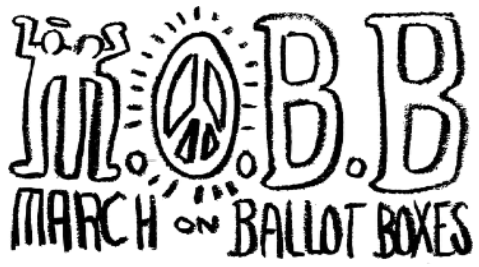




GUIDE TO SETTING UP
YOUR OWN M.O.B.B.-INSPIRED EVENT



TOOLKIT

RUN YOUR OWN MARCH ON BALLOT BOXES EVENT

CONTINUE THE CONVERSATION

March on Ballot Boxes (M.O.B.B) is a collaboration between music industry leaders, Black Voters Matter Fund, HeadCount, and local grassroots organizations to register and educate Black voters for the upcoming 2020 election. We believe that one thing we can all do as responsible Americans in order to fight systematic racism is to take the power back with our votes.

ABOUT MARCH ON BALLOT BOXES (M.O.B.B)

From now until Election Day, with help from a number of popular artists, athletes and public figures, March on Ballot Boxes will host a series of pop-up events and registration drives across the country to increase voter registration and education on key policies that impact our communities. We are working with entertainers from all over to engage people of every age and emphasize the power of their votes. In addition to the great work already being done with social media, online petitions and protests, we must also use our greatest power, our vote, to make real change happen in 2020 and beyond.

While we are attempting to cover a number of cities across the nation, we are not able to do so fully, which is where you come in. We put together this guide on how to get started in your own community should you be interested.

For more information, please visit our [website](#) and connect with us on social media for the latest updates: [Instagram](#), [Twitter](#), [Facebook](#)

IN THIS TOOLKIT:

STEP 1: Planning a M.O.B.B-Style Event in Your Community

STEP 2: Publicize Your Event: Build Awareness and Recruit!

STEP 3: The Day Of: How to Have a Powerful Event

APPENDIX I: Social Media Samples

APPENDIX II: Press Advisory

APPENDIX III: COVID-19 Safety & Contactless Voter Registration

*** Please note that this is provided for informational purposes only and is not intended to provide or be relied upon for any legal advice. Legal restrictions may vary depending on your location. March on Ballot Boxes shall not be liable for your March on Ballot Boxes inspired events.**

STEP ONE: PLANNING A VOTER REGISTRATION EVENT IN YOUR COMMUNITY

We will announce our official events soon. If you'd like to volunteer, please fill out the volunteer sign up form [here](#). If we do not announce an official event in your city and you are interested in organizing your own, please continue below.

PICK A DATE AND TIME

These events can take place on any day of the week. Start times can vary depending on the day but ideally should either be focused on the morning (9/10am) or afternoon (2/3pm) and conclude two hours after the start of the event.

CHOOSE A LOCATION

You know your community best. Which communities in your area have historically had the lowest voter registration rates? Within these communities, where do the young and/or elderly most frequently show up, wait in lines, hang out, or simply walk by? Keep in mind these events should be accessible to as many people as possible so consider locations with good visibility - either to pedestrians, mass transit or auto traffic.

ADDITIONAL LOCATION CONSIDERATIONS

You need to know if the location is public or private and what requirements exist to hold an event in that space. It is important that you know your rights regarding the use of space, whether you are organizing an event on a college campus or along a public street. Many towns require permits for events, especially if you will be using amplified sound (such as bullhorns) since they may disrupt traffic.

If you don't have a location confirmed yet, you can still create your event and begin recruiting. Leave the address line as "RSVP for details" and you can get in touch with everyone who signs up once the location is finalized (but best to make this your top priority).

IDENTIFY COMMUNITY PARTNERS IN YOUR AREA

If there are nonprofit organizations and community-based groups that exist in your area (whether focused on voter registration or other community issues), reach out to them directly and identify how each group can help contribute to the event. Raising voter registration rates in your area will be a concerted effort amongst your entire community and the more help, the better.

THINK - who else might be interested in helping to plan the event? What natural allies do you have in the community?

See [Step 2](#) for our official partners for March on Ballot Boxes.

DETERMINE ROLES AND ASSIGN TASKS

It is essential to bring together a key group of people who are committed to the project (the earlier in your planning, the better). Schedule a planning meeting and invite the community partners you've identified that want to help with the event. [Zoom](#) is a free platform for video conferencing while [FreeConferenceCall](#) is advantageous for conference calls. At the meeting, choose someone to be in charge of each component of the event. Keep in mind, you may not need all of the following roles as events will vary in size.

ROLES CAN INCLUDE:

- **BUDGET LEAD** – This person will put together a budget, which will help to identify how much you can spend on specific items and inform your fundraising goal. Common costs associated with planning an event are below to help get your Budget Lead started:
 - **Staging and Audio Costs** – Depending on the size of your event, you may want to rent audio equipment. Bear in mind that vendors will often charge you for set up labor, so be sure to ask for a full quote to avoid any surprise costs. You will also want to ensure you will be able to use their power and have the electrical hook ups needed to support the equipment.
 - **Permits and Security** – Often permits costs are small, however some cities may require security which can add additional costs.
 - **Location Rental** – Given the COVID-19 pandemic, we highly encourage you to find a location outdoors to ensure proper social distancing measures. If you are able to source a community center, church, etc., and know that you can put on the event and safely follow COVID-19 prevention practices, this may be a valid option as they can often be more affordable or offer discounted rates.
 - **Other Supplies** – You will want to make sure you have water bottles for volunteers, a basic first aid kit, and supplies to make voter registration easy at your event (e.g., posters printed with the voter registration QR code).
 - Due to COVID-19, it is crucial that your event focuses on contactless voter registration through the QR code (see [Appendix III](#) on how attendees will register via QR code on their phones).
- **PROGRAM & LOGISTICS LEAD** – This person or team will determine the critical details related to the event logistics and more importantly consider that all COVID-19 prevention measures are enacted. Important details to confirm are event start time, event location, community leaders that will be in attendance (most can also serve as event speakers), artists/public figures in attendance and program (run of show). Coalitions work best when everyone is involved in the process from the beginning so reach out to other activists, artists, athletes, public figures and community members to see if they would like to contribute to the event. It is crucial that those in this role are in communication with all parties that will be involved on the day of. It is also essential that this person or team creates an event schedule that everyone will receive and be able to follow. They will identify parking options near the event site and public transportation options for getting to and from on the day of to share with attendees. (Note that, even though this is not a march or protest, you can also hold one afterwards.)

- **CITY LIASON & PERMITTING LEAD** – This person or team will work with local authorities to obtain any required permits needed to host the event (including a certificate of insurance if needed), will run set-up & clean-up of the event grounds and will work in tandem with the Logistics Lead to ensure that your event is up to standard with COVID-19 prevention measures according to your community's laws. This person or team will need to work closely with the rest of the committee to ensure all logistics and event details are cleared with local authorities so that they understand the full scope of the event.
- **EVENT PRODUCTION LEAD** – This role is helpful for events with more than 75 attendees. Typically for an event like this, you would expect half of the attending RSVPs to show up. However with the current social climate and momentum behind the cause, you should be prepared for the potential of more people showing up than expected. For planning an event with more than 150 sign-ups, a Production Lead can be helpful. The Production Lead will work with a local vendor to set-up some sort of amplification system and/or stage (a bullhorn will suffice for events up to about 150 people). For events with larger anticipated attendance you should consider amplification with audio/video equipment and a microphone for speakers. This equipment can be rented from a local production vendor or party store. If you are planning to have speakers you also want to decide if you need a raised stage or a location for speakers that the audience will be able to see.
- **MEDIA LEAD** - Assign someone to contact local media to ensure the press has the details of your event (there are talking points and a press release included in [Appendix II](#) to help). Alerting your local paper, TV and radio stations will help promote your event and build your crowd! We have compiled a database of contact information for radio stations around the country which can be accessed [here](#).
- **LOCAL ELECTED OFFICIALS LEAD** – This person will research your local elected leader's stance on the recent protests against police brutality as well as their position on issues that are critical to the improvement of the local Black community. We are calling on all elected leaders to actively fight systemic racism at all levels within local, state and national politics. If your leaders are champions, invite them to attend your event. If you think they can do more to end systemic racism with their words and policies, make sure they see and hear about your event. It will send a strong message to your local officials that their voters are taking the time and effort to stand for these issues. You can do this through press coverage but also in real time online through social media (make sure you have the proper handles of the elected officials you wish to contact).
- **SOCIAL MEDIA LEAD** – This person will be responsible for sharing images from your event across as many social media platforms as possible (Facebook, Instagram, TikTok, SnapChat, Twitter, etc.) while using the hashtag: #MarchonBallotBoxes. There is a social media guide in [Appendix I](#) as well as a [social asset toolkit](#) for reference, but make sure to check the March on Ballot Boxes [website](#) often for updates as well.
- **PHOTOGRAPHER/VIDEOGRAPHER** – This person or team will capture the event. Everyone on the planning committee should reach out to their personal network to find people who would be willing to lend their photography or videography talent to document the day of. Our team would love to see how you are sparking change in your community so make sure to submit all content from your event to info@mobbthevote.org

STEP TWO: PUBLICIZE YOUR MARCH, BUILD AWARENESS AND RECRUIT!

CONNECT WITH THE OFFICIAL PARTNERS OF M.O.B.B

Below are our partners that are fully committed to having the largest impact possible and are available as resources to help activate your local community:

- [HeadCount](#)
 - Possible outreach can include asking about volunteers, etc.
 - Contact HeadCount at info@headcount.org
- [Black Voters Matter Fund](#)
 - Contact Black Voters Matter Fund at cliff@blackvotersmatterfund.org
- [March On Ballot Boxes](#)
 - Contact Us at info@mobbthevote.org

MAKE A RECRUITMENT PLAN FOR YOUR EVENT

Turnout is crucial. The more people that show up, the more you can register! The key to gathering a crowd is a successful outreach strategy, including the production and distribution of materials from the [social asset toolkit](#), local press coverage, invitations via e-mail, social media announcements, public service announcements, and outreach to local organizations.

DRIVING AWARENESS WITH A PLATFORM

Influential figures that are local to your community are a great resource for driving awareness about the event. If you are able to activate any artists, athletes or public figures that hold significance to your community, we encourage you to reach out to them. They can help by getting involved at the ground level in simple ways. We are not asking our talent to do anything beyond showing up and holding up the big QR code, but if your talent is willing to do more, great!

EVERYONE CAN HELP WITH RECRUITMENT

Talk to everyone you know about getting involved with your event. Talk to your peers, family and friends about why it's important. Share why you're interested in getting people registered to vote on social media and ask people to share as well. Help people understand that these events are happening nationwide and that by using our voices, we can improve our communities.

INVOLVING THE COMMUNITY

- **BLACK OWNED BUSINESSES** – Recruit local businesses to not only help spread awareness of your event, but to also join in on the efforts. If you have a budget for food, support a local Black owned business or invite a local food truck to set up and sell nearby for an added draw to the area.
 - **RESOURCES HIGHLIGHTING BLACK OWNED BUSINESSES**
 - [Eat Okra](#)
 - [Black Nation](#)
- **RELEVANT COMMUNITY PARTNERS (NON-PROFIT ORGS)** – Find local organizations that are involved in the Black community that are willing to donate resources, volunteer and join the movement. Get in touch with these local organizations to help fund and plan as a means to defray costs (permits, security, sound system, food/beverage, etc). Don't be afraid to seek out organizations that have made an impact with voter registration in your community in the past - they can lend a strong helping hand.
- **LOCAL RADIO STATIONS** – Recruit local radio stations to help spread awareness and drive more people to your event. Click this [link](#) to access a database of contact information for all Urban, Urban AC, and Rhythmic radio stations across the country.
- **FAMILY MEMBERS** – Encourage your family members to not only register to vote (if they haven't already), but to help spread awareness, volunteer the day of and bring your community together.

INVITE THE MEDIA / PREPARE PRESS PACKETS

A well organized event with large support can communicate with hundreds, hopefully thousands of people. If the media covers your event, you can reach even more people. Make sure you place heavy emphasis on involving local media outlets and maximize your outreach before the event.

Before the event, send the local press an advisory about your event. Use the suggested template (see [Appendix II](#)) and fill out your specific information in the highlighted portions. You are not alone! Maybe your community has a public relations expert who will help. If not, don't worry. You are doing your part by registering voters, and you can build momentum over time.

STEP THREE: THE DAY OF: HOW TO HAVE A POWERFUL EVENT!

You've done the hard work of setting everything up and getting it all ready for people to participate. Now here are some tips to make sure your event can maximize its impact.

SPEAKING TOPICS FOR GUEST SPEAKERS

- Voter registration deadlines
- Whether or not your state has early voting (and if so, early voting deadlines)
- Whether or not your state has mail-in voting & information on Absentee Ballots. Who is eligible?
- March On Ballot Boxes website
- Please give a shoutout to our official partners: HeadCount and Black Voters Matter Fund
- How participants can continue to stay involved with our movement

LOGISTICS

Make sure you have a plan in place to set up your location. This will include arriving early; ensuring volunteers & greeters are educated, trained and ready; setting up and testing audio equipment; communicating with all volunteer leaders about their role for the day.

SIGNS

Although this is a voter registration drive, understand that attendees may have plans to attend a protest afterwards. Give attendees the option to come to the event with art supplies to make signs as creative signage can help capture people's attention. Keep in mind that these will likely be part of the news coverage of your event. Let's inspire people to act, and fight for the right to vote and be heard. Prior to the event, you can even encourage people to create signs with the QR code to further it's reach.

WORK TOGETHER. HAVE FUN. INSPIRE THE WORLD.

We are organizing these events about a very serious social issue, but that doesn't mean we can't enjoy the process of reaching our goal. We have a right to make our voices heard and to demand that our elected officials do better. We will not be intimidated. We have the power to impact decisions by our lawmakers. Your event can be a success with 50 people or with 10,000.

Either way, Make. Your. Voice. Heard.

We are strategizing, mobilizing, and organizing to make sure our voices are heard. We are fighting for everyone to be represented in the upcoming 2020 election. From Juneteeth to November 3rd we will turn the tide in this fight.

APPENDIX I: SOCIAL MEDIA SAMPLES

M.O.B.B SAMPLE SOCIAL MEDIA POSTS

Please note that our Instagram handle is @MarchOnBallotBoxes and our Twitter handle is @MarchOnBallots

On [INSERT DAY OF WEEK], [INSERT DATE OF EVENT], our community in [INSERT CITY, STATE] will join folks across the country to #MarchOnBallotBoxes and stand up for our right to vote. RSVP to the [INSERT CITY] event [INSERT LINK TO LOCAL EVENT PAGE] [INSERT M.O.B.B HANDLE]

On [INSERT DAY OF WEEK], [INSERT DATE OF EVENT], our community in [INSERT CITY, STATE] will join folks across the country to #MarchOnBallotBoxes and stand up for our right to vote. RSVP to the link in bio. [INSERT M.O.B.B HANDLE]

Stand with [INSERT CITY/COMMUNITY NAME] residents and exercise your right to vote and #MarchOnBallotBoxes on [DAY OF WEEK], [DATE]. Get more details and RSVP at the link below. [INSERT LINK TO LOCAL EVENT PAGE] [INSERT M.O.B.B HANDLE]

Stand with [INSERT CITY/COMMUNITY NAME] residents and exercise your right to vote and #MarchOnBallotBoxes on [DAY OF WEEK], [DATE]. Get more details and RSVP at the link in bio. [INSERT M.O.B.B HANDLE]

On [DAY OF WEEK], [DATE], join us in [INSERT CITY, STATE] to stand up for your right to vote and #MarchOnBallotBoxes. Text MOBB to 40649 for more details and to RSVP. [INSERT M.O.B.B HANDLE]

*** Pair graphics from the [social asset toolkit](#) with language like the text above and be sure to change your Instagram and Twitter profile bio link to your local event RSVP page. ***

DURING / AFTER YOUR EVENT: SHOW YOUR LOCAL EVENT TO THE WORLD

On the day of your event, show the world the scale of our movement by showcasing all events around the country. In order to do that, we need folks at all of the events to post photos and videos from their event on social media with the hashtag #MarchOnBallotBoxes.

WHAT TO POST

- **Photos of the event**
 - Fun or poignant images
 - Photos of the crowd to show scale
 - Candid images of people coming together
- **Video clips of the event**
 - We encourage you to utilize local creatives and invite videographers to come and document the event.
 - Be sure your tweets and Instagram posts all use the hashtag #MarchOnBallotBoxes
 - Tag @MarchOnBallots(TW/FB), @MarchOnBallotBoxes(IG), @HeadCountOrg @BlackVotersMtr
 - Mention what **CITY and STATE** your event is in

AFTER YOUR EVENT: HOW TO STAY INVOLVED AND ENGAGED

When the event is over, be sure to thank everyone who joined the event and remind them to stay involved and aware of upcoming elections.

- Choose your favorite photo from your event and post it with:
 - A note of thanks to the community for coming out and making the event a success
 - Add the #MarchOnBallotBoxes Hashtag
 - Tag @MarchOnBallotBoxes @HeadCountOrg @BlackVotersMtr
 - Mention what **CITY and STATE** your event is in

SOCIAL MEDIA HANDLES TO FOLLOW AND TAG

TWITTER

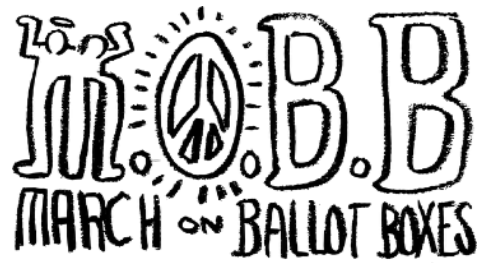
@MarchOnBallots
@HeadCountOrg
@BlackVotersMtr

INSTAGRAM

@MarchOnBallotBoxes
@headcountorg
@BlackVotersmtr

FACEBOOK

<https://www.facebook.com/marchonballots/>
<https://www.facebook.com/HeadCountOrg/>
<https://www.facebook.com/BlackVotersMtr/>



APPENDIX II: PRESS ADVISORY

Informing local media via press advisory is a great way to ensure your community learns about the event and has all the details they need. You can complete the below release by filling in the details and adding a quote from a local activist, public figure, or leader to highlight why the event is so important for your community.

FOR IMMEDIATE RELEASE

June XX, 2020

MEDIA CONTACT

youremail@email.com or XXX-XXX-XXXX

MEDIA EVENT ADVISORY

MARCH ON BALLOT BOXES: [CITY] TO ORGANIZE TO REGISTER VOTERS ON [INSERT DATE]

Rally with [Artist/Athlete/Public Figure/Politician] in [CITY / COMMUNITY NAME]
Is Among Dozens of Local Voter Registration Events
Following the Protests to Honor George Floyd and Amplify Black Voices

Find More About the Nationwide Events at www.mobbtthevote.org

[CITY, State] – On [DAY OF WEEK], [DATE OF EVENT], community members from [CITY, STATE,] will gather for a “voter registration drive” as part of the March On Ballot Boxes movement. The event is one of dozens happening around the country planned by artists, activists, and community leaders in communities big and small, across the nation.

“Put in a quote here about why this voter registration event is important to you,” said [NAME], [insert brief description of who you are, noting if you’re helping to organize the event in your city]. “Put in a quote about why you’re looking forward to increasing votership in your community.”

WHAT:

Community members from [CITY] will gather in solidarity with the Black community to register and educate Black voters through a digital campaign and a pop-up event with [Artist/Athlete/Public Figure/Politician] at [LOCATION ADDRESS].

WHO:

- Name, Title or brief description
- Name, Title or brief description
- Name, Title or brief description

WHEN:

[INSERT DATE AND TIME]

WHERE:

[INSERT LOCATION ADDRESS]

We recognize the safety and health concerns surrounding the COVID-19 pandemic. We are asking all attendees and participants to take protective measures for themselves and their communities by wearing face coverings if they plan to attend in person.

***To arrange media interviews in advance of, or after, the rally, please email [INSERT EMAIL] or call [INSERT PHONE NUMBER]

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APPENDIX III: COVID-19 SAFETY CONTACTLESS VOTER REGISTRATION

INFORMATION ON COVID-19 SAFETY

We recognize the safety and health concerns surrounding the COVID-19 pandemic. We are asking all attendees to take protective measures for themselves and their communities by wearing face coverings if you plan to attend in person. All persons, including volunteers and speakers, are required to wear face coverings and practice social distancing at these events. If you are at high risk or have displayed symptoms of COVID-19, please register from home. Learn more about COVID-19 and how you can limit the spread [here](#).

HOW TO REGISTER ATTENDEES VIA CONTACTLESS VOTER REGISTRATION AND QR CODE USAGE

