



NUCLEAR INFORMATION AND RESOURCE SERVICE

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DIY: Mobilize for the People's Climate March, Sunday September 21, New York City

<http://peoplesclimate.org/>

Nuclear-Free, Carbon-Free Contingent:

<http://www.nirs.org/climate march/climate march home.htm>

Maybe you were part of the BIG no-nuke “demonstrations” of the 1970’s and 1980’s—maybe you never heard of them. Either way, YOU can have a big part in ensuring the largest turn-out of peaceful people standing with commitment to end climate pollution—and doing so with an effective, sustainable non-nuclear energy plan! Help mobilize for the Nuclear-Free Carbon-Free Contingent of the People’s Climate March. **MOBILIZE?!? HOW?!?**

Your mission is to connect with people who would be *delighted* to be part of the People’s Climate March and the Nuclear-Free, Carbon-Free Contingent... and help them do just that. Many people have not even heard of the march. Many will be interested and when they find out you and others in their community are going to make the trip, they will want to join. A little support can be all it takes. Don’t waste time on people who disagree, or are already defeated. A BIG MARCH is the best medicine for both of them!

This run-down is organized on 6 goals for how you can do this, followed by suggestions; but really, dismiss any part that would be very stressful; focus on those parts that would be fun for you! We all have our own “sweet spot” and when we work from there, we are more effective. Try to find a friend who would enjoy the part you don’t. If you have more ideas do, please call or write Mary Olson at NIRS: Maryo@nirs.org, 828-252-8409. I would love to include your ideas in an update that will be posted on www.nirs.org (click on the picture of the recent European climate rally).

Goal #1 = mobilize folks and **with folks** who already want to go. Start with “Low Hanging Fruit!”

#2 = spread the word— if there’s a spark, get / give contact; help them work it out.

#3 = get commitment from people to make the trip to NYC, and work out the logistics

#4 = Do some media – of all kinds! Communicate before, during and after.

#5 = make signs and banners to bring

6 = make it fun!

Goal 1 -- Those who already want to go are more likely to do so if you are committed!

Party with your friends: If people in your network are aware of the March, they may not have made a commitment to go. Let them know you are serious. If they are interested, plug them into steps 2 + 3 and ask their help with it (multiplier effect). Ideas: Set up your own People's Climate March event page on Facebook or other community site, and then invite your friends... please don't stop at FB though (see step 3 below). Hate Facebook? Your email contact list is another starting point. Off-line, an announcement at your regular meetings or other events, with a flyer (include your contact info) announcing that you are helping to Mobilize to the People's Climate March on Sunday Sept 21 in NYC. Remember: get contact info for steps 2 + 3; don't be shy... or if you are, recruit an assistant to do that part! Call folks. The very best.

Anyone else doing the same thing? Check here: <http://peoplesclimate.org/organizing/>

Or try a search of your town and "Climate March." If organizing is already going on: YAY! It is easy to assume that a group "working on" an issue means it's "covered." When it comes to mobilizing people, it's never covered! Please do not hang up your commitment. Your efforts will extend theirs; team up if it helps you. Or simply know you have company in your quest to make this BIG!

Goal 2 – OUTREACH – Spreading the word!

If folks you already found in Goal #1 all do a little... that will equal a LOT of outreach! It helps to tell new people that you have a solid group of (1, but it will grow!) that they can join. Where are the people who already care, but may not yet know or may not have thought about going?

Local farm markets, food coops, "healthy super markets" (these often allow a table to be set up where you can talk to people). Set up an info table at a friendly concert or other event. Print flyers from <http://www.nirs.org/climate/march/climate/marchhome.htm> or make your own! (Note: flyers on this website are available in three formats: *pdf*—best for downloading and printing for distribution on paper; *jpg*—best for posting online; and *doc*, where you can remove NIRS' contact info and insert your own group's info—and then print and distribute.)

Either way, include your contact info. Put up/hand out flyers at local businesses, restaurants, congregations, healthy / alternative medical clinics, and the like. Reach out to groups: student activity groups/community colleges; table on campus after Labor Day. What local meetings (besides yours) might let you make a brief announcement and pass out flyers at their meeting? Where are people? Pass-out flyers at Labor Day picnics? Remember: share your contact info, and whenever possible collect same from interested people.

Goal 3 – COMMITMENT / LOGISTICS

This part may happen on-line, don't rule it out... but what percentage of "accepts" on Facebook ever show up to an event? If someone won't show up to a meeting at a coffee shop for 1 hour, they have a low score for actually going to NYC. If you know them, and trust them, don't bugger them. IF they are excited but seem to have "cold feet" find out what their concern is, and try to address it (within reason). If it just is not working, ask if there is someone in their family of friends who might go "in their place."

Hold a meeting of those who want to go; choose a FUN plan for when and where to meet-up. If it is mostly people you have not met, a public place like a coffee house or other venue may be more

comfortable. First thing is to be really open to all the questions. You do not have to have the answers, but someone should write them down... and the individual should either be part of getting the answer, or someone in the group should make a commitment to get back to them. The biggest thing is for people to really decide to go. Depending on where you are located, the logistics will be as simple as taking the train, or as complex as chartering a bus or forming a car pool. The People's Climate March has detailed information for Bus Captains, some of which is useful for any mobilizing effort: <https://docs.google.com/document/d/1-XEPP0DVnAi6orkgrjXJj12Cs8G9uWVh7GJrXGrtdkl/edit>

The Peoples Climate March transportation page (<http://peoplesclimate.org/transportation/>) has a growing list of available buses and other transport from around the country. NIRS staff also stands ready to help with problem solving and transportation information: 301-270-6477 and in NC 828-242-5621

Goals 4–6 -- Communicate – before, during and after; don't be stingy on FUN!

Media: YES! use your social media—whatever you use: Facebook, Twitter, tumblr, reddit, and all the rest. Post our flyers everywhere people might see them—online and offline. Also ask enthusiastic folks to send a letter to your local news about why they are going. Contact the editor about a longer OpEd including local angles. What about “embedding” a local reporter to travel with your group? (This idea has worked well in “actions.”). Write a blog post on your or a friend's blog with your reasons for going to New York City September 21, and include contact information. Visually strong signs and banners could make a media “photo op” as you leave for NYC. NIRS plans to distribute several hundred or more colorful flags and signs for people to carry as part of the Nuclear-Free, Carbon-Free Contingent, and we'll have some giant banners too. Our—and your—presence will be highly visible and vibrant, and something your local media will appreciate. At the march send pix and video to your local papers/TV and radio! Plan to do a “report back” in your community about a week after the march. Start promo of that in early to mid-September.

Finally: This planet needs a cure... a cure for many years of putting profit and power ahead of our well-being as a living system. Healthy, joyful fun is not “extra” on this mission; it is a goal!