



OPERATION:
ACTIVATION
JANUARY 2019

TOOLKIT

WELCOME!

You know the power of the march.
You know the power of your vote.
On January 19, know the power of your action!

Be empowered, marchers! Take ownership of your activism!
Grab a friend or two or ten, organize yourselves, let WMC know about it and let's show the country what a hundred thousand (or more) empowered women can organize on January 19th!

Use this toolkit to help you with these basic steps:

1. Choose your action – what speaks to you?
2. Plan your action.
3. Register your action.
4. Hit social media – Let people know what you are doing!
Invite them to join you!
5. Take action!
6. Upload pictures.

This is what activation looks like!

TOOLKIT

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HOW TO GUIDE

- 1. Choose an Action:** What will you do to activate your friends and family? How can you make your community better for everyone? Read on for ideas and links!
- 2. Plan Your Action:** Confirm time and location as needed. Write out a plan of action.
- 3. Connect with WMC!:** Let Women's March Chicago know about your action as soon as you can! Register your action here: <https://goo.gl/forms/BNL0RJeyWB17feyo1>
- 4. Alert the (Social) Media:** Hit social media to let people know what you are doing and invite them to join you! Use the Operation Activation graphics provided in this packet! Post your **#OperationActivationChi** event on Facebook, Twitter and Instagram. Post pictures of your preparations and action site.
- 5. January 19 - ACTIVATE!**
- 6. Snap A Pic:** Take pictures of yourself in action! Post on social media and upload to WMC here: <https://www.facebook.com/groups/1274648525889466/>
- 7. Debrief the Experience:** Gather your group and talk about the day. Stay energized and meet with other groups to plan out future events and deepen relationships.



ACTIVATION IDEAS

Social Action & Service

- Organize a food drive or stock shelves at a food pantry.
- Greater Chicago Food Depository. www.chicagosfoodbank.org
- Collect socks and personal hygiene items for the homeless. www.deborahsplace.org; www.thenightministry.org
- Collect items for refugees. www.refugeeone.org; <https://www.icirr.org/>
- Contact a women's shelter or local YWCA. www.ywcachicago.org
- Read books with children or the elderly; contact your local library or elder care home.
- Host a book drive. www.berniesbookbank.org/
- Join a block-by-block neighborhood cleanup. www.kobchicago.org/
- Family promise. www.familypromise.org/

Education is Action

Gather a discussion group - listen to a podcast or TED talk.

- Hysteria <https://crooked.com/podcast-series/hysteria/>
- Tilted <https://leanin.org/tilted-a-lean-in-podcast>
- Unladylike <https://unladylikepodcast.com/>



Civics in Action

- Canvass for your favorite aldermanic or mayoral candidate!
- Host a small fundraiser for an aldermanic or mayoral candidate. Start with \$500 or less as your goal; WMC can provide a slide show that you can show during the event. outreach@womensmarchchicago.org
- Host an event to write an op-ed that could be published in media outlets.
- Host a group to write letters to their representatives about upcoming legislative initiatives. <http://www.ichv.org/>; www.sierraclub.org/illinois/chicago; <https://www.plannedparenthoodaction.org/planned-parenthood-illinois-action>
- Gather a group around your kitchen table for postcard writing or phone banking!
- Put together a local march or rally in your community- don't forget to contact your local government; work with them to choose a location, and obtain the necessary permissions & permits.
- Contact your local LWV for ideas! www.lwvil.org



Be Creative- Every Action Counts!

Think about organizations in your community and explore the list of We March On Illinois Coalition partners.

We March On Illinois Coalition Partners		
<u>Access Living</u>	<u>Action Illinois</u>	<u>Amalgamated Transit Union (ATU) Local 308</u>
<u>American Civil Liberties Union of Illinois (ACLU)</u>	<u>Boricua Activated</u>	<u>Cause the Effect</u>
<u>Center on Halsted</u>	<u>Chicago Area Peace Action</u>	<u>Chicago Foundation for Women</u>
<u>Chicago NOW (National Organization for Women)</u>	<u>Chicago Votes</u>	<u>Chicago Women Take Action</u>
<u>Common Cause</u>	<u>Democratic Party of Oak Park</u>	<u>Fierce Over 40</u>



WMO IL Coalition Partners Cont.

<u>Gather Activism</u>	Illinois Council on Women & Girls	<u>Illinois Council Against Handgun Violence (ICHV)</u>
<u>Illinois Democratic Women</u>	<u>Illinois Education Association</u>	<u>Illinois State Bar Association</u>
<u>Indivisible Chicago</u>	<u>Indivisible Evanston</u>	<u>Indivisible Illinois</u>
<u>Indivisible Oak Park Area</u>	<u>IL Muslim Civic Coalition</u>	<u>Jewish Women's Foundation of Chicago</u>
<u>Kids off the Block</u>	<u>League of Women Voters of Chicago</u>	<u>League of Women Voters of Illinois</u>
<u>March for Our Lives Chicago</u>	<u>March for Science Chicago</u>	<u>March On</u>
<u>Moms Demand Action</u>	<u>Mujeres Latinas en Accion</u>	<u>Muslim Community Center</u>
<u>Muslim Women's Alliance</u>	<u>National Council of Jewish Women (NCJW)</u>	<u>National Rainbow PUSH Coalition</u>

WMO IL Coalition Partners Cont.

<u>National Organization for Women (NOW) Chicago</u>	<u>Persist LIst</u>	<u>Planned Parenthood Illinois Action</u>
Pride Action Tank	<u>Sargent Shriver National Center on Poverty Law</u>	<u>SEIU Healthcare</u>
<u>She Votes Illinois</u>	<u>Sierra Club Chicago</u>	<u>Swing Left – Chicago</u>
<u>Windy City Media Group / Windy City Times</u>	<u>Women & Children First bookstore</u>	<u>Women’s Bar Association of Illinois</u>
<u>Women Employed</u>	<u>Women United Network</u>	<u>YWCA Metropolitan Chicago</u>

Watch here to see what others are doing. Reach out to each other for information and support. <https://bit.ly/2Ffqz1f>

Remember - if you need supplies for your action or refreshments to keep you going - support local women business owners! <https://www.bossychicago.com/>



GRAPHICS & SOCIAL MEDIA

TEMPLATES

Use these graphics and templates to identify yourself with Operation Activation! You are part of actions taking place all over the city on January 19th - let people know!



Twitter Profile

> <https://drive.google.com/file/d/1DUQZ4tqgB0Lp6csrbx18FxX0FgQVWPvw/view?usp=sharing>



Facebook Profile

> https://drive.google.com/file/d/1CBHUWv4hwKXSVd_t32TdHzwIYKF6E2_B/view?usp=sharing



Twitter Cover Photo

> <https://drive.google.com/file/d/11YNKtEMeodjldv-PKohh-GAVSFokaFkl/view?usp=sharing>



Facebook Cover Photo

> [https://drive.google.com/file/d/1HWpwwNTTn_Pg6E-wbskU1FTrQD7ne-Y0/view?](https://drive.google.com/file/d/1HWpwwNTTn_Pg6E-wbskU1FTrQD7ne-Y0/view?usp=sharing)



Sample Posts

- Education is Action! Women on Watch (WOW) is meeting for episodes of Tilted and Hysteria at 10:00 am in Albany Park!
#OperationActivationChi
- Book drive for Waukegan classrooms! Drop off books at _____ between 10 and noon January 19. Stay for hot chocolate and cookies! **#OperationActivationChi**
- Women in Shelters need your help. Drop off small toiletries, sanitary supplies, etc. all week at _____. Complete list here: (LINK) Join us between 10-noon January 19 to sort and package.
#OperationActivationChi
- Rally for Gun Violence Prevention, January 19, 10:00 am, Horner Park. Dress warmly and bring signs! Contact _____ for more information. **#OperationActivationChi**
- Refugee kids are cold! Drop off new or Very Gently Used coats, and new hats & mittens all week at _____. We need help delivering to Refugee One on January 19, contact _____ for more information. **#OperationActivationChi**



FAST FACTS

- Register your action with WMC: <https://goo.gl/forms/BNLORJeyWB17feyo1>
- Follow the January 19 calendar: <https://persistlist.org/events/category/wmcorganizingpartners/>
- See the March On national events map: <https://www.wearmarchon.org/jan2019/>
- Upload pictures to Women's March Chicago's Facebook page: https://www.facebook.com/groups/1274648525889466/?ref=br_rs

Questions? Need additional support? Contact WMC:
outreach@womensmarchchicago.org



COPY / PASTE-ABLES



Twitter Profile



Facebook Profile



Twitter Cover Photo



Facebook Cover





Instagram Profile

