

CAMPAIGN NONVIOLENCE

A Project of Pace e Bene Nonviolence Service

Taking a stand against war, poverty, racism, environmental destruction & the epidemic of violence.

Taking action for a new culture of peace and nonviolence

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CNV Nonviolent Action Organizing Toolkit

Marching for a Culture of Peace: Campaign Nonviolence Nationwide & Local Actions



*Building a Long-term Movement to Mainstream Active Nonviolence
And to End War, Poverty, Racism, Environmental Destruction and The Epidemic of Violence*

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CNV NONVIOLENT ACTION ORGANIZING TOOLKIT

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THE VISION AND OVERVIEW OF CAMPAIGN NONVIOLENCE

mainstreaming nonviolence, building a culture of peace, and organizing marches nationwide around the International Day of Peace

Campaign Nonviolence is a long-term movement to build a culture of peace and nonviolence free from war, poverty, racism, environmental destruction, and the epidemic of violence and injustice. How? By mainstreaming nonviolence, connecting the issues, and taking action together.

Its vision is rooted in an understanding of nonviolence as a force for truth, justice, and the well-being of all that is neither passive nor violent. As Dr. Martin Luther King, Jr. put it, nonviolence is “the love that does justice.” It is an orientation that unleashes creativity, connectedness, and compassion. It is a way of life and a means of transforming the world.

Violence in all of its interlocking forms constitutes the greatest crisis facing our cities, our nation, and our planet. Catastrophic climate change, escalating poverty, permanent war, and a horrific epidemic of violence haunt our lives and our world. Interwoven through all of these monumental challenges is the structural violence of racism and all other forms of institutionalized oppression. We will not solve the problems of war, poverty, and environmental destruction in isolation — nor will we solve them without tackling the structural violence of racism and other forms of systemic injustice that shape and drive them.



In its work to support a comprehensive movement joining forces to build a culture of peace, Campaign Nonviolence is taking a clear stand against racial injustice and its systemic violence – mass incarceration, economic and social inequality, systematic exclusion, militarization of U.S. police forces, chronic dehumanization, and the threat to survival and life itself – which prevents a culture of peace from emerging.

Campaign Nonviolence honors the centuries-long struggle for racial justice, and stands with its powerful contemporary movement led by Black Lives Matter, Let Us Breathe, and the Hands Up Coalition who are taking nonviolent action in the wake of the killings of Trayvon Martin, Eric Garner, Michael Brown, Freddie Gray, Rekia Boyd, and many other persons of color. Campaign Nonviolence groups across the United States are walking in solidarity with this movement, and are committed to supporting this new struggle for racial justice.

As the latest daily wave of violence engulfs us, we wonder: is there any alternative to a violent future? In the face of the intractably crushing reality of violence, can we foster a viable nonviolent option, let alone a comprehensively just, peaceful, and healed world?

There are no easy answers, but if such a world is possible, it will hinge on a systematic effort to mainstream the power of active nonviolence; to connect the dots between the great challenges we face (and the many movements that are working to resolve them); and to build a durable culture of peace capable of sustaining the planet and its teeming inhabitants.

Campaign Nonviolence is rolling up its sleeves to support these long-term tasks.

Launched with hundreds of marches, rallies and demonstrations in all 50 states in September 2014, Campaign Nonviolence is a long-term movement to take a clear public stand against all violence – and to build a culture of peace and nonviolence free from war, poverty, racism, environmental destruction and the contemporary tsunami of violence.

Campaign Nonviolence is building this long-term movement because traditional approaches have faltered. To move forward, we must innovate in two crucial ways. First, we must fully tap, spread, and build out the power of active nonviolence. It must become a key dimension of our lives and our world. Second, we must overcome the customary silos that keep movements separate and join forces in an increasingly comprehensive and effective way for the monumental change needed in the 21st century.

Mainstreaming nonviolence. Over the past century, the power of nonviolence to resist violence and to create effective alternatives has increasingly been demonstrated. The time has come to increasingly spread this power through

comprehensive through awareness, education, and action. Campaign Nonviolence has set as one of its fundamental long-term goals is to mainstream the vision, tools, stories, methods and power of active nonviolence.

Connecting the dots. For decades many campaigns and movements have been working throughout the world to end specific wars and the institution of war itself, to eliminate the scourge of poverty and racism, and to stop the destruction of the planet. Each of these has been incalculably important. At the same time, Campaign Nonviolence holds that it is time to connect these historic efforts in a new and powerful way. War, poverty, racism, and environmental destruction are not four separate realities. They are interrelated dimensions of the growing global crisis of violence and injustice. Making headway on any one of these monumental challenges requires making headway on all of them. Hence the need for these historically separate movements to join forces in a long-term, comprehensive movement to alert, educate, win and mobilize people power everywhere for change.

These two foundations—mainstreaming nonviolence and building a movement-of-movements—ground Campaign Nonviolence’s call for people everywhere to:

- Discover and deepen the power of nonviolence, including the vision and tools for nonviolent change that Mohandas Gandhi, Dr. Martin Luther King, Jr., and many other people and movements have activated for social and personal transformation;
- Practice nonviolence toward themselves, toward all others, and toward the world by joining the global movement for peace, economic justice, environmental healing, and effective nonviolent solutions; and
- Connect, collaborate and innovate in creating a new culture of peace and nonviolence.

Campaign Nonviolence launched this long-term movement September 21-27, 2014 with 239 actions and events in every part of the nation and continued with 370 actions in 2015, 760 actions in 2016, 1600 in 2017, 2600 in 2018 and 3300 in 2019. Campaign Nonviolence marches, rallies, vigils, prayer services, fasts and festivals took place over seven days in September from American Samoa to Maine, from Washington State to Florida, and from California to New Hampshire. Events also took place in Afghanistan, Colombia, and Canada. Campaign Nonviolence organized in every state in the country, led skill-building trainings across the nation, completed a national speaking tour, established nonviolence study groups nationwide, and has been endorsed by over 250 national and local organizations.

Campaign Nonviolence is encouraging people across the nation and beyond to study nonviolence, practice nonviolence, build out the infrastructure of nonviolence, and take nonviolence public. It will do this by:

- Organizing [Campaign Nonviolence Skill-Building Workshops](#) across the nation;
- Spreading the [Nonviolent Cities Project](#)
- Taking action nationwide during the annual [Campaign Nonviolence Week of Nonviolent Actions](#) each September. In cities and towns in all 50 states, Campaign Nonviolence will march against violence and for a world of peace, justice and sustainability. During Campaign Nonviolence Week, we will connect the dots between war, poverty, racism and environmental destruction —and join forces to work for a culture of peace.



Campaign Nonviolence Goals: Why We Are Taking Action in Hundreds of Cities

Campaign Nonviolence's long-term goal is to build a culture of peace and nonviolence free from war, poverty, racism, environmental destruction, and the epidemic of violence.

To build this movement, hundreds of nonviolent actions will take place in cities and states across the US and beyond taking a stand against all violence and calling for concrete first steps toward peace, economic justice, healing the earth, and to mainstream active nonviolence. These first steps include:

An international treaty for swift, verifiable action to stop environmental destruction
Ending the military drone program
Establishing a \$15 minimum wage for all
K-12 nonviolence education everywhere, and
Practicing nonviolence toward ourselves, toward all others, and toward the planet

We will join our voices with people everywhere working on many other dimensions of a culture of peace, including these:

mainstream NONVIOLENCE	stop ENVIRONMENTAL DESTRUCTION	end POVERTY	abolish WAR
<ul style="list-style-type: none"> • Practicing nonviolence for personal and social change • Peacebuilding teams, centers and training facilities everywhere • Nonviolence visibility projects • Nonviolent movement building and spreading nonviolent resources 	<ul style="list-style-type: none"> • US commitment to climate change treaty • Dramatic increase in renewable energy funding • Deep reductions in greenhouse gas emissions • End fracking • Stop strip mining • End destruction of habitat and the biosphere 	<ul style="list-style-type: none"> • Full employment • Living wage for all • Eradicate child hunger • Equal access to quality public education • Health care for all • 2% of US budget to end world poverty and hunger • Increased US support for the UN Millennium Goals 	<ul style="list-style-type: none"> • Cut US military budget; base foreign policy on international law • Abolish nuclear weapons • Ban military drones • Close Guantanamo • End militarization of schools • Close the School of the Americas • Stop massive data collection on the public; increase transparency

For more information or to take the CNV Pledge:
CampaignNonviolence.org



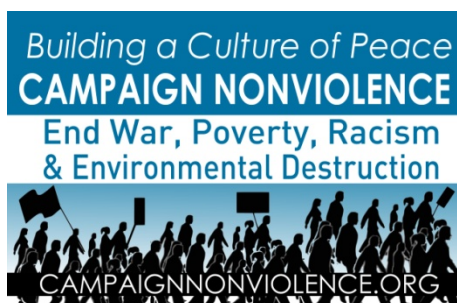
CAMPAIGN NONVIOLENCE

A Call For Nationwide Nonviolent Action For a World Free From War, Poverty, Racism, Environmental Destruction and the Epidemic of Violence

Campaign Nonviolence invites all people of faith, conscience, and good will to take to the streets in September in hundreds of cities across the United States in the spirit of nonviolence to speak out publicly for an end to war, poverty, racism, and environmental destruction—and to begin to build a new culture of peace and nonviolence.

During this week of nationwide nonviolent action, Campaign Nonviolence:

- Calls for hundreds of local demonstrations in cities across the nation dramatically urging concrete policy shifts toward ending environmental destruction, ending poverty, and abolishing war.
- We recommend that local and regional actions feature a nonviolent march from a place of peace—such as a religious setting or a park—to an appropriate government facility to rally, pray, witness, or engage in nonviolent direct action. During your CNV Week of Action event consider also launching your city as part of our Nonviolent Cities Project! Through these forms of public action we will take a stand against the existing culture of violence—marked by war, poverty, environmental destruction, and many other forms of destructiveness—and publicly declare our resolve to create a culture of peace and nonviolence
- We urge every peace, justice, environmental, and religious group in the nation—local, regional and national—to join this national movement to connect the dots between war, poverty, racism and environmental destruction; to join forces in challenging these interrelated realities; and to join together in calling for a new cultural shift toward peace and nonviolence.
- Just as Campaign Nonviolence will connect the dots between war, poverty, racism and the environment, it will connect the dots between actions in Seattle and Chattanooga, Chicago and Los Angeles, Santa Fe and Kansas City, Memphis and Hartford, Aimes and Buffalo, Davis and Iowa City, and many other cities.



The survival and well-being of our planet and all of its inhabitants hinge on deepening and broadening the potential for nonviolent transformation. Campaign Nonviolence calls on all of us to connect, collaborate with, and cheer on all initiatives for peace, economic and racial justice, and environmental healing. Together, we can help build a long-term consensus for ending war, poverty, and environmental destruction—and contribute to mobilizing people power for translating that emerging conviction into concrete change.

Martin Luther King, Jr. told us that “the choice is no longer between violence or nonviolence; it’s nonviolence or non-existence.” We invite everyone to join Campaign Nonviolence and start planning public action for justice, peace and environmental sustainability in September. Building on these actions, Campaign Nonviolence will move forward into the future – mainstreaming nonviolence and taking action to promote a new culture of peace and nonviolence. Together we can tap the power of nonviolent change, reenergize our movements, and choose with Martin Luther King, Jr. the vision and way of active nonviolence.

Between now and September, Campaign Nonviolence invites each of us to sharpen our vision of a new culture of peace and nonviolence by:

- Gathering with others to study and to practice nonviolence. (We encourage people to read and study [The Nonviolent Life](#) and [Engaging Nonviolence](#)
- Connecting the dots locally, nationally and globally between war, poverty, racism and the environmental destruction.
- Joining with local and national organizations working for justice, peace, and environmental sustainability to support their work and to collaborate in taking nonviolent action during the CNV Week of Actions in Sept. (See all CNV endorsing organizations [here](#).)
- Discussing nonviolence in our homes, schools, churches, justice and peace groups, and with our local media and politicians to raise awareness of a new culture of peace and nonviolence.
- Using or adapting the Campaign Nonviolence Organizing Checklist and Timeline.
- Pursuing a comprehensive media strategy—focused on both mainstream media and social media—that will raise the visibility of these hundreds of local nonviolent actions and frame them as part of a national mobilization.

Sign the Campaign Nonviolence Pledge at Pledge.CampaignNonviolence.org



CAMPAIGN NONVIOLENCE

Suggested Checklist and Timeline

Campaign Nonviolence is a long-term movement to mainstream active nonviolence; to build a culture of peace and nonviolence; and to foster a world free of war, poverty, racism and environmental destruction.

To help build the movement, we encourage you to:

- Begin to identify concrete ways to spread active nonviolence in your local communities
- Connect the dots: Reach out to and work with people and organizations in your community who focus on war, poverty, racism, and environmental destruction to plan the September nonviolent action and to spread CNV
- Spread active nonviolence in your community (forming a CNV study group, holding a nonviolence workshop, organizing speaking events, use social media, etc.
- Carry out a nonviolent demonstration on a date during Campaign Nonviolence Week in your local communities. This nonviolent action can include public marches, rallies, prayer services, and/or nonviolent civil disobedience at appropriate government sites. During your event consider also launching your city as part of our Nonviolent Cities Project!

CNV Nonviolent Action Organizing Components

Nonviolent Action Planning

Demonstration scenario, goals and objectives; route; roles

Nonviolent Action Outreach

Recruitment; leaflets and signs

Nonviolent Action Visibility

Social media; press work; sharing news with CNV nationally

Nonviolent Action Preparation

Nonviolent action training; affinity group formation; peacekeepers; police liaison; permits

Nonviolent Action Logistics

Props; transportation; communications

Suggested Timeline

April - June

- Form a local CNV Organizing Committee
- Begin brainstorming September action ideas
- Meet with groups working on war, poverty, racism and the environment
- Set a date for your local September nonviolent action
- Form action committee(s) to develop organizing plans
- Schedule a CNV Skill-building workshop before September
- Spread CNV Pledge through email, Facebook, and Twitter
- Brainstorm ways to spread active nonviolence locally
- Schedule a meeting with your members of Congress to call on them to support concrete policy shifts toward abolishing war, ending poverty and racism, and stopping environmental destruction.
- Continue outreach and organizing for the local September action and the nonviolence training

July

- Begin press work publicizing your September action and your preparation
- Continue CNV outreach and other organizing, including social media
- Continue outreach to policy-makers

August

- Fine-tune action plans
- Continue press work, social media and outreach

September

- Carry out action during Campaign Nonviolence Week
- Social media and press work
- Debrief action; celebrate!
- Prepare for next phase!

PLANNING

Forming an Action Committee

A good first step toward forming a CNV action committee is reaching out to people and organizations in your community who focus on war, poverty, racism, and environmental destruction—and also to individuals and groups who promote peace and nonviolence—to explore the possibility of working together on Campaign Nonviolence and on a nonviolent action in your area during the Sept. Week of Actions. Set an initial exploratory meeting. Follow up meetings could focus on forming a coalition or identifying CNV Promoters. As part of this process, we encourage you to form a CNV action committee to begin to brainstorm ideas about a September action in your community. We also encourage the committee to set a date for the September action as soon as possible and share this with Campaign Nonviolence. Contact us at info@paceebene.org.

Creating A Nonviolent Action: Scenario, Goals, Route, Roles

Scenario. We encourage you to consider organizing a nonviolent march from a place of peace—such as a religious setting or a park—to an appropriate government facility to rally, pray, witness, or engage in nonviolent direct action. Organizers may want to encourage participants to carry symbols of a just, peaceful and sustainable world. We are hoping to see us “marching for a culture of peace” in hundreds of cities across the country! (Of course, you may decide to organize another form of nonviolent action, see *Action Ideas* on the next page)

Goal. Through these forms of public action we will take a stand against the existing culture of violence—marked by war, poverty, racism, environmental destruction, and many other forms of destructiveness—and publicly declare our resolve to create a culture of peace and nonviolence.

Route. Developing this plan will mean establishing the route and applying for appropriate permits as necessary (see below).

Roles. As part of this plan, identify relevant roles and who will fill them: Speakers, An MC, musicians, peacekeepers, etc.



Things to consider:

Depending on your city you may need a permit to march or to assemble. You can usually obtain these from your city government but the process can take up to 30 days. In some cities you can process on the sidewalks as long as you keep walking.

If you want a sound system or bullhorn, you may need a sound permit for this. You can avoid this by using “mic checks,” which were popularized by the Occupy movement. This involves having the speaker say a few words at a time and then asking the crowd to repeat it.

You might want to integrate creative elements in your march or rally (street theatre, songs, dance, readings, poetry, flash mobs, etc.).

Finally, you might want to incorporate outreach to policy-makers into your scenario, calling on your members of Congress, for example, to join Campaign Nonviolence in calling for concrete policy shifts toward ending war, poverty and environmental destruction. If you decide to do this, you may consider a letter-writing campaign to your Congress members, and organizing a delegation to meet with them. Invite all policymakers, including the president, to sign the Campaign Nonviolence Pledge.



CAMPAIGN NONVIOLENCE ACTION IDEAS:

This September, Campaign Nonviolence is taking a public stand against all violence—and building a new, long-term movement to mainstream active nonviolence and to build a culture of peace and nonviolence free from war, poverty, racism, environmental destruction and all violence. Hundreds of local nonviolent actions are being planned in every part of the nation during the Week of Actions!

Here are some suggestions for creating your local CNV action this September:

- We recommend that local and regional actions feature a nonviolent march from a place of peace—such as a religious setting or a park—to an appropriate government facility to rally, pray, witness, or engage in nonviolent direct action. During your event consider also launching your city as part of our [Nonviolent Cities Project](#)!
- We encourage all participants to wear a blue scarf -- a global symbol of peace, justice and sustainability. [Click here](#) to find out how to get or create blue scarves.
- We recommend that this action include a chance for participants to declare their stand against violence--and to show their support for this new long-term movement for peace and nonviolence. This could include inviting everyone to read the CNV pledge -- [you can see it here](#) -- or to have an open mic where people can come forward to declare their support for building a culture of peace and nonviolence.
- We also recommend that you consider using or adapting CNV's concrete policy goals as part of the event. See page 5.



Houston CNV participants wearing blue scarves!

Campaign Nonviolence will be raising the visibility of this movement through social media. We encourage you to develop a media strategy locally to garner press coverage of your action!

FOSTERING NONVIOLENCE

Nonviolent action is an effective and powerful method for social change. To help create and maintain a spirit of nonviolence in our public actions, Campaign Nonviolence calls on all participants to make the following nonviolence agreement (adapted from World Beyond War and numerous movements for nonviolent change).

Campaign Nonviolence's Nonviolence Agreement

War, poverty, racism and environmental destruction are colossal forms of violence. In seeking to end them, Campaign Nonviolence rejects the use of violence for any reason and affirms that all CNV activities will employ nonviolent tactics exclusively.

Violence and Nonviolence

For the purposes of this agreement, “violence” means behavior involving physical, verbal or emotional means intended to hurt, damage, or destroy. “Nonviolence,” on the contrary, is a force for transformation, truth, justice, and the well-being of all that is neither violent nor passive. Concretely expressed in CNV actions, nonviolence means a commitment to:

- Avoid the use of violence
- Search for the widest possible vista on the truth pertaining to any situation, and
- Being willing to accept the consequences of taking action, including voluntary suffering if necessary, to bring a conflict to a just resolution.



Guidelines

Campaign Nonviolence actions will have these characteristics in common:

- The attitude of participants will be one of openness, friendliness, and respect towards all people encountered.
- Participants will use no violence, verbal or physical, towards any person, including in reaction to violence.
- Participants will carry no weapons.
- Participants will not destroy or damage property.
- Participants will not bring or use alcohol or drugs (except for medical purposes).
- Participants will not seek to avoid the consequences of their actions.

We encourage CNV action organizers to ask participants to make and abide by this agreement during the CNV event. We also encourage you to read this agreement aloud to participants before commencing the nonviolent action.

In addition to this agreement – and as a way of supporting it – Campaign Nonviolence encourages CNV promoters and others to organize the following nonviolence programs: [Nonviolent Cities Project](#), [Nonviolence workshops and speakers](#), and [study groups](#).

Martin Luther King, Jr.'s Principles of Nonviolent Resistance

Nonviolence is a way of life for courageous people.

Nonviolence seeks to win friendship and understanding.

Nonviolence seeks to defeat injustice, not people.

Nonviolence holds that voluntary suffering can educate and transform.

Nonviolence chooses love instead of hate.

Nonviolence holds that the universe is on the side of justice

CAMPAIGN NONVIOLENCE COVENANT

Campaign Nonviolence invites organizers for events across the US in its national week of action to read this covenant aloud at the beginning of their public action, or if necessary, to hand out copies.

As participants in the Campaign Nonviolence national week of action, we agree to the following covenant and discipline of nonviolence:

- We will walk, sit and act in a spirit of peace, love and nonviolence at all times.
- We will refrain from violence, insults, swearing or any violent language toward anyone.
- Our attitude will be one of openness, friendliness and respect toward all the people we encounter, including security forces, police officers, and one another.
- We will not bring or use any drugs or alcohol.
- We will not possess or carry any weapons.
- We will not run or use any threatening motions.
- We will be attentive in a contemplative spirit of peace, mindfulness, prayer and compassion.
- We will follow the directions of the designated coordinators and leaders.
- We will try to be as nonviolent as possible to ourselves and one another, today, and for the rest of our lives, and do what we can to work for a new culture of peace and nonviolence.

MATERIALS

Various Tools and Resources: Cnvtools.campaignnonviolence.org

There you'll find:

- **Graphics.** Download logos, banners, etc at:
- **CNV Action Flyer.**
- **Nonviolence Flyer for your event.**
- **Signs.** Download templates or make your own, using slogans such as:
 - A WORLD THAT WORKS FOR EVERYONE
 - CREATING A CULTURE OF PEACE AND NONVIOLENCE
 - MARCHING FOR A CULTURE OF PEACE AND NONVIOLENCE

Blue Scarves. Order at: <https://paceebene.org/store/blue-scarf>



We encourage those participating in the September actions to wear blue scarves!

In 2008, women in Afghanistan began wearing blue scarves in their public actions for peace as a symbol of global unity. As the Blue Scarf website says, “**The Blue Scarf** represents the expansive blue sky we all share and has become a global symbol for togetherness. It was set in motion by a very brave group of women in Afghanistan ready to be heard and is now being worn around the world as a way for people to express their solidarity as global citizens for a better world. **The Blue Scarf...**helps remind us and others that we are all in this together and that our only sensible choice in life is to care for one another and to protect and share our world and her resources.” Since 2009, the Blue Scarf has been adapted by the Afghan Peace Volunteers and, since then, by groups around the world, including World Beyond War and Voices for Creative Nonviolence. In 2011, Kathy Kelly, Voices’s co-director, wrote the following when she heard about the blue scarves for the first time when she visited the Afghan Peace Volunteers: “Last evening, they showed us photos of an unusual walk they’d held in the streets of downtown Kabul that morning. Dressed in white, with the young women wearing sky blue veils and the young men in the same color neck scarves, the Afghan Youth Peace Volunteers carried sky blue and white banners proclaiming that Peace is a Pre-Requisite for Progress. They are seeking an end to wars in their country. ‘Why did you choose sky blue?’ I asked. ‘Because it shows that there is just one sky over all of us,’ Chahara replied. Although they came from different ethnicities and various provinces, they walked shoulder to shoulder, 40 of them, on a bright, warm day.”

Making and Getting Blue Scarves

The Blue Scarf website encourages people to make their own scarves. Here’s what it says: “We encourage you to go to your local fabric store and buy yards of fabric (jersey knit recommended) in a color that matches the expansive blue sky (extra points for organic). The color is very important. It should be turquoise or aqua blue (cyan). Cut the fabric into strips measuring approximately 6 feet long (1.8 meters) by approximately 10 inches wide (25 centimeters).”

MEDIA

Campaign Nonviolence's media strategy will raise the visibility of these hundreds of local nonviolent actions and frame them as part of a national mobilization. As part of this effort, we need your help! Use social media to raise the visibility of your action—and contact your local press (TV, radio, blogs and newspaper) to do this as well! As the date approaches, we will send you a sample press release that you can use or adapt to spread the news to your local media outlets.

Social Media

Facebook.

Create a Facebook event page for your local action!

Post a link to your local event on:

- Campaign Nonviolence's Facebook page: <https://www.facebook.com/CampaignNonviolence>
- The CNV Group <https://www.facebook.com/groups/368051990004414/>
- On any local groups/pages you are collaborating with or wish to invite to your event.

Change your Facebook profile to this image in September. Find images to download in the [Tools and Resources section of our website](#).



Twitter.

Tweet your action! When posting to [Twitter](https://twitter.com/CampaignNV) please visit <https://twitter.com/CampaignNV>. You can use the following hashags: #CNV or #CampaignNonviolence. This is an easy way for people to search for images from the day and reshare them. Other popular hashtag to use include #peace, #nonviolence, #activist, #CNV, #climate,” etc.

Photo campaign.

In social media, people pay most attention to pictures and graphics. Please take a moment during our week of actions to take a picture of yourself with the CNV graphic/logo and a few words on why mainstreaming nonviolence is important to you. Then post it to your Twitter, Facebook and other social media accounts!



10 Steps for Local Campaign Nonviolence Press Work

For your September Actions

Hundreds of Campaign Nonviolence actions will occur across the nation in every state beginning on September, around the International Day of Peace. Thousands of people will act together to build a culture of peace and nonviolence. Between now and September, let's make a big push to get this unique week of actions covered in our local and national media. The secret to getting good press coverage is intensive outreach to all of your local news outlets. Here are ten steps to make it happen:

1. **Choose one or two Media Point People:** ONE OR TWO PEOPLE WHO WILL DO THE HARD WORK OF GATHERING PHONE NUMBERS, MAKING CALLS AND SENDING EMAIL, and be present the day of the event. They must also be willing to be a contact for interviews and comments about your CNV event, so preferably someone who has previous experience. Let Campaign Nonviolence staff know their contact information (email info@paceebene.org with name, phone number and email address) so we can be in touch with them.
2. **Compile a detailed list** of local radio shows, tv channels, newspapers in your city and state: a contact name, phone number, mailing address, email, fax numbers. TRY TO DO THIS AT LEAST TWO WEEKS BEFORE THE EVENT. Be sure to find the local Associated Press contact information for their Day Book - they will have a daily listing of all events in your area.
3. **Write a Press Release for your event :** please see sample press release below. Make sure contact names and numbers are at the top and that details are clearly highlighted. Also, include quotes from two or three local activists in your press release. Proof read several times . There is a very specific format to Press Releases and this will help you to get the press attention you need. AS A GOOD EXAMPLE, check out Mercy corps press release [SAMPLE AND INFORMATION here](#).
4. **Mail AND email AND fax AND deliver in person your press release to all of the contacts on your list.** Preferably two weeks before action: Make 50 copies of your local press release and 50 copies of your local event's flyer and mail them, visit those contacts and drop them off. For your local and regional newspaper it is best to go to their office and meet with the editor and explain your event and press release in person. THE KEY TO GETTING PRESS COVERAGE IS BUILDING GOOD RELATIONSHIPS WITH THE PRESS; WE NEED THEM TO HELP US GET THE MESSAGE OUT.
5. One week before your event, **call everyone** to see if they received the press release. If not, resend it . THEN, ASK THEM IF THEY ARE GOING TO ATTEND THE EVENT. IF NOT, ASK THEM IF YOU CAN CONTACT THEM AFTERWARDS TO TELL THEM WHAT HAPPENED.
6. Have your **Press Packet ready a week before your event.** A Press Packet includes a press release, brochures about your local groups, flyers of the event, articles about the local issues your are addressing and whatever else you think would help frame your message to the press. Bring 10-20 copies in separate folders to your event to hand them out to reporters then.
7. Two days before your event **call everyone again** and ask for the newsroom, invite them to your event, see if they have any questions. If necessary call the day before as well. IN PARTICULAR, CALL THE NEAREST ASSOCIATED PRESS OFFICE.
8. On the Day of the event **call your local Associated Press (AP)** first thing in the morning. MAKE sure your event is listed on the AP Day Book.
9. At the event, make sure everyone knows to send reporters to your media contact people. **Media contacts should have 2-3 sentences prepared** about why they are at the event and why this action is important, A GOOD SOUND BITE. You

should also **identify 2-3 other people from the group to give short statements** to the press about Campaign Nonviolence and why taking action together WITH PEOPLE ACROSS THE NATION IS SO important. Have 10-20 copies of the Press Release or Press Packet to give to the reporters who show up.

10. Immediately after the event forward all articles, news blurbs, videos, and photos about your event to Pace e Bene on our Post-Event feedback form found the in [Tools and Resources](#) section or to info@paceebene.org. We want to document and celebrate our collective success!

Remember – one key to getting good press coverage is to build friendly relationships with reporters. As Campaign Nonviolence, we want to reach out and win them over to the vision of Campaign Nonviolence. Please be friendly, explain how exciting this National week of actions is and stress how we want to hear more about the vision of Campaign Nonviolence on their outlet. Your work has been incredible and they should cover it.

ALL THE BEST! THANK YOU SO MUCH!

General Press Release for Local Campaign Nonviolence Actions:

FOR IMMEDIATE RELEASE

[Address]

[Date]

Contact: [Name 1] [Phone Number 1]

[Name 2] [Phone number 2]

Hundreds to Join Nonviolent Protest in [city] on [date] to End War, Poverty, Racism and Environmental Destruction as part of “Campaign Nonviolence” Demonstrations across the Nation

(Your City, State) - On [Date of your Event], hundreds of people will gather at [Time of day of your event] at [Place where your event is taking place (for example, a particular park), with its address in parentheses] in downtown [City] and march to the federal building [or describe what your event entails, with a street address] for a rally to protest war, poverty, racism and environmental destruction, featuring speakers from [Names of cities], as part of hundreds of demonstrations occurring in every state in the country sponsored by “Campaign Nonviolence” during the week of September [Insert Action Week Date]

Under the banner of Campaign Nonviolence, thousands of Americans will take a public stand against all violence and launch a new movement for a culture of peace and nonviolence free from war, poverty, racism and environmental destruction.

During Campaign Nonviolence Week, people from all walks of life will take to the streets from Hawaii to Maine to protest ongoing U.S. warfare, extreme poverty, the devastation of the environment, and many other forms of violence, from the unjust detention of immigrants to police brutality to the continuing threat of nuclear weapons.

Through Campaign Nonviolence, historically separate movements are joining forces to tackle these many forms of violence and to build a more just, peaceful and sustainable world.

[Insert quotes (2-3 sentences) from TWO OR THREE local leaders into this text]

Campaign Nonviolence is a grassroots movement to mainstream active nonviolence using the vision of Martin Luther King, Jr. that calls us to become people of nonviolence and to resolve personal and global conflicts nonviolently.

Campaign Nonviolence was launched September 2014 with over 230 nonviolent actions in every state in the nation and continued in 2015 with 370 nonviolent actions, 760 actions in 2016, 1600 in 2017, 2600 in 2018 and over 4000 in 2020.

[FOR INFORMATION ON THE NATIONAL CAMPAIGN, CONTACT RYAN HALL AT info@paceebene.org or 510-268-8765. WEBSITE: www.campaignnonviolence.org.]

For more information about the local event [reiterate time, date and place of your local Campaign Nonviolence event], please call the contacts listed above.

###

PREPARATION

Nonviolent Action Training. See trainings offered by Peace Bene and other nonviolence organizations at CampaignNonviolence.org.

Also see Sanderson Beck's [*Handbook of Nonviolent Action*](#), for components of nonviolent action training.

Affinity Group Formation. Brought together by common background or concerns, an affinity group – usually composed of 5 to 20 people – offers support and partnership in the work of peace and justice, including taking nonviolent action together. See more [here](#).

Peacekeepers. Often nonviolent peacekeepers (also sometimes referred to as monitors or marshals) are trained and organized to help maintain a spirit of peace and nonviolence during public action. They also often help direct and support the movement of marches, etc.

Police Liaison. This is someone who has been empowered by the organizing group to represent it in discussions with the police before or during nonviolent action.

Permits. The nonviolent action organizers may be required to apply for and secure a permit to march or rally.



LOGISTICS

Props. Any objects that will be needed to successfully carry out the nonviolent action scenario.

Transportation. Planning regarding any special transportation (of people or objects) that will be necessary

Communications. This refers to any special capacity to communicate between organizers during the planned event.



FOLLOW UP

Celebration! Take the time to honor and enjoy what you have accomplished. Consider throwing a party for those who made this action possible!

Share Your News With CNV. Please let us know what you have done – and be sure to include pictures!

Next Steps. The September nationwide actions are only the beginning of Campaign Nonviolence's long-term struggle to foster a more just, peaceful and sustainable world. Let's build on what we've accomplished this year as we move forward into the next year of Campaign Nonviolence!

MORE RESOURCES

Nonviolence

The Metta Center for Nonviolence, [Introducing Nonviolence](#)

Bob Irwin and Gordon Faison, edited by David Alpert, [Why Nonviolence: Introduction to Nonviolence Theory and Strategy](#)

Gene Sharp, [How Nonviolent Struggle Works](#)

George Lakey, [Waging Nonviolence](#) columns

Colman McCarthy, [Class on Nonviolence](#)

Michael Nagler, [The Nonviolence Handbook](#)

Paul Hubers, [Nonviolence 101 – Extensive Archives](#)

Examples of Nonviolence in Action

[Global Nonviolent Action Database](#): Over 900 detailed cases of nonviolent campaigns in the US and around the world

[Waging Nonviolence](#): Daily news and analysis of nonviolent people-power

Why Civil Resistance Works

[Groundbreaking Study](#) by Erica Chenoweth and Maria Stephan

More Nonviolent Action Tools

Sanderson Beck, [Handbook of Nonviolent Action](#)

Beck, [Forming Affinity Groups](#)

Beck, [Consensus Decision-Making](#)

Beck, [Organizing Creative Actions](#)

Beck, [Civil Disobedience and the Legal Process](#)

More on Nonviolent Movement-Building

Bill Moyer, [Movement Action Plan: A Summary](#)

The Vernal Project:

[Resources for Nonviolent Social Change](#)

[Understanding Nonviolent Social Change](#)

[Preparation for Nonviolent Action](#)

[Nonviolent Action Strategy Planning](#)

[Examples of Nonviolent Social Change](#)

[Cooperative Decision-Making](#)

[Interpersonal Behavior](#)

[Quotations for Social Change](#)



KEEP CAMPAIGN NONVIOLENCE IN THE LOOP!

Let us know you are planning an action on our [Actions page here](#) or info@paceebene.org

Post news and photos from your action afterwards on our [Post Event form found in the Tools and Resources section](#).

We're here to support you!

We are excited that you are preparing nonviolent action in your local community! Please let us know if you need any support. You can email us at info@paceebene.org and let us know what you need, including brainstorming action ideas with you. Be in touch!