



National Organization for Women

Rally Checklist

2024

The National Organization for Women is the largest feminist grassroots organization with activists dedicated to eliminating discrimination and protect equal rights of all women and girls. With the attacks on women's health care and equal rights, the National Action Center is here to provide a guide to assist NOW membership in their activism.

This checklist will include:

- Before your Events
- During the Event
- After the Event

Before your Event

- Confirm a time, date, and location
 - Examples: Downtown, government buildings, wherever makes the most sense for your local area
 - Arrange a permit if needed for your local area
 - Check with local authorities
- Organize materials needed for the rally
 - Signage
 - Clipboards
 - Pens
 - Petitions
- Send Invitations to speakers
 - Speaker Examples
 - Members of your organization
 - Allies
 - Community leaders
 - Local/State Elected Officials
 - Clergy

- Recruit people to join the rally
 - Email, call, text, Facebook messenger, Instagram DMs
 - Send reminders the day before your scheduled rally
- Social Media post to share rally info
- Contact local journalists and press to share rally details

During Your Event

- Be sure to arrive at least 20-30 minutes early
- Start on time
- Greet people when they arrive and begin to display signs
- Spread out, do not huddle, you want your rally to appear large and well-attended
- Lead crowd with chants and cheers
- Take pictures of those attending the rally with signage
- Share rally pictures on Instagram and Facebook, tag your local NOW chapter and tag @nationalnow
- Allow the invited speaker 10-15 minutes to speak
- Engage with Press
 - Decide who will speak, adhere to the National NOW policies in the Chapter Manual section [Who Speaks for NOW](#)

After your rally

- Follow up with folks after the rally
- Recruit non-members who attended the rally
- Review any talking points needed before speaking with press
- Gather any unused signs