RALLY DAY PLAN AND PROGRAM

With the advanced planning accomplished—or well underway—it’s time to turn to the specific details for the Rally Day itself:

- Special Jobs to Assign to Your Helper
- Outlining the Rally Day program and Emcee role
- Prayers and hymns for the Rally
- Register voters during the Rally
- Action items for your Rally attendees

Special Jobs to Assign to Your Helpers

Several of these jobs are important enough to be explained in greater detail in the sections below (follow the links in this list):

- **Sign Distributor(s)** to help you pass out all your signs. You can ask some of the first people to arrive to help with this job.
- **Leafleter(s)** to distribute the HHS Mandate Fact Sheet [PDF] to Rally attendees and the general public. Pick extroverts, and remind them to smile, look people in the eyes and say, “This is for you” or “I have some important information for you,” or the like
- **Master of Ceremonites (Emcee)** to keep the program moving smoothly (this could be *you*)
- **Photographer** to shoot lots of pictures of the special, attendees, passersby, etc.
- **Videographer** to shoot footage of the special guests and (optionally) record interviews
- **Media Liaison** to whom all inquiries from reporters will be referred
- **Police Liaison** who will be the sole person to work with the police
- **Head Counter** to take an accurate count of how many people attend the rally (including infants and children!)

Outlining the Rally Day program and Emcee role

There are two keys to ensuring your Rally runs smoothly: (1) choose a good Master of Ceremonies (emcee) and (2) put together an exciting, focused, detailed Rally agenda.
Quite likely you, the Rally Captain, would be the most appropriate emcee. Other options include another member of your leadership team or a local Christian radio personality. The emcee will be responsible for:

- Calling the Rally to order,
- Introducing the person offering the opening prayer,
- Introducing each of the special guests (speakers, singers, etc.)
- Introducing the person offering the closing prayer, and
- Closing the Rally with action items.

The bulk of your program will most likely be brief speeches and prayers from the special guests you’ve lined up. So it’s important that you encourage your guest speakers to emphasize religious freedom in their talks.

It’s not that we can’t touch on the fact that the Mandate treats fertility like a disease, for example, or that the Obama Administration seems to be deliberately trying to marginalize the Church. But the emphasis should be clearly on religious freedom, the most “winning issue” that we have.

In addition to prayer, hymns and speeches, you might fill our your program with:

- A reading of the First Amendment.
- A reading of the opening lines of the Declaration of Independence.
- Scripture readings (especially the Psalms, like Psalm 10, or Matthew 10:12-16)
- Quotes from religious leaders and others on the HHS Mandate.

Draw out a detailed agenda for the Rally, with each item—the opening and closing prayers, each individual speaker, every hymn or song or other activity—spelled out, in order, with the time allotted to each.

It’s also a good idea to factor in some “slop” time—for example, a few more minutes for each speaker than you really need—so that you don’t fall behind.

Share the agenda with your special guests in advance so they know where they fit into the program. However, it’s best not to tell them exactly when they’re speaking, lest any delay in the program cause them to become impatient. But do let each guest how long you expect them to have the stage.
Prayers and hymns for the Rally

You are encouraged to ask clergy to offer opening and closing prayers for your Rally. To highlight the ecumenical nature of the Rally and emphasize the religious unity behind the effort to stop the HHS Mandate, you may wish to have prayers offered by clergy of different faith traditions—for example, a Catholic priest and a Protestant pastor.

The clergy you ask to offer prayers may wish to compose their own, or you may choose to use the prayers below, which were composed especially for the Rally by Fr. Frank Pavone, National Director of Priests for Life. These prayers are suitable for any Christian audience, and can be offered by laymen if clergy are not available.

- Opening Prayer for the Rally [PDF]
- Closing Prayer for the Rally [PDF]

Offering some music and hymns during your Rally can help keep the Rally program interesting and encourage involvement from those in attendance. See if a high school band, talented singer or choral group is willing to perform during the Rally.

For any group song or hymn, you need a song leader to start things off and keep everyone singing. Appropriate songs and hymns include:

- “The Battle Hymn of the Republic”
- “God Bless America”
- “The Star Spangled Banner”
- “Amazing Grace”
- “America the Beautiful”

Register voters during the Rally

To defeat the HHS Mandate may require electoral change: new leadership in Congress and the White House committed to restoring religious freedom. Depending in the registration deadlines in your state, the October 20 Rally may be an ideal time to prepare for that eventuality by registering people to vote.

Our friends at United in Purpose, a group dedicated to promoting traditional
American values, have provided some great resources for this, which you can learn all about right here.

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**ACTION ITEMS FOR YOUR RALLY ATTENDEES**

During your Rally, the emcee should call upon the crowd to take special action to build on the momentum of the Rally—things for them to do, starting right then and there, to support the Rally effort, stay involved and keep the pressure on to stop the HHS Mandate:

- Sign onto the Stand Up Rally effort
- Tweet about the Rally on Twitter
- Support the Stand Up Rally with a donation
- Spread the word about the HHS Mandate
- Distribute voter guides
- Get out the vote for candidates you believe in
- Get people to commit to taking action

**Sign onto the Stand Up Rally effort**

Several times during the program, encourage everyone to stay involved with this fight and other local pro-life efforts by signing on to be a part of the effort. This is your opportunity to build up a database of motivated people.

Choose *one* of the following methods for gathering signups:

- Use a signup sheet [PDF] with clipboards and plenty of pens or pencils *or*
- Pass out postcards [PDF] printed on perforated postcard paper and ask people to fill them out *or*
- Ask people to to write their names, email addresses and zip codes on simple index cards that you provide.

Which of these methods you choose depends on how much time you have to prepare and how many people you expect to attend the Rally. For example, sign-up sheets become impractical if there is a very large crowd, but printed postcards might be too complicated to pull off, making index cards a simple solution.

Attendees can also sign up by visiting the Rally website at StandUpRally.com.
Smartphone users can even scan the QR code on the printed Rally signs to get to the site.

**Tweet about the Rally on Twitter**

Twitter is a social media website where people post short messages of 140 characters or fewer, called “tweets.” Increasingly, media outlets are keeping tabs on what people are “tweeting” about, and this is driving what stories they decide to cover.

Even if you’re not a Twitter user yourself, many attending your Rally will be. In fact, some of them will have Twitter accounts on their smart phones, so they can start “tweeting” about your Rally right away. You can get a free Twitter account here and learn how to use it here.

Your emcee can use the following script to encourage people to “tweet” about your Rally early on in the program:

> If you’re a Twitter user, you can help expand the impact of today’s Stand Up for Religious Freedom Rally by tweeting about the Rally.

> More and more, media outlets are keeping tabs on what people are “tweeting” about, and this is driving what stories they decide to cover. Sometimes, they care more about Twitter than our press releases!

> The more “tweets” and “re-tweets” we can generate across the country today and throughout the weekend, the more likely today’s Rally is to be covered by both local and national media.

> Please tweet about today’s Rally using the hash tag “StandUpRally.” If you have a smart phone, you can start tweeting right now.

> You can also help by re-tweeting good comments you see from around the country under that hash tag, “StandUpRally.”

The emcee should remind Twitter users to tweet about the Rally at least twice more during the Rally:

> Remember, Twitter users, you can increase the buzz surrounding today’s
Stand Up Rally and draw media attention to the religious freedom issue by tweeting with the hash tag “StandUpRally”—right now, later today and throughout the weekend.

This script is also available as a separate document you can download and print: Twitter Script [PDF].

Support the Stand Up Rally with a donation

Give people the opportunity to help cover your Rally costs with a financial gift by “passing the hat” for a goodwill offering. Remember, you’re not “begging”; you’re giving people who want to help a worthwhile, concrete way to do so.

How to collect donations? There are several ways you could facilitate collecting these donations:

- Have volunteers go through the crowd with coffee cans
- Set up a special table, manned by volunteers, to accept donations
- Give out donation envelopes when handing signs out to Rally participants

Surplus donations? Consider helping Rally Headquarters. If you collect donations at your Rally over and above your Rally costs, please consider helping defray some of the substantial Rally costs undertaken by the Pro-Life Action League (the signs alone cost tens of thousands of dollars). Please send to:

Pro-Life Action League
Attn.: Paige Scarlett, Development Director
6160 North Cicero Ave, Ste. 600
Chicago, Illinois 60646

Donations script: To help you make this pitch for donations, Rally Headquarters has prepared the following script for your emcee:

Thank you again for coming out today to stand up for our religious freedom! I’d like to let you know about a special way you can help support this effort and keep the fight for religious freedom going.

As you can imagine, today’s Rally didn’t come about without some big costs, both here in [Rally City] and across the country, from permits and equipment
to the protest signs you’re holding.

Both the local organizers of the [Rally City] Rally and the national Stand Up Rally Coalition were so convicted of the need for an event like this, just a few weeks before Election Day, that we opened up our own wallets to make this nationwide protest of the HHS Mandate possible.

Please consider making a gift of $5, $10 or more to help defray these substantial costs, and help keep this grassroots effort alive.

You can make a gift of cash or make out a check to [Rally Captain or group; or the Pro-Life Action League].

[Use one of the next three paragraphs, depending on your method of collection donations.]

[Either:] Volunteers are working through the crowd right now with coffee cans to receive your gift.

[Or:] Volunteers are available to receive your gift at [indicate where they are: a special table, central location, etc.].

[Or:] Please use the donation envelope your received earlier to offer a gift. Volunteers will be moving through the crowd to collect your envelope or provide envelopes for those who need them.

Thank you again for your commitment to the cause of religious freedom and for considering making a special gift to advance this cause.

This script is also available as a separate document you can download and print: Donations Script [PDF].

**Spread the word about the HHS Mandate**

Believe it or not, many people of faith have still not heard about the HHS Mandate and how it undermines our religious freedoms. We have to reach as many of these people as we can over the coming weeks.

Encourage the crowd to print off copies of the HHS Mandate Fact Sheet [PDF]
from the Rally website to pass out at church, at work and in the neighborhood. You and your team can also pass out copies yourself to all who attend your Rally.

**Distribute voter guides**

You are likely to have received a bundle of voter guides on the presidential election from one of our partner organizations. Bring these to your Rally and encourage attendees to take copies to pass out to friends and family. You can also look for voter guides on other races to copy and pass out.

**Note:** Any voter guides mailed to your or linked on the voting resources page are “501(c)(3) friendly,” which means you legally pass them out anywhere, even at church.

**Get out the vote for candidates you believe in**

The difference in Election 2012 is going to come down to boots on the ground: volunteers who are willing to make phone calls, walk precincts and get out the vote on Election Day. Encourage your Rally attendees to volunteer for the campaigns of candidates pledged to overturning the HHS Mandate and restoring religious freedom in the United States.

**Note:** If you are organizing your Rally under the auspices of a 501(c)(3) not-for-profit corporation, you should not specifically name which candidates people should volunteer for; however, you are well within your rights to encourage such volunteerism in a general way.

**Get people to commit to taking action**

One of the best ways to ensure that people will follow through taking this kind of action is to get them to commit to it on the spot. Your emcee should call on people to raise their hands—or even shout out—to pledge their commitment to follow through on each of the action items above.

For example the emcee could say, “Who’s willing to commit, right now, to passing out 20 HHS Mandate Fact Sheets next week—raise your hand?” or “Let’s hear a cheer from all those who are going to volunteer for a worthy political campaign before Election Day!”
DOCUMENTING YOUR RALLY AND SHARING THE NEWS

It is critical for you to carefully document your Rally so that you can spread the word about what was accomplished in your city. And if the local media give scant or no coverage to the event, it becomes urgent to disseminate your own account, photos and videos through every possible channel.

- Take lots of photos of your Rally
- Shoot video of your Rally
- Take an accurate headcount
- Post your Rally report on the Stand Up website
- Keep track of news stories about your Rally

Take lots of photos of your Rally

Choose a cameraman who knows how to use his or her camera, including how to take a nicely composed picture, how to download images off the camera to a computer or tablet and how to upload them to Facebook, Picasa, Flickr or another photo sharing site.

The cameraman’s only job should be taking pictures, and he or she should take lots of them. It takes dozens of shots just to get a few good ones, and nobody ever lamented taking too many pictures.

Remind the cameraman to charge up the camera battery before the Rally (and a spare, if possible) and to make sure the camera memory card is completely empty (a spare card is always a good idea, too).

If you expect a very large Rally and have the manpower, assign two cameramen: one to shoot the action on stage, and one to shoot the crowd and general public.

Shoot video of your Rally

If possible, assign a videographer to take footage of the Rally and, possibly, conduct interviews of your special guests and random attendees. As with the cameraman, choose someone who knows how to use his or her camera, how to download videos off the camera to a computer or tablet and how to upload them to
YouTube, Vimeo or another video-sharing site.

The videographer’s only job should be taking video footage, and he or she should be filming continuously.

Remind the videographer to charge up the camera battery before the Rally (and a spare, if possible) and to make sure the camera memory card is completely empty (a spare card is always a good idea, too).

If you expect a very large Rally and have the manpower, assign two videographers: assign two cameramen: one to shoot the action on stage, and one to tale “B-roll” of the crowd and general public.

**Take an accurate headcount**

It is important to take an accurate headcount at your Rally. Your count will be added to all those from around the country to show how widespread opposition is to the HHS Mandate. An accurate count will also help to compare the October Rally with those held on March 23 and June 8.

*Don’t just take a guess at how many people are in attendance.* Even experienced activists will typically *underestimate* the size of crowds smaller than about 200 people, but *overestimate* larger crowds.

*You can’t get a good headcount without actually counting.* That’s why it’s important to assign someone the job of headcounter.

There are two ways to get a good count, depending on roughly how large the crowd is:

**Option 1: Count every person in a crowd of up to a few hundred.** Be sure to include children and babies in your count. You’ll be surprised at how far off your “best guess” was when you actually take a count.

The headcounter and a helper might mentally split the crowd in half and each count one of the halves, and then add them together.

**Option 2: Count “samples” for larger crowds.** For crowds more than a few
hundred it becomes difficult to count each individual participant. In fact, this difficulty may signal that you should instead use the “sampling” method.

Sampling means mentally breaking the crowd into several roughly equal pieces, counting the people in a few of those pieces, averaging them, and extrapolating the headcount from there.

For example, if your Rally takes place in a large plaza, the “squares” of concrete might make a perfect grid for dividing the crowd up. Count the people in a few of those squares, average those counts, and then multiply by the number of squares your crowd covers.

Only rely on a headcount from the media or police if absolutely necessary. Both police officers and reporters have jobs to do at an event like this, and cannot devote the time necessary to take a headcount. Moreover, experience shows they tend to badly underestimate crowds, so only use their headcount if you cannot take your own.

Send your headcount to the rally headquarters as soon as possible. Ideally, you’ll be able to report your headcount during your Rally, so it can be shared with other rallies around the country via Facebook and Twitter. Either email your headcount to ejs@ProLifeAction.org or text it to 773-251-8792.

Your headcount will be posted on the Rally website and included in the counts going out through Facebook and Twitter on October 20.

Post your Rally report on the Stand Up website

Stand Up Headquarters has provided an account for you on the Stand Up Rally blog so you can share a report of your October 20 Rally. Please read carefully through the detailed instructions the for posting this report, which covers everything from the kinds of details to include to embedding photos and video.

Note: You may not be able to post your complete Rally report right away, but you should at least write down some notes before the end of the day on October 20, while your memories are still fresh.

Keep track of news stories about your Rally
Keep a list of links to all the media stories that you find. To help keep this list organized, record both the link to the story and the headline of the story. You should also take note of the reporter’s name for future reference: here’s someone who is interested in our mission and has a vested interest in keeping up with future developments.

Clip out any hard copies from the local newspaper and save them in a safe place.

DEALING WITH POLICE AND OPPOSITION

In addition to presenting a great Rally program for all the faithful people who arrive on October 20, you also want to be prepared for others who may be present:

- Working with police at the Rally
- Dealing with Rally counter-protestors

Working with police at the Rally

Generally speaking, the police will be cooperative and friendly. They’re there to keep the peace and ensure that your civil rights—including your rights to freedom of speech and assembly—are respected.

Choose a specific police liaison to whom all police interaction will be referred. This should not be the Rally emcee, who will be busy on stage, but one person who will be available to police at any time.

The police liaison should have the police non-emergency number on speed dial—so pick a liaison with a reliable mobile phone. Also on speed dial should be the number of the Thomas More Society Pro-Life Law Center: 312-782-1680.

Always treat the police with utmost respect. Let them talk first, and do not interrupt. Nothing turns a law enforcement officer against you more quickly than being interrupted.

Do your best to comply with reasonable directives from police, but don’t give them the opportunity to restrict your activities or location by asking too many questions. For example, if they ask you to reduce the volume of the P.A., do so,
but don’t go out of your way to seek approval for the new volume level, risking an order to turn it down more.

If you believe a particular officer is making unreasonable demands, call the police non-emergency number and ask for a superior officer to come out. Do not ask the officer to do this: do it yourself.

Attorneys from the Thomas More Society (312-782-1680) will be available during the Rally hours, if you face a dispute with police that you are not able to resolve on your own.

In the unlikely event that you cannot resolve a dispute with the police, it is wiser to “obey today and sue tomorrow.” But don’t tell the police that this is your intention. Respectfully say that you believe the order is unjust, but that in the interests of moving forward with the Rally, you will comply.

But again, your interactions with police are likely to be positive. So after the Rally, be sure to thank them for being there and keeping things safe.

**Dealing with Rally counter-protestors**

Many first-time rally organizers are concerned about having to face opposition in the form of counter-protesters, but the truth is that you are unlikely to face this challenge. Despite all the media coverage of left-wing groups like the Occupy movement, the grassroots reach of the pro-life movement is far greater.

But even if counter-protesters appear, conflict is unlikely. They’ll hold their signs and chant their chants, while you conduct your Rally. If you have a permit for the Rally space, you’ll have the advantage of the police having legal grounds to keep them at a distance.

If opposition does disrupt the Rally, call the police to take care of it. If violence is threatened in any way, immediately call 911.

Don’t let Rally participants “mix it up” with the opposition. Conversations are okay, but screaming matches are not. The goal of any interaction with opponents should be to charitably share our message and open doors.