



## **ISSUES AND ACTION TOOLKIT**

This toolkit will guide you in creating local events and actions in your hometown that will help generate the political will needed to end AIDS. It will take you through each of the four Campaign to End AIDS “Front Burner Issues,” providing background information, ideas on events you can hold, and step-by-step instructions on how to make your events a success.

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# FOUR FRONT BURNER ISSUES:

## A QUICK OVERVIEW:

### 1. Reauthorize and fully fund the **Ryan White CARE Act**.

Since 1990, the year it was initially passed, the CARE Act has provided hundreds of thousands of Americans with HIV/AIDS with lifesaving treatment, care and other supportive services. But in recent years, it has also been severely under-funded, leading to waitlists for HIV meds in several states and an across-the-board squeeze on its crucial services. This year, 2005, let's work to make sure that Congress not only OKs the CARE Act for another five years but keeps its fundamental, existing structure and services intact—and allocates the \$2.5 billion it needs to be fully operative.

### 2. Keep **Medicaid** strong for people with HIV/AIDS and all other beneficiaries.

Medicaid provides lifesaving health care to countless low-income Americans, including 55 percent of all Americans living with HIV/AIDS and 90 percent of children living with HIV/AIDS. As budget negotiations play out in Congress this year, let's fight to protect Medicaid from budget cuts and structural changes that could hinder its ability to help people living with HIV/AIDS and others with chronic illnesses and disabilities.

### 3. Strengthen the **global fight against AIDS** by fully funding the **Global Fund** and backing **100% debt cancellation**.

The Global Fund to fight AIDS, Tuberculosis and Malaria is a global war chest that funnels resources from nations, organizations and individuals to poor nations hardest hit by those diseases—but it could do so much more to effectively combat the global pandemic in those countries if it got the \$1.5 billion it needs from US Congress in 2005. And we urge wealthy nations to cancel 100% of the debt owed by developing nations to the World Bank and the International Monetary Fund, so that impoverished countries can use their own money to fight AIDS and other public-health crises that are threatening their existence.

### 4. Restore and revive effective **HIV prevention** worldwide based on the best science.

In recent years, scientifically-proven methods of HIV prevention—such as condom use and needle-exchange programs—have been downplayed, ignored, and discredited by politicians responding to religious ideology that demands complete abstinence from sex outside of heterosexual marriage and by governments that criminalize injection drug use rather than approach it as a public health issue. We desperately need these lifesaving prevention approaches— tens of thousands of lives depend on it. Let's demand that our government robustly fund scientifically-proven HIV prevention programs both here and abroad. We demand at least \$1 billion for prevention efforts in the United States, an end to the needle exchange funding ban, passage of the REAL Act to enhance comprehensive school-based HIV prevention education, and no new federal money or set-asides for abstinence-only-until-marriage programs in the US and around the world.

## **Why should we care about the Ryan White CARE Act?**

The Ryan White CARE Act has been an invaluable source of medical care and support services for persons living with HIV/AIDS, especially for persons of color who lack access to healthcare since it was signed into law in 1990. The CARE Act created a national framework, administered by states and metro areas, of treatment and support services for persons who either were without insurance or in advanced stages of HIV disease. Today the CARE Act continues to provide comprehensive service for persons who otherwise would not be able to obtain them. The AIDS epidemic in the United States has changed over time – today, persons of color with limited economic resources are becoming infected at increasing and alarming rates. These men, women, and children – belonging to historically underserved communities – benefit most from CARE Act programs.

## **What's it all about? Understanding the Ryan White CARE Act and Reauthorization**

The Ryan White CARE Act (CARE Act) is the nation's largest program providing services to people living with HIV and AIDS (PLHAs) who lack private health insurance and the financial resources for their care. Services provided by the CARE Act include medical care, drug treatments, dental care, home health care, and outpatient mental health and substance abuse treatment. According to the Health Resources and Services Administration (HRSA), an estimated 533,000 uninsured and underinsured PLHAs receive care annually through the CARE Act. Since 1990, the Care Act has served as the primary funding source of culturally competent HIV/AIDS programs and improved the quality and availability of HIV/AIDS services thereby extending the life expectancy for hundreds of thousands of PLHA. The law was reauthorized by Congress in 1996 and 2000 and is up again now (expected to be considered by Congress in late 2005).

## **The Ryan White CARE Act consists of four titles and Part F.**

Title I supports health care and support services for approximately 200,000 uninsured and underinsured people living in 51 urban areas (eligible metropolitan areas or EMAs), severely affected by the epidemic. More than 70 percent of PLHAs in the US live in an EMA; two-thirds of this population are people of color. **How much is needed to insure services under the act?** \$115 million in additional funds for FY2006, for a total of \$725 million.

Title II provides formula grants for comprehensive home and community-based health care and support services. Additional funds provide health insurance for low-income individuals through Health Insurance Continuation Programs and drug treatments under the AIDS Drug Assistance Program (ADAP). Since 1987, ADAPs have acted as the primary source for prescription drug coverage for thousands of uninsured and underinsured persons living with HIV/AIDS. At present, ADAP represents the largest expenditure under the RWCA (~\$800 million), providing coverage for Highly Active Antiretroviral Therapy (HAART) and other life-saving medicines for eligible individuals. **How much is needed to insure services under the act?** \$50 million in additional funds for Title II base services for FY2006 for a total of \$384 million. A separate \$303 million increase for ADAP, for a total of \$1 billion.

Title III provides direct intervention grants to over 360 private and public non-profit organizations who provide primary care services to low-income and medically underserved populations at risk for HIV. Grants support HIV testing, case management, outreach, and other services. **How much is needed to insure services under the act?** \$41 million in additional funds for FY2006, for a total of \$237 million.

Title IV provides grants for services and access to research for women, children, and families through family-focused primary medical care and social services, with a special focus on the prevention of mother to child transmission of HIV. **How much is needed to insure services under the act?** \$41 million in additional funds for FY2006, for a total of \$113 million.

Part F provides support for the Special Projects of National Significance program (SPNS), the AIDS Dental Reimbursement program (ADR), and AIDS Education and Training Centers (AETCs). **How much is needed to insure services under the act?** \$6 million in additional funds for ADR for FY2006, for a total of \$19 million; \$10 million in additional funds for AETC for FY2006, for a total of \$46 million.

### **Why should we care about Medicaid?**

Medicaid is a federal health care insurance program, administered by states, for low-income seniors, children, and people living with disabilities who either have no health insurance or inadequate health insurance. Medicaid provides health care and long-term care services for nearly 40 million Americans. Medicaid is a lifeline for people with HIV/AIDS, providing care and treatment to the majority of people living with AIDS and 90% of children with AIDS. The future this vital program will be decided by Congress in the coming months.

### **What's it all about? Understanding Medicaid**

Although broad national guidelines are established by the federal government for Medicaid, the specific program eligibility requirements are established by each state. Medicaid policies therefore vary from state to state and oftentimes are complex and confusing. Eligible individuals can qualify through either mandatory or optional eligibility categories. Individual states decided whether or not to provide "optional" benefits. Over half of all Medicaid spending is used for populations and benefits that are not designated as mandatory by Medicaid.

Prescription drugs are the foundation of lifesaving HIV/AIDS care, but they are an "optional" benefit for Medicaid. In addition, many states have saved lives by extending Medicaid health care to single adults, low-income people with AIDS who earn slightly more than the federal income standard of \$579/month, and those who are living with HIV but not yet disabled by AIDS, but these are "optional" populations.

Earlier this year, Congress passed a budget resolution that could lead to major cuts and changes to Medicaid. The budget resolution directs the Senate Finance Committee and the House Energy and Commerce Committee to cut at least \$10 billion (and possibly more) in entitlement health programs like Medicaid over the next five years. However, Hurricane Katrina has changed the dynamic of Medicaid advocacy in Washington.

A number of influential Senators from both parties have asked that proposed cuts be taken off the table, and many are fighting for limited Medicaid expansion to offer basic health care services to people who have been hurt, displaced, or unemployed as a result of Katrina and the catastrophic government failures that followed in its wake.

A bipartisan group of Senators want to provide "disaster relief" Medicaid to Katrina survivors, regardless of where they're now living. This measure would serve all Katrina survivors who need health care, not just poor parents with children, and it would provide 100% federal funding for care, easing stress on tight state budgets. Medicaid is positioned to get the right care to those most in need: the program ensures access to millions of doctors, hospitals, health clinics, AIDS service organizations, and mental health providers across the country.

The proposed legislation would not only help the millions of Americans directly affected by Hurricane Katrina, including more than 21,000 people living with HIV/AIDS, but it will bring much needed and long overdue attention to the benefits of Medicaid and how this system helps millions of Americans get life-saving health care.

If people with HIV/AIDS lose their Medicaid coverage or benefits they will be forced to rely on other programs, like the AIDS Drug Assistance Program and other Ryan White CARE Act services. These programs are already underfunded and won't be able to handle the new demand.

### **How can you help?**

In these tough economic times, we need to do more to make sure vulnerable groups can get and keep life-saving health care. You can take action now to protect Medicaid for people living with AIDS and expand it for Katrina survivors. Ask your Senators to support the Grassley-Baucus Hurricane Katrina Emergency Health Care Relief Package (S. 1716) that will give health care to all Katrina survivors who need it; and urge your Senators not to cut \$10 billion in Medicaid funding when our nation is in need – it's a matter of life and death for people living with HIV/AIDS.

### **Why should we care about global AIDS?**

It is important to understand the links between communities affected by HIV in the United States and those around the world in order to join together across our differences to fight for better policies and programs for all. Although the collective experiences of living with HIV/AIDS in the United States are very different than those in the resource-poor or developing countries where 95% of people with HIV live, the *policies* and *politics* of HIV/AIDS in the United States have a giant impact on prevention, treatment, care, and research around the world. The United States government is the largest funder of research and programs on HIV/AIDS around the world. As activists, we are responsible for speaking out about what we as a global community need to fight the epidemic. The same injustices that we recognize and fight in our society (stigma, discrimination, class struggle) are happening all across the world. When we fight for the right to adequate healthcare and living conditions for our fellow community members, we must fight for those same rights for people living all over the world. Humanity extends beyond the United States – we are all one people.

### **What's it all about? Understanding the Global Fund & Debt Cancellation**

The Global Fund to Fight AIDS, Tuberculosis, and Malaria (GFATM) is a “war chest” channeling money from donor nations (like the United States government), civil society groups (such as community groups, AIDS service organizations, and religious organizations) and individual donors to poor nations hit hardest by HIV, tuberculosis and malaria. Programs funded through the Global Fund are designed by people working on the ground in recipient countries – this is a distinguishing feature of the Global Fund and one of the reasons that it has been so successful. The Global Fund has provided 130,000 people with life-saving AIDS medication, and more than one million people have been tested for HIV and received risk-reduction counseling.

The Global Fund needs a minimum of \$930 million from the United States government for the Fiscal Year 2006 budget; however the United States Senate has recommended allocating only \$600 million. At this rate, the Global Fund will be able to continue funding existing grants but will have no new money to fund any additional projects. With HIV infection rates on a steady incline, the Senate's recommendation is entirely inadequate. Since the United States holds about one-third of global wealth, asking for \$930 million (one-third of the Global Fund's 2006 proposed budget) is by no means unreasonable.

Debt cancellation will help poor countries use their own money to help fight AIDS and poverty. In 2002, low income countries were paying over \$100 million a day to rich nations in service of their debts – money that could be allocated to education and health care. Debt repayment keeps nations from being able to provide a quality of life for their own people. The case of Nigeria's debt repayment illustrates a striking example of this atrocity: Nigeria originally borrowed \$5 billion; to date, they have paid back \$16 billion, but due to unfair repayment terms, they still owe \$32 billion!

In July 2005, the leaders of the eight wealthiest countries in the world (the G8) met and agreed to cancel the debts of 18 of the most heavily indebted poor counties. While this marks great progress, there remain more than 60 other countries that are in dire need of debt cancellation.

### **How can you help?**

Tackling global AIDS can seem like seem like an impossible task- but it is not! There are concrete things we can fight for that will make huge differences in the lives of people living all over the world. Significant steps have already been made towards stopping the global AIDS pandemic, many of them because of the work and compassion of people just like you. This year, C2EA is focusing on two ways to help end the global AIDS pandemic:

1. Full funding for the Global Fund to Fight AIDS, Tuberculosis and Malaria
2. 100% cancellation of debts owed by poor countries, to free up new resources to fight AIDS

## **Why should we care about HIV Prevention?**

HIV prevention efforts in the United States alone are estimated to have saved as many as 1.5 million lives. National and international panels from such organizations as the Institute of Medicine, National Institutes of Health, and Joint United Nations Program on HIV/AIDS (UNAIDS) have completed scientific reviews of HIV prevention programs and all have come to the same conclusion: HIV prevention programs work. Widespread and clear promotion of safer sexual behavior, as well as the prevention and treatment of substance abuse, could prevent tens of thousands of new HIV infections. In addition to saving countless lives, this would also save millions of dollars in healthcare costs.

## **What's it all about? Understanding HIV Prevention Efforts**

Successful and effective science-based prevention programs currently exist to meet the needs of those at risk for HIV infection.

*Correct and Consistent Use of Condoms:* Condoms provide the best method to prevent the transmission of HIV and other sexually transmitted diseases among sexually active people. When used correctly and consistently, condoms provide an effective barrier, blocking the pathway of the HIV virus during sexual activities. A review of several studies conducted by the National Institutes of Health found an 85% decrease in risk of HIV transmission among consistent condom-users.

*Medically Accurate and Comprehensive Sexuality Education:* The most effective sexual health education programs are medically accurate and comprehensive, according to multiple research studies. These programs focus on delaying sexual behavior and provide information on how sexually active young people can protect themselves. The studies also show that comprehensive HIV/STD education does not lead to an increase in, or early initiation of, sexual activity. Other studies show that HIV/STD education can help youth delay when they become sexually active.

*Access to Sterile Syringes (including Needle Exchange):* Syringe access, including needle exchange, is one component of a comprehensive strategy to prevent HIV transmission among injection drug users, their partners, and their children. This broad-based approach, known as harm reduction, provides the individual with an array of strategies to reduce their risk for HIV at their own pace. These strategies include syringe access, drug prevention programs, HIV prevention education, and immediate access to drug treatment for those who are ready.

*Behavioral Interventions Are Effective:* Many studies have investigated ways to help people change their HIV-related risk behaviors. Effective models identified by the CDC include multiple, individual and small group sessions; client-centered, interactive education sessions; peer-led interventions; comprehensive health education; and structural and environmental interventions.

*Testing and Medical Interventions:* We know that people who know they are HIV-positive take steps to reduce their risk-taking behaviors as a means to protect others from HIV transmission. In addition, people who take highly active antiretroviral therapies (HAART) have lower levels of HIV in their semen, vaginal secretions, and blood. It is believed that this will decrease the risk of transmitting HIV to unprotected sex and needle sharing partners.

## **How can you help?**

Proven, effective HIV prevention programs are under funded by the United States government. During the Bush administration, emphasis has been placed on abstinence-only education and programs. Current research findings show that abstinence-only programs are not only ineffective at reducing transmission of HIV, but may result in an increase in sexually transmitted diseases and unintended teen pregnancy. We must fight for medically-accurate comprehensive sex education for our nation's youth, and access to condoms and sterile syringes for those in need.

To support effective HIV prevention, we are united in asking our national government for:

1. Full funding for HIV prevention programs, at the level of \$1.06 billion a year
2. No new money for abstinence-only-until-marriage programs
3. Passage of the REAL (Responsible Education About Life) Act, to increase and improve comprehensive school-based HIV prevention education, and
4. Repeal of the federal funding ban on syringe exchange

# WHAT CAN YOU DO TO HELP?

Whether it is during the weeks leading up to the C2EA caravan or when the caravan is making a stop in your community, you can organize events that educate and mobilize people around C2EA's four front burner issues. Below you will find a list of ideas.

**Be creative:** do not limit yourself to this list, talk to people in your community for additional ideas and brainstorm with your friends, family and colleagues. When you come up with a great idea, please share it with others in C2EA! **E-mail your idea to Michelle at [mbweinber@gmail.com](mailto:mbweinber@gmail.com).**

- > Make call-in and letter writing campaigns part of **ALL** your events and meetings
- > Hold a teach-in on one of the front-burner issues
- > Take Action in Four Corners
- > Organize a "Bake Sale for the Global Fund" to highlight the need for increased U.S. funding
- > Organize a Panel Discussion or Town Hall Meeting on one of the front-burner issues
- > Encourage local religious leaders to talk to their congregations about the proclamation of Jubilee and how it relates to debt cancellation and the AIDS crisis in developing countries
- > Show a documentary about AIDS, invite people to discuss the film and take action
- > Submit op-eds and letters to the editor about one of the front burner issues (NOTE: for more information about working with the press, get in touch with the Media and Marketing working group. **Email Tim Murphy at [timmurphy2005@yahoo.com](mailto:timmurphy2005@yahoo.com).**
- > Hold a benefit concert
- > Organize a rally, protest, or picket about one of the front-burner issues

# HOW CAN YOU DO THESE THINGS?

The following pages contain step-by-step guides for how to make the events/action items listed above successful in your community. If you have any questions or need some assistance making your event a success, the Issues and Action working group is here to help! **Contact Michelle at [mbweinber@gmail.com](mailto:mbweinber@gmail.com).**

## ORGANIZE A CALL-IN/ LETTER WRITING CAMPAIGN:

This is a great way to get people to take action! You can easily incorporate letter writing and call-in campaigns into meetings and events for C2EA. This is a simple way to have a *huge* effect on policy changes.

Phone calls and hand written letters make a difference when elected officials are making their decisions. Representatives and senators generally count each handwritten letter they receive as speaking for 250-300 people who care about the issue! And if you can flood the office with phone calls they will take note of your issue.

### What to do:

- Take 10 minutes during any (and all) meetings or events and ask people to make phone calls and write letters to your elected officials.
- If possible, you should do this in the middle of the event or meeting when you have everyone's attention rather than waiting until the end.
- You want to provide people with a script for making phone calls, and a sample letter they can follow when writing their own. Make sure you're prepared! Include you Senator or Representative's phone number, which you can find online at [www.senate.gov](http://www.senate.gov) or [www.house.gov](http://www.house.gov).)

**>>We have included scripts and sample letters for people to take action around Medicaid and the Global Fund (see the following pages for examples).**

- If you collect hand written letters it is best to FAX them to your Senator or Representative's office (due to long security delays with mail). The office fax numbers are provided along with the sample letters. If you do not have a fax machine, ask a local ASO or other organization working with C2EA to use their office to fax the letters.
- If you are making phone calls, don't expect to talk with the Senator or Representative! You will leave a message with the person who answers the phone that will then be passed on to the Senator or Representative. If you are calling in the evening, you will be able to leave a message on the Senator or Representative's voicemail. **Imagine** when they return to work to find their voicemail full of messages about ending AIDS – **your** demands will make an impact.

## C2EA Global Fund Action Materials

These are general examples. You should personalize them for the particular senator or representative. Please contact Lauren ([LaurenG@healthgap.org](mailto:LaurenG@healthgap.org)), Sara ([renn@healthgap.org](mailto:renn@healthgap.org)), or Asia ([asia@healthgap.org](mailto:asia@healthgap.org)) for suggestions to make them pack a punch for your specific member, especially if you live in AZ, OH, PA, KY or TN.

### Who to call/write:

**AZ: Rep. Kolbe** 202-225-2542, 520-881-3588, fax 202-225-0378

**OH: Senator DeWine** 202-224-2315, fax 202-224-6519

**PA: Senator Santorum** 202-224-6324, fax 202-228-0604

**KY: Senator McConnell** 202-224-2541, fax 202-224-2499

**TN (and all other states): Senator Frist** 202-224-3344, fax 202-228-1264

**>>If you do not live in one of the states listed above: call/write to Senator Frist <<**

### Sample Call-In Script:

Make a copy for everyone at your meeting. You can all call at the same time.

“I am calling about the foreign operations spending bill, now in conference. The US promised to fully support the Global Fund to Fight AIDS, Tb and Malaria. That’s why I urge Rep./Senator \_\_\_\_\_ to support a \$930 million total appropriation for the Global Fund this year.

So far, each dollar from the US has been matched by two dollars from other nations. Canada, Italy, France and others are doing their fair share, so the US should as well. Unless the US contribution is increased, our contribution to the Fund will be much less than one-third of all contributions for 2006.

Unless the \$930 million is provided, the Fund will not be able to help countries improve their healthcare systems or expand access to prevention and treatment of killer diseases.

Rep./Senator \_\_\_\_\_ must find a way to keep our promise to the Fund. Thank you.”

## Sample Letter:

Hand-written letters are most effective. You can then fax them in or **hand-deliver** them to the local office.

Dear Senator/Representative \_\_\_\_\_,

I am deeply concerned about the Foreign Operations Appropriations Bill now in conference.

The US promised to fully support the Global Fund to Fight AIDS, Tb and Malaria. Other donors to the Fund, such as Canada, Italy, France, Japan, and others are doing their fair share: the US should as well. So far, each dollar from the US has been matched by two dollars from other nations. *The US's fair share contribution this year should be \$930 million total, so it is essential that you support \$600 million out of the conference committees now as well as an additional \$330 million later.*

The Fund is doing excellent work in helping Rwanda cope with the legacy of genocide. It is also saving lives in Russia, India, and many other places not fully reached by US programs. Unless we fully support it, the Fund will not be able to help countries improve their healthcare systems or expand access to prevention and treatment of killer diseases. I urge you to ensure \$930 million for the Global Fund this year so that it is able to renew expiring grants and issue a new round of grants in 2006.

We have to find a way to keep our promise to the Fund.

Sincerely,

Name

Address

## **C2EA Medicaid Action Materials**

### **FIGHT AGAINST MEDICAID CUTS AND FOR EXPANSION TO SERVE KATRINA SURVIVORS**

Hurricane Katrina has changed the dynamic of Medicaid advocacy in Washington.

A number of influential Senators from both parties have asked that proposed cuts be taken off the table, and many are fighting for limited Medicaid expansion to offer basic health care services to people who have been hurt, displaced or unemployed as a result of Katrina and the catastrophic government failures that followed in its wake.

A bipartisan group of Senators, including Kay Bailey Hutchison and John Cornyn, Republicans from Texas, and Mary Landrieu of Louisiana want to provide “disaster relief” Medicaid to Katrina survivors, regardless of where they’re now living.

The measure is a big improvement over what FEMA and the Bush administration have proposed so far in two big ways: (1) it would serve all Katrina survivors who need health care, not just poor parents with children and (2) it would provide 100% federal funding for care, easing stress on tight state budgets.

The Congressional Budget Office has estimated that the measure would cost only \$6-8 billion for the coming year – a good investment in health care for those who need it and a reasonable cost at a time of \$50 billion FEMA appropriations and \$100 billion war appropriations.

Although some members of Congress have suggested other ways of providing care, only Medicaid is positioned to get the right care to those most in need. It’s nationwide, so it will cover survivors wherever they’re staying now. And it ensures access to millions of doctors, hospitals, health clinics, AIDS service organizations and mental health providers across the country who are already part of Medicaid.

Advocacy right now is a two-step process: support the Medicaid expansion for Katrina survivors in need, and fight the proposed cuts with a “now is not the time” message.

#### **Call your Senators with these two important messages:**

- 1. Support the Grassley-Baucus Hurricane Katrina Emergency Health Care Relief Package – S. 1716 – that would give health care to all Katrina survivors who need it; and**
- 2. Don’t cut Medicaid when our nation is in need – take the \$10 billion in new cuts off the table – it’s a matter of life and death for people living with HIV/AIDS.**

## **HOLD A TEACH-IN:**

Teach-Ins allow for you to educate the community. You can either run the teach-in yourself, or find someone in your community who feels comfortable leading the teach-in. You should chose which of the four front-burner issues you want you teach-in to focus on. Your teach-in can start with general information about C2EA, and then move on to the importance of the front-burner issue you decide to highlight.

Remember to include some time for teach-in participants to take action by calling and writing to your Senators and Representatives.

### **Things To Do to Organize a Teach-In:**

1. Decide on what front-burner issue your teach-in will focus on. You will need to find someone to do the teaching, and also prepare materials to hand out to participants (fact sheets, information about C2EA, etc.)
2. You need to find a space where the teach-in can be held. Ask around at local churches and community organizations to see if they have a room you can use one evening.
3. Find people to attend! One good way to get people to a meeting is food – if you hold the meeting at 6:00 or so, you can provide dinner for people who are just leaving work of school. Advertise for the town hall meeting all over—start with local religious centers, ASO's, the library, and anywhere else you can think of.
4. Use the meeting to educate people about C2EA. This will be a great opportunity to let others in your community know more about the Campaign. You can start out with an introduction to C2EA then move into talking about one of the front-burner issues. Be sure to have information people can take home with them and a sign-in sheet so you can get the people who attend plugged into the campaign.
5. After educating people about the front-burner issue you pick have them take action on that issue before going home! Incorporate a call-in or letter writing into your teach-in.

## TAKE ACTION IN FOUR CORNERS:

This is a great way to incorporate ALL four front burner demands into one activity! This can be done as its own event, or incorporated into other events such as benefit concerts, town hall meetings, and more.

The basic idea: have 4 stations set up around a room – each representing one of the four front-burner issues. People will have the opportunity to walk around to the different tables and at each learn about the issue and take action.

You can decide how exactly you want this to work – there can be speakers at each station, fact sheets, trivia games, etc. Think of creative ways to get the information across to participants. At each station there should also be a way to take action: calling your senator, writing a letter, etc.

### What You Will Need:

1. **A large room:** check around at local churches and community centers to see if they have space you can use
2. **Four stations:** you will need a table, signs, and materials for each station. You should assign a few people to each station, they will be in charge of making a sign for the table, deciding how to get the information across, creating (or copying) any materials needed, and running the table during the event.
3. **People to attend:** you can make this event part of other things happening in the community that might draw a crowd, or decide to hold the even on its own. Either way you should advertise around town (at the library, ASO's, community centers, schools, etc.) to get people to attend the event. Providing food or other free giveaways is a great way to get more people to attend.
4. **Sign-In sheet:** you want to make sure you get contact information for everyone who attends so that you can get them more involved with C2EA and your caravan. You have everyone sign in as they come in, or have sign-in sheets at each station.

# HOLD A “BAKESALE FOR THE GLOBAL FUND”

*It's easy, fun, and effective!*

Have you ever hear that saying about how it would be quite the day when schools had all the money they needed and the military had to have a bake sale to buy a bomber?

Well, this action is along those same lines. The idea is that we have to sell brownies and cookies to raise money to fight AIDS because the government continues to underfund this program. Of course we aren't really expecting to raise even a tiny fraction of the \$930 million\* the U.S. should be giving to the Global Fund; we're trying to get the media and the public to notice how ridiculous it is that your target (your Senator or Congressperson) isn't fighting for as much money as needed to fight AIDS so you need to help him/her out by having a Bake Sale.



\$930 million is the amount of money needed to finish paying programs that already have grants, and to start the next round of funding.

There's a whole lot that you can do with this to make it fun and effective.

Here are some suggestions for how to go about planning it, but don't forget to infuse it with some creativity!

First you need to pick a **target**. This should be your Senator or Congressperson, they are the person that has the power to give you what you want! The bake sale's goal is to put the pressure on your target to take **action** (here the action is increasing the amount of money the United States is giving to the Global Fund)

Second you need to decide *where* to hold the bake sale. The most effective place would be in front of your targets office (most Senators will have a local office, you can find out where it is online at [www.senate.gov](http://www.senate.gov))

## **A Bake Sale will be most effective if you accomplish the four following things:**

1. Get noticed by the staff of the district office of your Senator or Congressperson (meaning you do it during office hours)
2. Get people to make phone calls to the target's DC office (meaning you do it during Eastern Time office hours). If you can't do this, have people write letters and make sure you fax these in immediately after the event.
3. Get media coverage (meaning you make sure that you follow the steps outlined in the media guide *including* making press calls)
4. Convey the message clearly

### **The way the Bake Sale might play out:**

You set up a stand in front of your senator or representative's district office. You have a banner or large poster with a brief message that makes your point. You make have other cool visual stuff like a giant thermometer on poster to keep track of your progress toward \$930 million. You might also have a giant cookie (try making a couple in pizza pans and putting frosting or something in between them to make a giant oreo-like cookie) or a giant brownie (make a couple pans of brownies but don't cut the brownies and stack one of the pan size brownies on top of the other one to make a giant brownie). The tray holding the giant cookie/brownie should have a sign that says \$100 million each--- you have to sell about 10 cookies/brownies to be able to reach our goal of \$930 million (the media will want to be able to take a picture of this).

People can either pay \$100 million for a giant cookie or brownie or they can get a regular size cookie/brownie if they make a call to the senator or representative's DC office (and/or write a letter). (The point here is that the government has to spend the money to fight AIDS and we've got to make the government do it.)

When the press arrive (at a pre-determined time that you've indicated in your press advisory that's not too long after you get there) your group goes into the office and tries to sell the \$100 million giant brownie or cookie and explains to the staff why you have to sell baked goods to fight AIDS. Depending on how that goes, you either decide to go back to the sale outside or to call it a day. You give all press who are present a press kit and have a designated media person who answers questions and coordinates the press's efforts.

### **Checklist to make your bakesale a success:**

- Find out your elected official's position on this the Global Fund
- Have a meeting (in person or over the phone) with people interested in doing this as soon as possible.
- Assign someone to bring a table or stand to the event.
- Assign someone to scope out the location and take digital pictures to bring back to the group.
- Plan your media strategy, which should include a press advisory, a press release, press phone calls, and a press kit.
- Assign people to bake cookies or brownies for the event, including a giant cookie or brownie.
- Assign someone to make info sheets that include AIDS facts, info about U.S. funding, the Global Fund, and a description of why you're doing the bake sale.
- As a group, make a poster/banner for the event and any other visuals you want. (You could also assign someone to do this if you don't have time at the meeting or if you do it over the phone.)

Sample Press Advisory:

**August 1, 2005  
(123) 123-4567**

**Contact: John Doe**

### **Community Members Hold Satirical Bake Sale for the Global Fund**

Community members involved with the Campaign to End AIDS will hold a global AIDS Bake Sale in front Senator DeWine's Columbus office this Saturday to call on Senator DeWine to support providing \$930 million to the Global Fund this year. With 45 million people infected with HIV/AIDS and over 25 million already dead, the United States current funding levels are leaving people scrounging for other ways to raise money to save the lives of millions. At the satirical bake sale, a passerby will have the opportunity to help Senator DeWine raise the money he needs to fight AIDS by purchasing a giant cookies for \$100 million each. Those who believe the government is in a better position to contribute the billions of dollars needed will be able to make a call to the Senator as part of a national AIDS call-in day and they will receive regular-sized cookies. "The Global Fund is in danger of running out of money. It is urgent that the Senator does all he can to guarantee at least \$930 million is provided by the United States this year. We hope this bake sale will help encourage him to do the right thing," said Sue John, a resident of Columbus, OH.

**Who:** The Campaign to End AIDS (you can also add your organizations name here)

**What:** Community members hold a global AIDS Bake Sale in front of the Senator DeWine's Columbus office calling on him to fully fund the Global Fund to Fight AIDS, TB, and Malaria

**Where:** Senator DeWine's Office, 123 Senate Street, Columbus, OH

**When:** 4:00-5:00 p.m. Saturday, August 6<sup>th</sup>

(At **4:45PM** community members will attempt to sell Senator DeWine \$100 million cookies through the his local staff and will ask the staff to participate in the national call-in day to the Senators Washington DC office.)

**###**

**NOTE:** for more information about writing press releases and advisories, get in touch with the Media and Marketing working group. **Email Tim Murphy at [timmurphy2005@yahoo.com](mailto:timmurphy2005@yahoo.com).**

# HOLD A TOWN HALL MEETING

A town hall meeting is a forum for the community to come together to discuss an issue that is important to its members. A town hall meeting is also an opportunity for you to involve more people in efforts to mobilize your community to take action to fight AIDS. You can set up a town hall meeting that will focus on The Campaign to End AIDS and one or more of the front-burner issues.

## Things To Do to Host A Town Hall Meeting:

1. You need to find a space where the meeting can be held. Contact local churches and community organizations to ask if they have a room you can use one evening.
2. You need to find people to speak at you town hall meeting. Look around in your community to find people who have stories to tell and knowledge to share about HIV and AIDS. If there is a college or university in town reach out to professors who do work on development and international relations, or professors do HIV-related research. Check to see if there are doctors or workers at local ASO's who would be willing to share their stories. You can also educate yourself about these issues and then teach what you have learned to others!
3. Invite you representative (or a spokesperson from their office) to attend. This will give you the chance to show your representative that addressing AIDS is important to his or her community. It will also be a great chance to ask your representative questions and get them to commit to working on AIDS issues.
4. Decide on one action step you want people to take at the town hall meeting to respond to the AIDS crisis. It could be anything: pass around a cell phone and ask participants to call their elected official about one of the front burner issues, or create and sign a petition.
5. Find people to attend! One good way to get people to a meeting is food – if you hold the meeting around 6:00 p.m., you can provide dinner for people who are just leaving work or school. Advertise for the town hall meeting everywhere –start with local religious centers, ASO's, the library, and anywhere else you can think of.
6. Use the meeting to educate people about C2EA. This will be a great opportunity to let others in your community know more about the Campaign. You can start out with an introduction to C2EA then move on to talking about one of the front-burner issues. Be sure to have information people can take home with them and a sign-in sheet so you can get the people who attend plugged into the campaign.
7. Get the media there! Send out a press advisory to your local newspaper, TV, and radio stations and see if someone can come to cover the event. Getting media coverage will help spread you message beyond those who attend the town hall meeting, and alert your Senators and Congressperson that people in their districts care about AIDS.

# ORGANIZE A PANEL DISCUSSION ON AIDS

A panel discussion is a great way for people to become more educated about issues surrounding HIV and AIDS. You will want to choose one of the front burner issues to serve as the topic for your panel discussion. You should try to bring together a variety of people to serve on the panel so that they can give diverse perspectives on the topic.

## Things To Do to When Organizing a Panel Discussion:

1. You need to find a space where the meeting can be held. Contact local churches and community organizations to ask if they have a room you can use one evening.
2. You need to find people to speak on the panel. Look around in your community to find people who have stories to tell and knowledge to share about HIV and AIDS. If there is a college or university in town reach out to professors who do work on development and international relations, or professors do HIV related research. Check to see if there are doctors or workers at local ASO's who would be willing to share their stories.
3. Decide on one action step you want people to take at the panel to respond to the AIDS crisis. It could be anything from passing around a cell phone to participants to have everyone call their elected official about one of the front burner issues to signing a petition.
4. Find people to attend! One good way to get people to a meeting is food – if you hold the discussion around 6:00 p.m., you can provide dinner for people who are just leaving work or school. Advertise for the town hall meeting everywhere – start with local religious centers, ASO's, the library, and anywhere else you can think of.
5. Use the discussion to educate people about C2EA. This will be a great opportunity to let others in your community know more about the Campaign. You can start out with an introduction to C2EA then move into talking about one of the front-burner issues. Be sure to have information people can take home with them and a sign-in sheet so you can get the people who attend plugged into the campaign.
6. Get the media there! Send out a press advisory to your local newspaper, TV, and radio stations and see if someone can come to cover the event. Getting media coverage will help spread your message beyond those who attend the panel discussion and raise awareness of the issue in your community.

## C2EA Prevention Action Materials

# A TOWN HALL MEETING or PANEL DISCUSSION on *HIV PREVENTION*

### Which one should we pick – town meeting or panel discussion?

A *panel discussion* could allow for a broad range of speakers on prevention issues each providing his/her expertise – a school board member or teacher, prevention outreach worker, needle exchange volunteer, person living with HIV (maybe they are also a parent or grandparent), politician, young person who is a peer educator, or researcher. A panel discussion should permit time for questions and answers and a good dialogue with the audience.

A *town meeting* usually does not have formal speakers and there is a greater emphasis on dialogue between participants. At a town meeting, a lesser emphasis is placed on presenting the facts and research on what we know about prevention, and a greater emphasis is placed on conversation and personal experience. Facilitators play an important role in an organized town meeting. Consider having 2 facilitators – one youth and one elder – to show the importance of intergenerational HIV prevention dialogue! A great facilitator can help people of different views find common ground.

### What should we talk about?

Here are the “asks” of C2EA about HIV prevention that you can design your event around. As you organize your panel discussion or town meeting, prioritize the issues people can take action on as stated below:

*Let's demand that our government robustly fund scientifically-proven HIV prevention programs both here and abroad. We demand at least \$1 billion for prevention efforts in the United States, an end to the needle exchange funding ban, passage of the REAL Act to enhance comprehensive school-based HIV prevention education, and no new federal money or set-asides for abstinence-only-until-marriage programs in the US and around the world.*

**Turning “asks” into action steps:** Here are some action steps you could choose from:

- **Write or call legislators to support the REAL act – on the spot!**: This page has all the info you need, plus helpful links:  
<http://www.advocatesforyouth.org/real.htm>  
Find out here if your legislators are co-sponsors:  
<http://capwiz.com/advofy/issues/bills/?bill=6978076>  
<http://capwiz.com/advofy/issues/bills/?bill=7100151>
  - You can ask everyone to pull out their cell phones to call legislators and leave a message then and there. Or bring paper so everyone can take a few minutes to write to their legislator. If you have internet access at the

site of the meeting, you can look up people's representatives on the spot. If not, you can collect the completed letters along with each writer's address and look up the appropriate representative's information at a later time.

- Sign the **Sexuality Education Pledge**: The pledge was developed by ACT UP Philadelphia. You can print it on a petition or individual postcards – or in a format where you can collect signer's contact information for future efforts, and let them keep the pledge.

**Sexuality Education Pledge:**

*We Pledge to support Comprehensive Sexuality Education Programs:*

- *Based on science, not politics or any one religion*
- *That emphasize both abstinence and condom use*
- *That value the experiences of all people, regardless of Gender, Sexuality, Religion, HIV Status, Race or Class.*

*We pledge to show respect for young people by giving them all the information they need to protect themselves.*

If your audience wants more information, collect their e-mail addresses and send them to CHAMP (see contact information below) and CHAMP will keep them in touch with how to further their pledge by advocacy for the REAL Act, and pass their info on to people working on these issues in their states.

- **Speak out about your state's situation**: Contact **SIECUS** (see contact information below) for information on what's happening RIGHT NOW with comprehensive sexuality education and abstinence-only-until-marriage in your state/area. SIECUS can help you find a speaker who can bring a specific action step that fits what's going on in your state.
- **At your town meeting, screen the film "In Women's Hands," which is about Microbicides**: The Global Campaign for Microbicides has this great film available in 10 and 25 minute versions – you can get more info at <http://www.global-campaign.org/film.htm#about>. The Campaign for Microbicides will also even provide discussion guides.

**For more information or ideas, contact:**

**Center for Health and Gender Equity (CHANGE)**: CHANGE has seen firsthand the impact of US policies that are restricting effective HIV prevention and increasing abstinence-only-until-marriage programs in Africa. Contact CHANGE for more information and ideas for your event: [www.genderhealth.org](http://www.genderhealth.org), or contact Healy Thompson by phone at 301-270-1182, or by e-mail at [healythompson@sbcglobal.net](mailto:healythompson@sbcglobal.net).

**Community HIV/AIDS Mobilization Project (CHAMP)**: CHAMP produced the training kit for our C2EA gathering in May 2005, and can help you with your plans for community events on HIV prevention. CHAMP can also help find great facilitators and guest speakers with expertise on comprehensive sexuality education, abstinence-only-until-marriage, HIV prevention, and what is going on with HIV/AIDS in the US and around the world: [www.champnetwork.org](http://www.champnetwork.org), or contact Julie Davids by phone at 646-431-7525, or by e-mail at [jdavids@champnetwork.org](mailto:jdavids@champnetwork.org).

**Harm Reduction Coalition:** Great materials on the importance of comprehensive HIV prevention for drug users, including access to sterile syringes: [www.harmreduction.org](http://www.harmreduction.org).

**SIECUS:** This organization has information on how abstinence-only-until-marriage funds are spent in every state: <http://www.siecus.org/policy/states/index.html> and they provide great materials for talking about – and taking action for – comprehensive sexuality education in our communities: <http://www.communityactionkit.org/>. You can contact Rebecca Fox by phone at 202-265-2405, or by e-mail at [rfox@siecusdc.org](mailto:rfox@siecusdc.org).

# SHOW A DOCUMENTARY ABOUT AIDS

Showing movies is a great way to help people feel connected to both domestic and global AIDS. Check at your local library to see if they have any movies on HIV and AIDS. See people for some suggested films to show.

## To Organize A Documentary Showing:

1. You need to find a place to show the movie – preferable one with a big screen TV or projector. Ask at local religious centers, community centers, and schools to see if anyone has a space where you can show the movie.
2. You need to get a copy of the film you want to show – check with your local library to see if they have it, and if not, if they can order it for you. You can also check with local AIDS organizations to see if they have any films you can show.
3. You need to get people there! You should advertise the movie showing all over town, though email, phone calls, even advertisements in the local paper.
4. You may (if you have a budget for it) want to provide snacks for the people who come to the showing.
5. Have a discussion! When the movie is over, ask people to stay around for a little while so that you can hold a discussion about the movie, how people feel about, and how they can get involved to help end global AIDS.
6. **Propel people into action!** Before everyone leaves, ask them to take a minute to write letters to their Senators and their Congressperson. They can share with them the emotions they are feeling after seeing the film and why it is so important for the United States to end AIDS.
7. Tell people about the Campaign to End AIDS and ways that they can get involved if they are not already. You have a group of people who are now engaged with the issues, it is a great time to get them excited about helping out with the campaign.
8. Make sure you collect everyone's names and contact information – the best way to do this is to put a sign-in sheet by the door as people come in.

## Suggested Film: Pills Profits Protests

A film by Anne-Christine d'Adesky, Ann T. Rossetti and Shanti Avirgan

60 minutes, color, USA, 2005, Video

Distributed by: Outcast Films

<http://outcast-films.com/>

In a sweeping feat of storytelling, PILLS PROFITS PROTEST: CHRONICLE OF THE GLOBAL AIDS MOVEMENT shows the international coordination of grassroots activists in the streets, mobilizing governments to address the AIDS pandemic. This upbeat, fascinating portrait shows the changing face of AIDS politics and activism worldwide.

"PILLS PROFITS PROTEST has become a critical tool in our advocacy trainings. Not only does it clearly and comprehensively explain the issues and challenges of the global

AIDS movement, but the creators' fine filmmaking leaves you charged, energized, ready, and willing to join the fight!" Amanda Lugg, Community Advocate, African Services Committee, New York.

**Other Suggested Films:** Check your local library for these films; you can also purchase most of these films online:

- Undetectable (dir. Jay Corcoran)
- The Education of Shelby Knox
- Heart of the Matter
- Pandemic: Facing AIDS
- Life and Debt
- The Band Played On

# HOLD A BENEFIT CONCERT

*Want a project that gets your community involved and raises money? How about planning a benefit concert?*

Benefit concerts usually require at least a month to organize, but they're a great way to get your community involved with C2EA and to raise money and awareness about the Global Fund (and if you've got connections and dedication, you can put them together in less time!). Although you can have just one group perform for the whole concert, we've found it more successful to have multiple groups/ensembles/acts perform for about 10 minutes each. You can have an A Capella group, a rock band, a dance troupe, an improv group, a drumming group, and the gospel choir all perform.

To plan a benefit concert,

- 1) Find a location
- 2) Choose a date
- 3) Start getting groups on board
- 4) Pick a recipient of your fundraising (it could be a local ASO, an international NGO providing AIDS services, C2EA, or any other group)
- 5) Start advertising
- 6) Choose an MC (maybe two)
- 7) Figure out how you'll incorporate AIDS awareness into the night
- 8) Schedule the groups that agree to perform
- 9) Collect money at the concert

When choosing a **location**, think about a relatively informal setting that can pack in a lot of people. This will most likely be about a two hour event and people should be able to come and go as they please. (The more people who cycle through, the more money you'll raise.)

**Choose a date** when there aren't too many conflicting activities and people are likely to want to go out to a concert. You may want to consider which group will be your biggest draw and make sure they can perform that night. Once you've chosen a date, put the benefit concert on local calendars.

You want to **start getting groups on board** early. Think about the local groups that you and your friends have connections with and the groups that will draw the most people to your concert. Ask these groups early.

Make sure you **pick a recipient for your fundraising**. Groups that perform and people that come to the concert will want to know where the money is going. You may want to raise money for a local group, or C2EA and the caravans.

You should **start advertising** your benefit concert at least two weeks in advance. Be creative about where you advertise!

Although it might get overlooked in all of the logistical planning, **choosing a good MC or two** can be crucial to the success of your concert. Good MC's will make sure the concert runs smoothly, inspire people to donate lots of money, and convey to the audience why they should get involved in C2EA and the global fight against HIV/AIDS.

**The Key:** You don't want to pass up the opportunity to spread the message of the Campaign to End AIDS and global AIDS to hundreds of people. Make sure you **figure out how you'll incorporate AIDS awareness and at least one of the front-burner issues into the concert**. You'll have a captive audience, so a benefit concert is a great opportunity to do letter writing. If you decide to do letter writing, consider doing it in the middle of the concert, after people have had a chance to get psyched up about what's going on. If you pass out action alerts, paper, and pens to everyone, they can write while the next few acts perform. You can also have the MC give facts about C2EA, and the AIDS crisis in-between each performance. Also consider putting information on posters up around the room.

As the night approaches, don't forget to **schedule when all the groups will perform**. This way you know each group will be there on time and your MCs know the order of the show.

Although you can sell tickets for the event, we recommend that you make admission free and then **collect money at the concert**. Have people with big buckets at each of the doors and walking around asking for donations. Plant some people in the audience to throw money onto the stage during performances. Pump up your MCs to generate audience donations. And make sure your posters include the fact that it is a BENEFIT concert, so people bring money.

## **ORGANIZE A RALLY, DEMONSTRATION OR PICKET:**

A fun and potentially powerful part event to hold is a rally, demonstration or picket. In the majority of cases, these types of actions take more time to plan and organize than a letter writing campaign or call-in day. You will need to do a lot of media work to make sure that your rally/demonstration is well-covered. Talk to the marketing and media working group to get tips about how to get media coverage of your event.

As part of the C2EA Days of Action, a “**Youth in the Dark**” rally will be held in Washington, DC. To make this initiative even more successful, your community could hold a smaller-scale ‘Youth in the Dark’ rally. Follow the guidelines below and check out the C2EA web site for more information about the national event.

**When doing a rally or demonstration there are a lot of questions that you want to answer before and as you start planning it.**

- First you need to decide on the demand and target of the rally: focus on one of the front-burner issues as your demand. Your target will most likely be your elected officials –consider holding the demonstration outside of their local office

### **Other questions to consider:**

- What is the story for the press?
- What will the headline be and is it clearly conveyed? Is your message clear and will it be clear when the media gets through with it?
- Are you creating a picture for the press? (A picture can be large numbers of people as in a rally or it can be some creative action as in a demonstration)
- Will the press want to come? How is this new and fresh? Will their viewers/readers care?
- How will the target know about the action? Will it just be through the media or will you do it in front of his/her office?
- Will people want to come to the rally or demonstration? Is the purpose getting people out to it or can it be successful if it’s smaller?
- Will people who come be engaged in some way and will they know what to do? If it’s a rally, will you have signs for them and well-thought-out chant? If it’s a die-in, will they know when to die?
- Can you talk through the demonstration? From beginning to end, can you say what happens—action by action? If not, how will that be determined?
- Will you need a stage, a sound system, a permit? How will you get these? How will you pay for these?

Be creative when planning your demonstration, it will make it more fun and help get media to your event. Brainstorm ideas with your caravan planning council. Just make sure you answer the questions above as you’re thinking about any idea for a demonstration.

**Here is a checklist of things to remember as rally/demonstration day approaches:**

- No matter what angle a photo is taken from, it should have your message in it. This means having posters that are front and back and having the message behind the stage or the speaker
- Make sure you have handouts for people about C2EA and the front-burner issues.
- Have a press sign-in station and make press kits available there that include the press release and information about C2EA.
- Be sure to have chants ready for a rally. You may want to have these written out on chant sheets.
- If you're having a rally, have lots of signs/posters for people to hold and ask them to bring their own.
- Know what the message of the event is and make sure that this is the most prominent message (a banner will help with this)
- If you're going to have a large number of people there, make sign-in sheets or, better yet, sign-in cards. You can print individual cards on cardstock which may be better than sign-in sheets because you won't have a long delay at a table while everyone waits to sign-in. You can have buckets going through the crowd for people to drop their cards in.
- If it's a rally, explain to people over the microphone why you're asking them to sign-in so that they'll be more likely to do oblige.
- If it's a rally, consider making noise makers (pennies in a milk gallon jug work) and having people bring drums.