies do you have access to?
- What other resources do we have (including relationships)?
- What inspires us?
- What kind of support will each of us need in scenario a, b, c etc (including medical)?
- Who is organizing May Day actions already?
- How will this action support work your community is ready or nearly ready to engage in?
- What has police response looked like in past actions?
- Who do you want to partner with locally?
- How do we center blackness and black leadership in this action and in our organizing?
- How do we embody our politics in the

Questions for your community:

Understanding the needs and history of your community (especially recent and not so recent black history in your area) is important before taking action.

Outreach

Squad up and increase your numbers.
Build your Coalition. Find your tribe.

“As with organizing any event—whether a house party, teach-in or protest—it is essential to bring together a key group of people who are committed to the project. It is also useful to reach out to other groups to see if they would want to contribute to the demonstration. Campaigns work best when they are anchored by a coalition of groups and individuals. Who else might be interested in helping to plan the demonstration? What natural allies do you have in the community? Try to find coalition partners sooner rather than later. Coalitions work best when everyone is involved in the process from the beginning”- Global Exchange

2. Imagine

Showing power together:

No matter what you plan, your action is going to be a part of national kinship, inspiration and power shared between our people (and allies) across the country. This is also an opportunity to build power in your community and true power is in strong relationships and shared vision.

ask :

- What do you hope the action will do for your community?
- What would a safe and proud sanctuary communities for all look like?
- What does safety look like for all POC's. Who is in the center of the margins or most oppressed?
- Can you imagine people in the action feeling empowered - what does that look like?
- How does the tactic being utilized build power for future organizing or help create a shared narrative/vision for your folks?
- What other organizations and coalitions share our vision? Is this a good opportunity to build a partnership?

After visioning, spend time thinking about your resources (including the wisdom and skills of your team and community.)

3. Get Ready

target or location

Remember that vision you developed for sanctuary cities and demonstrating people power. Revisit the “questions for community” section and make sure your team has shared values - Who is standing in the way of liberation here? What can serve as a symbol to help create a public dialog? Whats a good march route? Who is most impacted in this space and how can you lift up their leadership?

media

Make a list of local media outlets, and send a Press Advisory to them before your action, if it is public. Send a Press Release to go out to local media after your action. Aggregate your photos and videos and send links to the media. Make sure the “press hustler” (described below) at your action writes down the names and publications of all reporters who show up, for follow-up (build ongoing relationships with sympathetic reporters). For social media use relevant hashtags and send your photo, video, blogs to the national team for amplification. Make sure your spokespeople are prepared (talking points and/or practice help make that happen).

message & audience

What do you want to convey to people inside your community? Use the media toolkit as a guide.
What message do you want to send to the decision makers in your community? What do you want the larger community to feel, think and dream of when they see or hear about your action? How can you build on the national narrative around “We are the majority.”

action roles

Collective agreement and ownership in the lead up to an action is important but on the day of, for safety and moving quickly, it’s best when there is someone who makes quick decisions and a team who can see the whole picture. If your team is small, you can each play multiple roles!

3. Get Ready con't

examples

Action Coordinator - hold the bird's eye view with tactical leadership and the police liaison, makes decisions

Tactical Leadership - 2-4 people from your team designated to make quick decisions if necessary during the course of an action.

Press Spokesperson - Person(s) designated to interpret the group's action to the press.

Press Hustler - One or two folks who proactively approach press people, offer them press packets, and direct them to press spokespersons.

Photographer/videographer - Records the action on film or video; knows where to upload and post it for media and coordination.

Support & Jail Support - Person(s), usually working with specific affinity groups, who carry out specific support roles for anyone who is arrested such as comfort, food, jail support liaising, etc.

Police Liaison - Person(s) designated to speak with police during the action; communicates police message to the tactical leadership, and, whenever possible, to the entire group. (Unless specifically designated to do so, this person does not negotiate with police or make decisions on behalf of the group.)

De-escalators / Peacekeepers - Person(s) who know the action scenario (including contingency plans and any pre-action rally) and can help direct people in the appropriate activities and/or directions (form picket line, stay on march route, etc.). Peacekeepers can wear something distinctive, such as arm bands or hats. Peacekeepers should be prepared to deal with confusing or disruptive situations: both police provocateurs, counter-protestors, and mentally unstable people are real possibilities that should be considered, with responses prepared.

3. Get Ready con't

marshalls | to guide people along the route

**program
(optional)** | If you have a program: An MC if you have sound and program;
leaf-letters; song and chant leaders, speakers, etc
Additional roles if relevant: medic, legal observer, care
bears, photographer

**get
visual** | Make signs and banners, puppets, etc.

**decision
making** | Deciding and sharing action agreements that respect everyone's
risk level and collective intention.

**resources
& materials** | A plan for how visuals and art get to the action. A symbol, logo, or
colored armbands to show unity or distinguish action roles.

4. Get In Formation

Risk: Play through potential scenarios. Think about the risks for each of the practitioners and participants in your action.

ask :

- What are the risks?
- Who and how will onlookers respond?
- Who is most impacted by these risks?
- How do you make people who were not part of planning aware of the risk (ex. Action agreements, action visuals that make the intervention clear).
- How will your team make decisions and stay united if things get out of hand or the situation changes?
- How will you de-escalate a situation if a plainclothes police provocateur, counter-protester, or dis-aligned/angry community member tries to throw your discipline and create conflict?
- Who is at most risk and how is your team prepared to support them?
- How do our trans and gender nonconforming family need to be supported?
- What kind of violence is a particular risk in our community?
- How are we prepared to stay safe and proud?

Safety:

A lot of an action's safety depends on the support roles outlined above. Security, de-escalators and support roles should stay aligned by a safety lead/team and be ready for what may come.

prep :

Create safety and support plans in advance. Security and surveillance are always changing. Keep your plans close and have a security culture everyone can follow. Decide on affirmations that will bring you back to your purpose in times of stress. Know who your safety team is and how to use them.

4. Get In Formation con't

examples :

Ask yourself and community, 'what will I/we do if ___ happens?'

- Angry (Black? POC? non-English speaking?) neighbor who disagrees strongly with what you're doing in their neighborhood
- Provocateur who wants to escalate the action outside of the action agreements
- Young person with anxiety

people power :

Outreach is essential

Internet outreach: Use email lists, Instagram, SnapChat, Twitter, make a facebook event, blogs, write article in alternative media sites

Person to person: Wheatpaste posters, flyer, Stickers, word of mouth, door knocking, text messages

Build hype: Organize a panel or a film screening to hype up the event, or do a social media stunt

“Slogans and Chanting: Don't assume that you will suddenly think up chants in the heat of the protest. This won't happen, so you need to prepare chants beforehand. A few days before the demonstration, set aside some time to brainstorm catchy slogans that can be learned quickly by a crowd. Be as creative as you can. Even if you're working on a very serious issue, it's always a good idea to come up with a chant that might make people smile. Keep in mind that the passersby are people you want to educate, not alienate.

Make copies of the chants to give out to fellow demonstrators.

Have someone in charge of leading people in the chants. “

Support Systems

Resources:

Make sure you have what you need and have communicated your needs to at least 1 other person.

- What are the needs of the action?
- What do you need to have prior to the action starting and what can community who want to support the action provide?
- How do you communicate that to folks who want to support the action once it starts?
- What other needs will the potential weather conditions create for you, how are you planning for the weather?

Examples:

Water to drink, milks to wash skin or eyes if pepper-sprayed, healthy snacks/fruits, comfortable protective shoes you can move and run in, zip-lock with bandanna soaked with cider vinegar (water if you don't have any) for breathing during tear gas or chemical exposure, any medicines: Inhaler, epi-pen, insulin or other meds/healing herbs, several days of prescription medication and doctor's note in case of arrest, protective herbs and crystals (ie: sage, cedar, osho root, onyx, amethyst), nervous system tinctures (ie: oatstraw, motherwort, lemon balm, Rescue Remedy, Throat lozenges (for all that chanting!), Tampons and pads, First aid kit

Jail / Legal Support

Before the action, everyone who participates should fill out a jail support form and have the working phone number of the jail support liaison handy. If arrested call the Jail support liaison (not a partner or loved one, the Jail point person can call family for them with the info on the form). The Jail Support point person will stay off-site from the action, and be ready to do things like call the jail immediately after arrests to track our people in the system, coordinate with legal defense, and coordinate with others at the action to tell them where to go to greet and support people when released, have food, water, and transport ready, etc.

After care support

Trauma affects all of us in actions, not just those who go to jail. Debriefing the action is a great way to emotionally process with the whole group and learn from each other across roles. Ask for support and find healing space you can go to before the action (bathtub with Epsom salt and/or other de-stressing herbs, bodywork/massage, mani/pedi, clean sheets on your bed and your favorite movie ready, journal). Have people who knew you were taking action and are ready to show up with some love. Check in with the folks you took action with. Drink all the water and have all the sleep. Debrief and grieve with your team as needed (always bring food). Additional ideas: host a grief circle, meditate, work with community healers to plan a healing space and let folks know when and where in advance, google acupressure points and perform them on yourself and/or others.

National Lawyers Guild number (212) 679-5100

Jail Support Form: <http://fistsup.info/wp-content/uploads/2014/12/jailsupportform.pdf>

Sample Press Release: <https://drive.google.com/file/d/0B4JrM3n58HppelljVi14VUNmcWM/view?usp=sharing>

Know Your Rights Guide: <http://midnightspecial.net/materials/kyr.html>