

DC & EVERYWHERE PEOPLE'S MARCH

LOCAL ACTION STARTUP GUIDE

On January 20, the U.S. will begin a new presidential term with the start of an openly authoritarian administration. We face a government of billionaires, con artists, and white supremacists who are enriching themselves while dividing and attacking our communities. **They unite to divide. We must unite to rise.**

On January 18th, tens of thousands of everyday people from all over the U.S. and the world will converge in D.C. for a mass march. **Let's make the weekend of January 18th a weekend of resistance all around this country and the world.**

"We who engage in nonviolent direct action are not the creators of tension. We merely bring to the surface the hidden tension that is already alive. We bring it out in the open, where it can be seen and dealt with."

- Dr. Martin Luther King, Jr.

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[--->QUICK LINK: SUBMIT AN ACTION<---](#)

BACKGROUND

WHO IS BEHIND THE PEOPLE'S MARCH?

The People's March is a powerful coalition of hundreds of groups, convened by Women's March, with over 100,000 people already committed to marching across the country. More than 70,000 of them are ready to take action in their own communities on inauguration weekend, showing the strength and nationwide reach of this movement. See PeoplesMarch.com for the most updated list of coalition members.

WHO IS THIS MOBILIZATION FOR?

All who stand for human rights and freedom over fascism are welcome. We all march for different reasons, but we march for the same cause. If you believe that decisions about your body should remain yours, that books belong in libraries, not on bonfires, that healthcare is a right, not a privilege for the wealthy; if you believe in the power of free speech and protest to sustain democracy; or if you want an economy that works for the people who power it—then this march is for you.

WHY MARCH/RALLY/PROTEST?

- **Demonstrations build community and relationships.** We march to strengthen our bonds, ensuring our safety and support—even when the state fails us. We march to inspire new activist, energize veteran organizers, and keep pushing for change long after the march ends.
- **Marches and other mass mobilizations are essential on-ramps** to movement and often provide an introduction to political involvement. They are the first step in the journey of addressing injustice. Thousands of changemakers found their way to our movements because they sought to march alongside others as their first expression of activism
- **The best antidote to fear and division is unity in action.** We know the misogynist and racist words that defined the 2024 elections will soon become harmful, vengeful actions. This is no time for complacency or despair. There is no safety in silence. Together, we march forward.
- **Now is the time to unite around shared values and fight for a just future.** MAGA will begin 2025 with a trifecta, and a compromised judiciary. We cannot get so stuck on a loss that we allow them a head start. When we take action, we move out of the defensive posture and step into our power.
- **Mass protest sends the message that we are not obeying in advance or bowing to fascism.** This is the first step in a long, renewed fight for a more perfect union, and we need you to show up, for each other and for ourselves. We need to make it clear in our numbers that we will resist MAGA's extremism for as long as it exists.

ORGANIZING A LOCAL ACTION

NOTE: Before you get started, go to map.peoplesmarch.com to see if there is already an action near you – If there is already an event in your area please contact the organizers directly to collaborate – you can click on the host name to e-mail them.

STEP 1. REVIEW THE GUIDELINES

Make sure you are aligned with and can agree to the [organizing guidelines](#). All Action Hosts must agree to abide by these guidelines in order to be listed on the official map and receive organizing support from the People's March.

STEP 2. DECIDE ON YOUR ACTION

Think about what your capacity and resources and what type of action would make most sense for you and your community. **It doesn't have to be a full-scale march or rally; there are so many ways to take action and demonstrate resistance.** Here are some event ideas, but we encourage you to get creative!

- Organize a sign-holding event in a visible/high-traffic area
- Have an open mic / speak-out, where people can share their stories and commitment to the cause
- Host a protest sing-along with printed lyrics

STEP 3. GET ON THE MAP

Once you have committed to hosting an action in your community, you'll need to [add it to the official map for the People's March weekend of action](#) so that people can find it, and you can get connected to resources, training, support, and connection from team members and fellow action organizers around the country.

---->SUBMIT YOUR EVENT NOW<----

1. Fill out the information for your event. Time, place, duration, email phone, event description. This can all be edited later, so don't sweat the details too much - it's better to get on the map sooner than later so more people can find it!
2. Check the email that you signed up with for an email titled: "*Your event is being reviewed*" and follow the instructions to verify your identity.
3. Once we approve your event on our end, look out for an email titled: "*Your event has been approved*"
4. Once approved, you can edit your event, change the description, email attendees (up to five emails per week), and share the event link on social media and to your networks.

STEP 4. CONNECT & SPREAD THE WORD

Review the links and resources sent to you in the "Your event has been approved" email.

Connect to resources and support. You'll want to sign up for a training, join the Slack for organizers, and review the full toolkit for official action hosts, which includes resources and information on safety and best practices, sample templates, and information on next steps after the action.

Share your event link. In that email, you'll also get the link to your event. Time to share it out!

Post your event on social media

In addition to your event on the map, you may want to create an event for your action on Facebook. In the description of the Facebook event, include the link to your event on the map where people can sign up to receive updates.

You can use the templates we've provided below in the Starter Resources to customize graphics to share on social media, or create your own unique design.

Event Hashtags: #PeoplesMarch

Make sure to add hashtags to your posts! Please use capital letters for each word for accessibility reasons.

SAMPLE SOCIAL MEDIA POST

On January 18th, people of conscience all across the nation are uniting to send a clear message: We will not submit, we will not comply, and we will not go back. We are marching forward, together. Join us: [LINK TO YOUR EVENT ON THE MAP] #PeoplesMarch

STARTUP RESOURCES

Once your event is approved, you'll get access to these resources plus much more within the official Sister March/Solidarity Action toolkit. Here are some links to check out while you wait for your event to be approved (within 24 hours).

- [**Branding Guidelines + Assets**](#)
- [**Readymade Social Media Graphics**](#)
- [**11" x 17" Placards**](#)
- [**Chants for you to use**](#)
- [**Feminist Jams Spotify Playlist**](#)

QUESTIONS?

Reach out to sistermarch@womensmarch.com via email or drop in on one of our [office hours sessions](#).

ORGANIZING GUIDELINES

- ★ We value collaboration, not competition. We will work across lines of difference and issues, unified in our understanding that our power is in our numbers and in our shared vision and values.
- ★ We take responsibility for ourselves and bring a posture of feminist leadership to this work. We work to ensure everyone is and feels welcome in our space, regardless of race, gender, sexual identity, age, class, status, and ability. We oppose discrimination and bigotry of any kind. [We embody feminist organizing values in how we show up and how we work together.](#)
- ★ We will seek out, honor, and uplift local leadership, and those doing the organizing for justice in our area and graciously receive and incorporate feedback from the above-mentioned communities.
- ★ We will adhere to principles of nonviolence in our approach and tactics.
- ★ We will ensure that our action is accessible to those with disabilities. It's crucial to communicate a clear way for participants who require disability accommodations to submit inquiries and questions regarding accessibility. Here are some helpful resources: 1. [Creating an Accessible Rally](#) 2. [Rooted In Rights Checklist](#).
- ★ We understand that police signal danger to many communities. We will not invite police to participate in or speak at our actions beyond what is required by our permitting, including any capacity that would lead to “stop and frisk” type security.
- ★ We will center the voices and experiences of those who are directly impacted by the injustices we are fighting against.
- ★ We will acknowledge and affirm that people of all genders can have an abortion, that trans women are women, and that feminism is for everyone.

