



Protests & Rallies

***Help Us Improve Our Organizing Resources.
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Protests and rallies are public demonstrations and gatherings that have historically been crucial in bringing about social and political change. Whether you're protesting a bad-faith bill or rallying for a cause, these actions allow small and large groups of people alike to raise awareness, build community, and exert pressure on elected officials. Their effectiveness hinges on factors like organization, public support, and the ability to influence policymakers and public opinion.

We created this toolkit to guide you through the step-by-step planning process, offer event ideas, suggest helpful resources, and provide strategies for effective promotion to ensure your message reaches a broader audience.

Planning Process

While protests and rallies' purposes might differ, their goal is the same: to create change through collective action. Your event doesn't need to rival the size of the women's march to succeed; remember, even tiny drops can make significant waves!

The effectiveness of protests and rallies relies on things like organization, public support, and the ability to influence policymakers and public opinion. When planning a protest or rally, there are a few essential items you should consider:

- ☐ Define Purpose:
 - Clearly articulate the purpose and goals of the protest or rally. What specific issues are you addressing, and what outcomes are you hoping to achieve?
- ☐ Legal Permits & Permission:
 - Check local laws and regulations regarding public gatherings and obtain any necessary permits. Ensure that you have permission to use the chosen location for the event.
- ☐ Define Roles:
 - Assemble a dedicated team to help execute the event. Each person should have a clearly defined role and responsibilities within the group. Teamwork makes the dream work!
- ☐ Outreach:



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- Make a plan to promote and reach out to other community activists and members through social media, flyers, and other channels!
- ☐ Plan Ahead:
 - Plan for possible resources you may need, such as staging areas, sound systems, and first aid stations.
 - Prepare a program for the event, including guest speakers, performers, or other activities. Ensure that the program aligns with the goals of the protest or rally.
 - Identify where amenities like water and restrooms can be found and accessed.
 - Create (or buy) and bring signs and posters for the event.
- ☐ Safety First:
 - Implement security measures to ensure the safety of all participants.
 - Develop an emergency that includes steps for handling medical emergencies, crowd control issues, or any unforeseen circumstances. Make sure your team is aware of and prepared to implement the plan!
- ☐ Social Media:
 - Use social media to promote the event, share live updates, and engage with your audience. Make sure your event photos and videos are shared far and wide!

Resources

Helpful Products & Merchandise

- [Vinyl Banner 3x10](#)
- [Rain Poncho](#)
- [AAA Battery Flashlight](#)
- [First Aid Kit](#)
- [Safety Vest](#)
- [Rally Sign 14"x22"](#)
- [Business Cards Printed 2 Sides](#)
- [Curved Tent](#)
- [Wheelie Cooler](#)
- [24 oz Tumbler](#)
- [Face Masks](#)



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Sample Press Release

FOR IMMEDIATE RELEASE

Peachtree City Residents Unite for Medicare for All Rally

[Peachtree City, GA] – In a show of solidarity for accessible and affordable healthcare, residents of Peachtree City will gather for a Rally in Support of Medicare for All on May 17th at Peachtree City Hall. The event aims to raise awareness about the importance of comprehensive healthcare coverage for all Americans.

With our nation's current healthcare challenges, the Peachtree City community is coming together to advocate for a healthcare system that ensures quality medical care for every citizen. The rally will feature guest speakers, testimonials, and a peaceful demonstration to highlight the urgent need for Medicare for All.

Date: May 17th 202x

Time: 12 PM Local Time

Location: Peachtree City Hall, 1234 Main Road, Peachtree City GA

"We believe that healthcare is a fundamental human right, and it's time for a system that guarantees access to quality medical services for everyone," said Indivisible Peachtree Roads leader and organizer of the event, Jane Smith. "Our community is joining hands to amplify our voices and advocate for a healthier, more equitable future."

Residents, healthcare professionals, and community leaders are encouraged to attend the rally and demonstrate their support for Medicare for All. The event promises to be an opportunity for individuals to come together, share personal stories, and engage in constructive dialogue about the future of healthcare in our country.

For media inquiries or additional information, please contact:

Kevin Rivera

Indivisible Peachtree Roads

(555) 555-5555



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IndivisiblePTRoads@email.com

GROW Grant Sample Proposal

Below is a sample Grow Grant Application. As a reminder, all proposals must be submitted through the [online form](#).

Project Name Medicare for ALL Banner Drop in Peachtree City

Submitter's First Name Jane

Submitter's Last Name Smith

Submitter's Email GeorgiaJaneSmith@email.com

Name of Submitter's Indivisible Group Indivisible Peachtree Roads

Group State Georgia

Submitter's Role In Group

- ☒ Leader
- ☐ Member
- ☐ Other

Group Email (optional)

☐

Project Budget:

- ☒ Project involves only 1 Indivisible group. You are eligible to apply for up to \$1,000.
- ☐ Project involves 2-3 Indivisible Groups. You are eligible to apply for up to \$2,500.
- ☐ Project involves 4-9 Indivisible Groups. You are eligible to apply for up to \$4,000.



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- ☐ Project involves 10+ Indivisible Groups and/or is a statewide or cross-state organizing effort involving multiple groups. You are eligible to apply for up to \$8,000.

What are the names and details of the other Indivisible groups who will be participating in your project (complete as many as are applicable based on GROW Grant project budget requirements - noted above)

What is the specific amount you're requesting?

\$ 450

Project Elements

Federal Advocacy Impact

Is one of your project goals focused on democracy reform or other [Indivisible core advocacy issues](#) at the national level?

- ☒ Yes
☐ No

202X Electoral Work

Is your project focused on a Give No Ground or Indivisible Endorsed candidate? Is your project focused on GOTV or election-related work?

- ☐ Yes
☒ No

Equity & Inclusion

Is one of your project goals focused on building equitable practices within your advocacy, and/or will it improve diversity and inclusivity within your membership and your community partnerships?

For example: Will it focus on better understanding structural racism and white privilege? Will it uplift participants/partners from communities of color? Will it ensure accessibility for participants with disabilities? Will it build relationships with members of marginalized communities? Etc.

- ☐ Yes
☒ No

Local Power Building

Does your project have a defined plan to build local power on a local level? Examples include: state or local advocacy, regional coalition building, local partnership development, building/strengthening group brand in the community.



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- ☒ Yes
☐ No

State Structure Building

Is your project intended to establish or strengthen a statewide structure? A Statewide Structure is a network, coalition, or other intentional systems for working together to build power across a state.

For example: Will it help groups across the state team up for ongoing events & actions? Will it help groups across your state communicate more effectively? Will it build or enhance the infrastructure of your statewide work? How will this funding help your statewide coordination build for the long-term?

- ☐ Yes
☒ No

Funding Previously Awarded Project: Is this application meant to supplement funding for a specific project or activity that was previously awarded a grant?

- ☐ Yes
☒ No

Requirements

Your project must fulfill the first three requirements listed below in order to be considered and scored.

Any unfulfilled requirement will eliminate the project from consideration during the month it is submitted. In that event, you will be informed and can adjust your project to fulfill the requirements and reapply next month.

- 1) Indivisible Activity:** *Grant-funded activity is led by one or more Indivisible Groups. Applicant is an Indivisible group leader or member of a registered Indivisible Group and authorized by group leadership to apply.*

- ☒ **Yes I am an Indivisible Group Leader who has authority to submit this application for my Group(s).**

- 2) Collaboration and/or Capacity-Building Activity:** Grant-funded activity must increase collaboration between at least three independent Indivisible groups **and/or** increase the capacity (size, skills, partnerships, coordination ability, strength, knowledge, leadership, etc) of participating groups in demonstrable ways. ([Capacity building explainer here.](#)) Choose one:



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- ☐ My activity increases collaboration between at least 2 independent Indivisible Groups.
- ☒ My activity increases the capacity of participating Indivisible Group(s).
- ☐ My activity increases collaboration between at least 2 independent Groups AND increases the capacity of participating Groups.

3) Budget and Accounting: Funds will be provided through an Indivisible Distributed Fundraising account. If a grant is awarded, the group managing the funds must be enrolled in the program for accounting and 501c4 compliance purposes. [See more here.](#) An itemized budget must be included in the application for accounting and compliance purposes.

Are any of the participating groups currently enrolled in Indivisible's Distributed Fundraising program?

- ☒ Yes
- ☐ No
- ☐ I don't know

If yes, please list:

- ☐ Group name- Indivisible Peachtree City
- ☐ Name- Margaret Simpson
- ☐ Email- peachtreeroadstreasure@email.com
- ☐ Phone Number- (555) (5555)

If no, do you commit to joining the distributed fundraising program if you are awarded a grant?

- ☐ Yes
- ☐ No
- ☒ Already Part of the Program

Political Spending: Will your project support or oppose a candidate for office (e.g., things like canvassing, calling, or texting to support a specific candidate)?

- ☐ Yes



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☒ No

☐ I Don't Know

- 4) Will your project involve collaborating with, or sharing any resources with, any outside, non-Indivisible organizations? No

Grant Application Scored Components

Project Purpose:

Describe why your project is IMPORTANT to do. How will your community or issue be impacted by your project, and/or how will your group(s) benefit from this project?

Indivisible Peachtree Roads is planning a rally in support of Medicare for All on May 17th. We want to purchase and display 2 large banners at approximately \$187 each and march with them in the rally and throughout Peachtree City. One banner will say, "Healthcare is a human right – Support Medicare for All!" The other will include our group's name and a QR code to our website. These banners will support and bring awareness to the Medicare for All legislation and promote our group to possible new members.

Project Outcomes:

After the May 17th rally, the Indivisible Peachtree Roads website will get more traction from interested activists and community members who want to learn more about the Medicare for All legislation.

Project Management:

I have designed the text for the banners with another group leader that includes the "Healthcare is a human right – Support Medicare for All!" messaging and our group information. If awarded, I would submit the order for the banners by May 1st, which would give us enough time to produce and ship the banners. On May 17th, we will rally to support Medicare for All legislation and promote our Indivisible group.

Budget:

2 x Vinyl Banners- \$187 each = \$374
Production & Shipping= \$66
Taxes= \$10



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Total Order= \$450

TRAINING:

Does your plan include a training component?

☐ Yes

☒ No