

TIPS ON HOW TO ORGANIZE A WOMEN'S MARCH OR ACTION



Let's build up our resistance.

Women's March activists across the globe are mobilizing on January 19th to defend our rights and our democracy. People will gather in cities across the world for the Women's March to demonstrate our solidarity and demand social and economic justice.

The Ford government is increasing its attacks on workers, public services, our communities and equality gains. The wrong-headed political direction of the Ford government is harming women and girls in this province eroding the progress we have made.

Ontario women are organized and are mobilizing but we can't stop there. We're coming back with an agenda to build a roadmap for 2022 and the policy changes we want to see.

A march or a protest is a strategic way bring awareness to government actions that erode social, economic and equality rights. Holding a public demonstration helps educate the public about these issues and allows your supporters to speak their opinions.

Women's marches are organized either by Women March ON, which are local community organizing groups, or Women's March Canada.

You can find Women March ON events on Facebook or the OFL website: www.ofl.ca/womens-march-events-across-ontario.

For Women's March Canada events go to: www.womensmarchcanada.com/2019_marches.

Other OFL Resources:

- **Info sheet: Women's March—Tips for the day**
- **Sample Guide for Marshals**
- **Petition: Don't take away social and economic rights for women and marginalized people (English version)**
- **Petition: Don't take away social and economic rights for women and marginalized people (French version)**

More Information:

Check out Council of Canadians' organizer Maryam Adrangi's [zine on organizing rallies](#).

A march or action not planned for your community?

Organize and promote an event.

Got a Conservative MPP?

Take our message "We Are Not Going Back," to their front door.

ORGANIZING TIPS

Reach out to community organizations that are interested in becoming co-sponsors of the march and individuals who can help with planning the event. Labour Councils, Women's Shelters, Child Care Advocates, Anti-Poverty groups, Anti-Racism groups, local Pride organizers, friendship Centres etc.

Choose a location such as a park, city hall, Conservative MPP. Communicate with your supporters to ensure that they feel safe at the location where the march/action will be held.

Set a time that is convenient for most supporters.

OBTAIN ANY NECESSARY EVENT PERMITS.

Set up your sound system. Fiddling around with our sound system the day of the rally can be incredibly stressful. Use this checklist to ensure you have what is needed:

- Megaphones that work;
- Extra batteries for the mega-phones;
- Speakers that you can move;
- A generator if your sound system needs to be plugged in.

Reach out to potential speakers who are knowledgeable on the issues to be highlighted. Keep remarks short. A good group of speakers will be diverse, including people of different genders, races, sexual orientations, ages, and abilities.

Music and chanting can bring energy to a crowd and bring strangers together. Print out chant sheets and distribute them. Create clear, fun, and exciting chants. These can include call and response chants or chants with actions. Be creative, but you can also keep them simple.

Make signs and banners that are eye-catching and that bring attention to your message. Ensure that folks know to take their signs and banners home with them—Don't litter.

Ensure that your message is inclusive and that you do not alienate anyone who may be a supporter. Before the march, talk with your supporters about appropriate messages for signs and banners to make sure that they represent the message of the march without singling out or offending a group of people. Always encourage diversity and unity at your march or action.

Promote your march by reaching out to other groups and organizations. Use social media accounts, including Facebook and Twitter, or, with permission, use organizations' e-blast lists. You can also hand out flyers.

Invite the press by sending out a press release before your event. You can send your press release to local newspapers, to websites and blogs, and to other organizations that may support your message.

Event Marshals are volunteers. Marshals have a lot of different roles during an action, but what marshals are there to do is to help the organizers facilitate the action so that the supports can fulfill their roles. Marshals are a great information source, and also de-escalate situations such as intransigent police, counter-demonstrators, or the press. Marshals are usually distinguished from other supports by an armband.

ONTARIO FEDERATION OF LABOUR (CLC)
FÉDÉRATION DU TRAVAIL DE L'ONTARIO
15 Gervais Drive, Suite 202, Don Mills, Ontario M3C 1Y8

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