

How to do a successful march

Be inspired!

A march is hard work but this checklist will help you with the logistics. Thanks to Tracy, Nadine and the keen activists from Tauranga for starting up this checklist.

1. Be clear about your purpose

A march is an opportunity to express concern about your issue.

Be clear about the message and the “look” of your march – from the beginning think “What will this look like on TV or in a photo?”

2. Plan out the key tasks

Meet together to decide a date, time, place, a route, and where to start and where to finish.

Check whether you need a permit for the march from the police or your local council.

Make sure that where you gather people together at the beginning and end is convenient to get to and is highly visible to lots of people in your community.

Contact your Council to get permission to use squares or close roads if you need to.

To get agreement about local traffic management can take weeks if you want full or half road closure, so factor that in.

Book any squares/venues for the start and finish of the march.

If you're in a shopping area, contact the shops to let them know what is happening

3. Follow up

Make a list of the tasks at your meeting and ask people to put their name next to one task each.

Email everyone the list and ask people to hit REPLY ALL so everyone knows what is going on.

4. Alert the media

Designate one person to be the point of contact to deal with all media calls and deal with media on the day at the event.

Let NZEI's media officer liz.brown@nzei.org.nz know of your plans

Email a brief press release with WHAT, WHEN, WHO, WHY is happening to TV1,TV3, any local TV and radio stations, Radio New Zealand and Radio Live, and the Scoop website as well as your local newspaper. Follow up the press release with calls to media.

5. Invite people you want to influence

Invite your local MPs and any leaders or candidates of the political parties in your area

Invite your local mayor and councillors and other “movers and shakers” you know in your community

6. Jobs

- Talk to your parents about what is this for and what the main issues are
- Delegate two or three people to set up a table to get postcards or petitions signed (And make sure one of your speakers mentions signing the card/petition at the rally)
- Take loads of pens
- Ensure you have an effective sound system – and a “stage” or ladder for someone to stand on to talk
- Do posters to advertise the march
- Do a Parent to Parents letter attached to the march poster
- Email networks, other local unions, and ECE sectors groups like NZK and NZ Childcare Association Te Tari Puna
- Email to all ECE centres in your local area, schools, tertiary institutes
- Get a parent who is willing to speak on the issue for the rally and to media
- Sort equipment for banners: paint, paper/fabric, timber, etc
- Make placards/signs
- Send invitation letters to MPs
- Have someone coordinate the speakers list and ask guest speakers (give them a clear brief about what they need to speak about and a time limit).
- Ensure there is someone to welcome everyone at the beginning of the march/mihi at the rally
- Have someone responsible for health and safety
- Have someone as “MC” to introduce the speakers at the end of the march
- Contact media
- Advertise in local papers the week before if you can afford it
- Ask your local NZEI field officer for support and keep them informed as they will help to keep others informed and other areas.

At this point you think there is no light at the end of the tunnel! But I’m telling you there is and it is all worth it!!! KEEP GOING!!!! For proof we can all work together and do great marches and rallies, go to www.ecetogether.org.nz