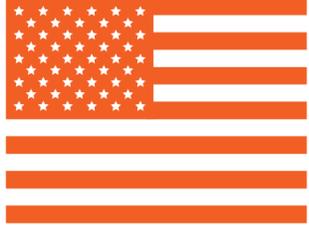


WEAR  ORANGE

2018 WEAR ORANGE TOOLKIT

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PART 1: THE VISION FOR WEAR ORANGE 2018

Thousands of Americans and local community partners will join together at events all across the country making a public commitment to work together to encourage, support and work towards solutions to save lives from gun violence. Moms Demand Action survivor and volunteer leaders will support a variety of events in 300 communities nationwide bringing together Americans who believe we can end gun violence including survivors, Moms, students, families, elected officials, law enforcement, community leaders, gun violence prevention activists, faith leaders, and business partners.

On the first Saturday in June, we will recognize individuals and communities impacted by gun violence, we will share our dedication and commitment to each other to take on the work ahead and we will celebrate and share our collective stories of success in working to reduce gun violence in our country. Together we will organize a day of recognition that shows indisputably that there is a movement of Americans *committed* to stop gun violence. Thank you for helping us turn America orange -- louder and brighter than ever.

This toolkit outlines how to prepare for your 2018 Wear Orange event, the recruitment timeline (coupling national recruitment efforts and local tactics), and the resources available for your use at these events. Additional resources will be located online through GSUo - Gun Sense University Online - via the [Wear Orange 2018 channel](#). (Leaders must log in to GSUo to access materials.)

However you plan to celebrate, we hope you will THINK BIG and BE CREATIVE: recognize your hard work and use this moment as a launching point to continue engaging volunteers you haven't seen in awhile, as well as a new community of prospective volunteers, including students, allies, and community partners to support your work locally.

History of National Gun Violence Awareness Day

The color orange has a long and proud history in the gun safety movement. Orange is the color that Hadiya Pendleton's friends wore in her honor after she was shot and killed in Chicago at the age of 15 — just one week after performing at President Obama's 2nd inaugural parade in 2013. Whether it's worn by hunters in the woods of Pennsylvania, activists in New York City, or Hadiya's loved ones in Chicago, orange honors the 96 lives cut short and the hundreds more wounded by gun violence everyday -- and demands action. Since the first National Gun Violence Awareness Day in 2015, hundreds of communities and organizations continue to commemorate that event by wearing orange, holding community events, lighting skylines orange, and issuing city and state proclamations. Federal, state and local elected leaders, such as President Obama; celebrities like Julianne Moore, Lin-Manuel Miranda, Sarah Silverman, Michael J. Fox, and Questlove; brand partners like MTV, Cosmopolitan, the San Francisco Giants and Univision; have joined hundreds of thousands of Americans nationwide to #WearOrange and call for an end to gun violence.

PART 2: PLANNING FOR YOUR LOCAL WEAR ORANGE EVENT

Begin by identifying a **planning committee** to work through the logistics of your event from event recruitment, to planning, to permitting, to program and speaker development, to set up and clean up. This is a great opportunity to bring in new volunteers to support the work of the chapter. There may be new supporters who have recently joined with new ideas, networks and talents who can help pull off an even bigger and brighter event this year. While your leadership team will head the planning committee, be sure to include engaged survivors, community partners, allies, and business partners to share input in the planning of your event.

Engage community partners early in the process. Whether they serve on the planning committee, speak during your program, invite their membership to attend, or support the event in other ways, use the Wear Orange campaign to reach out to a variety of potential allies. Wear Orange is an inclusive movement open to everyone interested in reducing gun violence. For some examples of organizations to incorporate into your outreach, please take a look at this [partner brainstorm](#).

Decide **what type of event** you want. Will you have a block party, a concert, a fundraiser, a community picnic, a walk? What type of event celebrates your community partners, the needs and talents of your community and would be enticing to a diverse spectrum of local supporters? Below are some examples of past Wear Orange chapter events:

- Concerts in the Park
- Local community artwork (painting of graffiti bridge, UT - The Rock)
- Community BBQ
- Community Performing Arts
- Bridge March
- Popsicles in the Park
- Photo Booth
- Wear Orange Walk/Run/Fun Run
- Block Party
- Tricycle Parade

Designate an appropriate **time and location** for your Wear Orange event, ideally on Saturday, June 2nd. June 1st, the first Friday in June, will be a day of online promotion of Wear Orange and we anticipate buildings and skylines may encourage lighting ceremonies, which are great to attend. However the focus for our events is promoting larger community engagement and to support that we encourage events to be held on Saturday June 2nd. Events should be accessible, inclusive and open to all community members wishing to stand up and join our movement to end gun violence. Consider the following factors when choosing your event location:

- Is your location reasonably accessible in terms of location, parking (availability and cost) and public transportation?
- Are you able to reasonably accommodate the expected number of guests at the venue? Is the time of the event flexible to make it accessible to people available mornings, evenings, or weekends?
- Consider hosting these events at community locations that may attract more attendees or be more accessible. For example, is there a large community park, a visible centrally located public square, a large faith institution, or other public space where it would be possible to host the event?

Permitting and Certificates of Insurance

Permitting and Certificates of Insurance (COI) will likely be required for outdoor events or events on public property. Identify a volunteer to serve as the city liaison and handle all the permitting needs. If a

permit and COI are required, the permit applicant will likely need to be “Everytown for Gun Safety Support Fund” and need to be signed by an officer of Everytown. We are streamlining a process to submit applications for signature and requests for certificates of insurance and will distribute this as soon as it is available. In the meantime, please notify your Chapter Leader and Organizing Manager if you need to submit a permit before this new information is released. Keep in mind you’ll likely need permit approval for amplified sound, staging, etc. depending on the size of your event. A note about amplification, if you anticipate over 75 attendees (150 RSVPs) you’ll need some form of amplification (like a bullhorn). If you anticipate over 150 attendees (300 RSVPs), you will need a microphone and speaker(s).

Budgets

For large events, please outline your plan and any budgetary needs to discuss and seek approval from your Chapter Leader, Chapter Treasurer and Organizing Manager. This year, Wear Orange budgets are already incorporated into the chapter budget. Additional chapter fundraising dollars can be applied to Wear Orange events, but local group leads and Wear Orange leads should discuss, propose a budget and receive approval from the Chapter Leader, Chapter Treasurer and Organizing Manager prior to confirming event plans and monetary support needs. Only approved expenditures will be reimbursed. Many supplies and vendors can be paid directly from Moms Demand Action reducing the need for reimbursement, so please communicate your needs with your leadership team and Organizing Manager.

Recruitment

Turning out a crowd means developing and implementing a strong recruitment plan which can include:

- Taking advantage of national recruitment, by having your event confirmed by April 30th.
- Planning for grassroots recruitment through phone banks, EA8 emails, hustle confirmations, and Facebook. Use your RSVP link, or create a shortened one for community poster boards, etc.
- Utilizing your community partnerships to invite networks to participate (students, allies, supporters, etc.). Ask partners to invite members via email, at meetings, and on social media by sharing your RSVP link.
- Adding your event to online and print community calendars
- Using PSAs and coordinating interviews for pre-event media coverage
- Recruiting volunteers for confirmation calls and/or hustles.
- Reaching out to community and business partners to encourage them to participate and recruit their networks to participate.

Business Partners

Many chapters have had success engaging local businesses to support Wear Orange efforts. This can include support in advertising and recruiting for Wear Orange events, in-kind donations for event needs (food, supplies, etc.), as well as seen as an opportunity to introduce your chapter to local businesses to start a conversation about gun violence prevention. In the past we’ve seen lots of creativity around these conversations resulting in ices cream stores providing free orange sprinkles all day in honor of Wear Orange, clothing and book stores creating an orange themed storefront display promoting Wear Orange, and even a building owner promoting Wear Orange on the video displays inside all elevators. Don’t miss the opportunity to build relationships with local businesses during your Wear Orange planning, recruitment and event.

Pre-Event Media

Utilize your Communications Lead or a designated Wear Orange planning committee member to be your media contact for Wear Orange. Details, training and a template advisory will be provided to chapters in May to help prepare you for media coverage at events. Additionally, we will provide spokesperson training for leaders and survivor leaders who will handle these critical roles leading up to and at Wear Orange events. You can also offer media training for community partners that are actively participating in your events. More details to be provided in May.

Event Program

Depending on the type of event, the program will vary. For events that have a more traditional program with speakers, here are some tips:

- Speaking portions should be limited to 3-5 speakers at the most.
- The speaker portion should be less than an hour total.
- The program should show the breadth and depth of community support for gun violence prevention. Survivor voices should be included in the program whenever possible. Somewhere in the program, there should be an acknowledgement of survivors who may be in the audience (see suggestions for recognizing survivors at events below). Have you included community validators to participate, such as students, local officials, faith communities, business partners, allies working on intersectional issues, etc.
- *Candidates.* Since Wear Orange is a public education campaign (501c3), candidates seeking office should not be campaigning at events or invited to speak at events. If elected officials are invited to speak as part of the program, and they are also running for re-election, you'll need to make it clear they cannot speak as a candidate from the stage. This may also mean, that you may want to consider who is being asked to speak as to avoid candidates in general.

Things to Think About

- How are survivors being honored at the event? Several chapters have invited their Everytown Fellow to speak as part of the program, while inviting other survivors to stand with them on stage with the photo of their family member. Others invited local artists to create a memory board where survivors are welcomed to write or share a photo, image, or quote to honor their loved one. And many chapters ensure volunteer leaders staff a survivors table to connect with survivors who attend and share information about the Everytown Survivor Network.
- Is the event reflective of all members of your community? Are there community members that can help with outreach?
- Is the event family friendly? Is the tone of the event and program one where attendees will feel comfortable bringing children?
- Is the event location and program inviting to all community members?

Recognizing Survivors at Events:

- When appropriate, ask a survivor to be a speaker at the event to briefly share his or her story and recognize other survivors in the audience.
- Encourage survivors to wear orange survivor buttons.
- If possible, and if they are comfortable doing so, ask survivors ahead of time to bring pictures of their loved ones who have died or have been injured due to gun violence to the event. At an appropriate time, ask them to hold up their photographs.
- If marching, offer survivors the opportunity to lead the march.
- Open with a moment of silence for all survivors and those who have died or have been injured due to gun violence. Here is some sample language:

"Thank you all for joining us today. Before we go further, I want to take a moment to recognize the survivors who are present. These individuals understand the devastating toll of gun violence in our country. I want to thank each of you for joining us today, and channeling your pain into a call for change. Survivors who want to be identified are wearing orange survivor buttons."

Then: *"Before we begin today's activities, we will offer a moment of silence to honor all of you who have survived gun violence incidents and to remember those who have died due to the terrible gun violence epidemic in America."*

Take a solid 60 seconds before you speak again, then: *"Thank you. If you are a survivor of gun violence and interested in learning more about the Everytown Survivor Network, please take one of our Network brochures, visit the Survivor Network website at www.everytown.org/survivors, or meet with our chapter's Survivor Engagement Lead (ask the SEL or designated volunteer by name)."*

Merchandise

Merchandise will be shipped to all event hosts including We Can End Gun Violence placards, Wear Orange stickers, and more. In order to ensure your event receives merchandise, your event must be in VAN and only one event host must be identified as a participant and that host's mailing address must be updated in VAN - all by April 30th. See the [data instructions in GSUo](#) step by step directions to identify your host.

Support and Trainings

To support leaders and Wear Orange Planning Committee members, several national calls will be held live each week. These calls will also be recorded and uploaded to the [GSUo Wear Orange 2018 Channel](#), but

Log into GSUo and click on the links below to register for applicable calls

| | |
|----------|--|
| March 29 | Wear Orange - The Vision, the Toolkit and the Team (5:30 pm / 8:30 pm Eastern) |
| April 6 | Event Planning, Recruitment, Budgeting (10:00 am Pacific / 1:00 pm Eastern) |
| April 13 | Fundraising Events (10:00 am Pacific / 1:00 pm Eastern) |
| April 20 | Developing Your Media Plan (10:00 am Pacific / 1:00 pm Eastern) |
| April 27 | Data: Tracking Wear Orange Partners, Proclamations, Landmarks, etc. (10:00 am Pacific / 1:00 pm Eastern) |
| May 3 | WO Spokesperson Training (10:00 am Pacific / 1:00 pm Eastern) |
| May 11 | Social Media for Wear Orange (10:00 am Pacific / 1:00 pm Eastern) |
| May 18 | Data: Day of Data Capture (10:00 am Pacific / 1:00 pm Eastern) |

PART 3. HOLDING YOUR WEAR ORANGE EVENT

Delegate, delegate, delegate. Your chapters have seen tremendous growth this year. Invite these new supporters in and ask them to take an active role the day of the event.

- Run of Show. We highly recommend detailing out a chronological guideline for the day of event activities from set up to clean up, including volunteers responsible for the different portions of the day and contact information.
- Arrive early, bring a set up crew, make sure you have any needed supplies (sharpies, trash bags, water, signs, placards, etc.)
- Our team is working to streamline a technology based easy system for event sign in and once tested and confirmed, will be shared in May. Regardless, you should identify a team of sign in volunteers that can partner - at least one to sign in pre-registered attendees and one to sign in walk in attendees. Plan ahead for printed sign up sheets and a printed RSVP list for back up with your Organizing Managers help, but we hope to have an easy to use sign in system.
- Tabling: Some chapters have had success having tables showcasing partners, a survivor table, our c3 activities - including Be SMART at Wear Orange events, and voter registration through our webtool to be shared. Consider this a way to support partners and engage supporters in future activities.
- Activities: Is your event family friendly? Do you have a children's table for coloring or other fun, child focused activities?
- Security Plan: Review the [security protocols](#) (on GSUo) prior to the event and ensure leaders have emergency contact numbers available if needed.
- Photos: Be sure to schedule in a group photo for the event.
- Social Media: [Training will be provided on May 11th](#). You're encouraged to make it easy for attendees to share their support and participation in Wear Orange on social media. Consider posting reminders with hashtags and sample tweets. In the past, some events have held Twitter corners with a photobooth to encourage promotion and photo opportunities during the event.

- Media Plan: Ensure your spokespeople are prepared, ready and available for interviews during the event. It is recommended that you identify a leader to be your media liaison to connect media on sight with spokespeople and educate other volunteers on press protocols - send all media to this lead and spokespeople. Some events in the past have had blinged out Moms buttons, or other visual cues, to make designated spokespeople easy for media to identify and locate.

What's Next?

- How are attendees going to stay engaged on the issue of gun violence prevention? Prepare your ASK. What are you asking those present to do? *Hint: Commit to take action in very specific ways to support your local group and chapter in the summer and fall of 2018, such as in work around elections, federal campaigns and state legislation for the current or upcoming session.*
- How will you re-engage attendees in your local work moving forward?
- Be sure to have your next event or two scheduled so you can invite attendees during Wear Orange.

Event Recruitment Timeline

Be sure to prep your Membership Lead(s) and Team(s) to be ready to help with recruitment. Teams should be ready to phone bank to invite attendees and to confirm scheduled attendees, once attendees are scheduled into the event.

March - April 30

- Set up the event in VAN (see Part 4: Tracking and Data). Remember to include only ONE host with an updated mailing address in VAN. In order to be eligible for national recruitment, ALL EVENTS must be in VAN by **April 30th**
- Share RSVP Links (you can create a tiny link with the community name via tinyurl.com) as soon as the basic event details are confirmed. Share with:
 - Closed local and state Facebook groups
 - Volunteers, who can share via personal networks via email and social media
 - Public state Facebook pages
 - Partner organizations, local allies, on social media
- Create virtual phone banks and call to invite members, in particular new members or past Wear Orange attendees

May - June 1

Our national recruitment will begin in earnest in May. While local recruitment with a personal touch tends to be more effective in recruiting local attendees to events, all events that are public, and entered into VAN appropriately will be promoted through national emails, social media and SMS/text messages that will point folks to the national event lookup page found here:

Chapters are highly encouraged to incorporate local EA8 invitations and hustle texts to recruit volunteers and attendees. Below is a tentative schedule for national recruitment and suggestions for local recruitment tactics. Additional details on hustling Wear Orange Events will be provided in April.

| | |
|---------------|--|
| Week of 5/7 | <i>Recommend EA8 Save the Date / Recruitment of Volunteers; Recommend local phone banking to begin to recruit volunteers and attendees</i> |
| Week of 5/14 | National Email |
| Week of 5/21 | National SMS <i>Hustle past WO attendees, minus those already scheduled; hustle active volunteers to support event needs</i> |
| Week of 5/28 | <i>Recommend EA8 confirmation with details, parking information, etc. to scheduled Attendees</i> |
| Day(s) before | National SMS promoting Wear Orange |

PART 4: TRACKING AND DATA

One way we show the power of our grassroots movement and Wear Orange, is being able to share the data. Recording event information not only helps ensure your event benefits from national recruitment and receives merchandise, but it tells the national story of the expansive support for gun violence prevention across America. Please ensure your Wear Orange team includes your tools and technology leaders and data leads to make sure we know all the details about your incredible work.

You'll find explicit direction on the GSUo Wear Orange Channel as relates to [creating your event, setting up the event host, and creating the RSVP link through VAN](#). Additional resources and training will be available as relates to tracking community partners participating in Wear Orange, tracking proclamations, tracking skylines, and more. Be sure to attend the data specific trainings on [April 27th](#) and [May 18th](#).

PART 5: MAYORS, PROCLAMATIONS, and SKYLINES

Mayors & Proclamations

Volunteers have been instrumental in obtaining proclamations from local governments recognizing National Gun Violence Awareness Day. While the Mayors Against Illegal Guns team will be reaching out to all MAIG Mayors, leaders are encouraged to continue outreach locally. [Draft proclamation language can be downloaded from GSUo here](#). If you don't already have a relationship with your local mayor, here is a quick step guide to request they proclaim June 1st National Gun Violence Awareness Day:

- 1) Identify a volunteer to call the mayor's office and ask their process for proclamations, sharing the brief history of Wear Orange and National Gun Violence Awareness Day. Let them know you can forward a sample proclamation.
- 2) Follow up with the mayor's office and/or even the volunteer's council member's office to determine if the town/county will issue the proclamation.
- 3) Often times, cities will issue proclamations at the beginning of a public meeting as part of their ceremonies. Ask the office if this is their standard protocol and if it is appropriate to bring local survivors and volunteers to the meeting to accept the proclamation and take photos.
- 4) If there is a formal ceremony, or if a few volunteers head to city hall to pick it up, enter the information in VAN so we can track how many cities/counties participate, take photos and share on social media.
- 5) Many chapters have found it very meaningful to share the proclamation ceremony and experience as a way to honor survivors.
- 6) Finally, be sure to thank the mayor and other elected officials that supported the process!

To help us reach our goal of 150 proclamations nationwide, please be sure to record your meetings with Mayors/Staff in VAN as well as proclamation events in VAN. Details on tracking these events will be provided in the [GSUo Wear Orange channel](#) in April.

Skylines

Due to the incredible groundwork in the past of volunteers nationwide, America continues to light up orange in June. Everytown staff will be reaching out to past businesses and buildings that turned orange in 2017 to request they turn orange again in 2018. Nearly all states have had at least one prominent landmark turn orange and in 2018 Organizing Managers will reach out to Chapter Leaders if additional support is needed meet our goal of all 50 states turning orange.

Confirmation of past orange buildings will be shared in an ongoing basis. More details soon. Chapters should not feel pressured to secure new or more orange skylines; however, should there be an interest

or should your state fall into the small number that hasn't turned orange before, please review this [skyline guide for support](#) in GSUo. These buildings will also be [tracked in VAN](#).

PART 6: FOLLOW UP AND RE-ENGAGEMENT

- Day of Report Out: Please designate one volunteer to complete [this form](#) to report out some quick information on your event as soon as possible on June 2nd. (Estimated attendance, did media attend, did community partners attend, etc.)
- Be sure to post pictures to social media, using the hashtag #WearOrange. (More social media messaging will be available in May.)
- Be sure to close out your events in VAN, marking attendees as completed or walk ins and others to no shows or cancelled. Additional details on event data management after the event will be shared in our [May 18th training](#).
- Have a plan in place to follow up for each specific commitment the week following your event.
 - Set up EA8 to all RSVPs thanking them for attending, with a link to your chapter's fundraising page and invite them to your next event. You can set this up before Wear Orange, drop in a photo from the event and click send days after the event to thank attendees.
 - Thank the Community. Who were your star volunteers? What community partners made a big impact? Did someone perform or speak that was really moving? Thank yous are standard protocol for Moms Demand Action volunteers and a great way to reflect on an incredible event. Even setting up a debrief meeting with several volunteers able to write the thank yous will make the work move quickly and let everyone celebrate the event.

PART 7: RESOURCES AND LINKS

Below links are all in the [GSUo Wear Orange Channel](#). Additional resources will also be uploaded to this channel in April and May.

[Day of Soft Report](#)

Event Look Up Page: <http://every.tw/wear-orange-2018>

[National Gun Violence Awareness Day Proclamation Template](#)

Online Toolkit: <https://everytown.org/wear-orange-2018-toolkit/> (internal links are directed back to GSUo)

[Orange Skyline Guide](#)

[Security Protocols](#)

[VAN: Event, RSVP Link, and Host Details](#)

[VAN: Tracking Skylines](#)

[WO Partner Brainstorm](#)