



BP Deepwater Disaster Response:

How to Organize a Rally to Ban Offshore Drilling

The Deepwater Horizon accident and oil spill in the Gulf of Mexico is a disaster unfolding before our eyes. Eleven lives were lost in the initial explosion, and that incalculable loss is compounded daily as oil continues to flow. The oil could quickly devastate the ecosystems in the Gulf—including bottlenose dolphins, sperm whales, sea turtles, tuna. If that happens, coastal communities that depend on fishing and tourism could be devastated as well.

The bottom line is this: the only reason companies like BP are allowed to behave so irresponsibly is that their lobbyists are basically writing our energy policy. That has to change. Over the past year, the President and the Congress have pushed to open MORE areas along the coast for oil drilling, which would expose those communities to more drilling. Senators and **members of Congress need to wake up**, crawl out of the pocket of Big Oil, and place a ban on new offshore drilling.

Activists like you are asking for guidance in organizing local rallies in your communities. That's amazing. **We have a powerful movement of people** and we'd love to give you some tips. **Here are basic pointers** on how to hold a rally, march, or vigil.

1) Plan your rally:

Decide what kind of event you want to have. Here are just a few examples, or get creative!

- demonstration - a form of nonviolent action by groups of people in favor of a cause, normally consisting of walking in a march and a meeting to hear speakers.

- candlelight vigil - an assembly of people carrying candles, held in protest (of disaster, tragedy, or suffering). Vigils can include speakers with a public address system and may be covered by the media.

- "honk and wave" - when a group of people assemble at a busy intersection, hold signs, and encourage drivers to honk in support of their issue.

Decide where to hold your event:

Can you gather at your Senator's office? Is there a coal-fired power plant? An iconic location like a central monument or bridge where you can march? A community park? A popular beach that might be threatened coastline from a future possible oil spill?

Decide how many people you want:

Set a goal and get everyone excited to hit it. What have other groups done that was successful? What are you and your friends most excited about doing? Talk it over with friends but don't sweat it. The sooner you set a time and location, the more time you have to spread the word!

2) Recruit people:

- **Decide a time and location NOW** so that you can start spreading the word. Call people you know who'll be most excited and invite them to a planning meeting. Share your vision for the event and why it's important, get their ideas, and enlist their help. Ask them how many people they can recruit and what they can do to spread the word.

- **Groups:** Talk to people who are part of groups- churches, schools, clubs, and ask the whole group to come and help get their members there.

- **Emails and Facebook:** email everyone you know and start a facebook event page.

- **Flyers and sign-up sheets:** take a sign up sheet and a stack of fliers everywhere—talk to people, ask them to come, and give them a flier.

- **Pick up the phone:** live conversations are the most effective way to get people to events. People get lots of email, but if you take the time to talk to them personally and tell them why it's so important that they come, it goes a LONG way. Remind people the night before the event, too, because a quick phone call is very effective.

3) Prep the event

- **Get a permit:** find out if you need permission to hold your rally, march, or vigil there. If it's public property (like a sidewalk or public park), you have the right to be there. Just use your head— don't do anything that's illegal. If the police show up, be polite, explain what you're doing, and say you'll be sure to stay on public sidewalks and streets. If they ask you to leave or move your event, you should do it.

- **Check out the location:** visualize where people will stand, speakers, and figure out how to give directions for people to get there, where to park or public transit tips.

- **Make signs or banners:** here are a few slogans we suggest:

SAVE OUR COASTS

BAN OFFSHORE DRILLING

CONGRESS: NO MORE DRILLING

NO DRILL=NO SPILL

- **Bring materials:** print the sign-in sheet in this kit, banners, and anything else you might need.

- **Invite the media:** email or call the news desk, and tell them the who, what, when, where and why of your event. Ask them to come.

4) Run the event:

- **Greet people and sign them in:** make them feel welcome and get their contact info so we can stay in touch. Print the sign-in sheet on the next page and use it.

- **Take photos!**

- **Speak up and inspire!** Don't be afraid to step up and lead—this is your event you worked so hard for. Kick things off with a quick speech about what's going on and what everyone can expect to do at your event. Thank everyone for attending.

- **After: Send thank you's** and photos via email to everyone who attended.

- **Upload photos to flickr.com so that other Greenpeace volunteers can see:**

Go to www.flickr.com and click on sign in, at the top right corner of the page

Yahoo ID: greenpeaceleadactivists@yahoo.com Password: Greenpeace (G must be capitalized)

Flickr screen name is greenpeaceleadactivists

Click "Upload Your Photos and Video" then click "Choose photo and videos"

Select photos from your computer and click "Open"

Repeat the upload steps until all photos are selected for uploading

Click "Upload Photos and Videos." Next, add titles tags and description

Add the tags: Greenpeace, Global Warming, BP Deepwater Disaster

Title your picture "BP Deepwater Disaster Rally, your city, state"

Then add your name, where the photo was taken, city, state. Click done. That's it! Nice work!