

DRAFT

KICKING CORPORATE BOOTY



**A Tool Kit
for the People!**

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Introduction

During the late 1980's in Washington DC Justice for Janitors tried to organize the janitors into a union with little success. The campaign was using a variety of strategies including direct action, corporate campaign, litigation, legislation and media. In 1994 a made a decision to escalate their campaign through a week of actions in starting in December.

Over 300 janitors and allies were mobilized on a daily basis to engage in creative disruptive actions for the power holders in the industry and their political allies. We occupied the streets, took over building and blocked the 14th Street Bridge. Social disruption ensued, with a call to the general public to fight for fairness. In March and September of 1995 we held two other weeks of actions. Within the year over 90% of the janitors were successfully unionized winning significant gains for the workers.

Over the years I have used this strategy of escalation again and again with janitors, auto workers, nursing home workers, warehouse worker, hotel and laundry workers, security officers as well as in the struggles for global and domestic economic, environmental, climate and racial justice. In every instance the industries/institutions were ruffled, people were empowered, new leaders developed and victories won.

Kicking Corporate Booty!

This document lays out a model for a week of action and beyond. It includes the thinking, components and tools to turn up the heat. The material presented here is based on the week of actions in NY leading up to May 12 but grows out of almost 20 years of experience of doing similar initiatives. The exact model is not as important is understanding the principles and chemistry behind it. Organizing our actions based on this model helps us develop our capacity and leadership while kicking corporate booty and winning victories and transform our world! We aim to harness all the resources/talent we already have in our movement and train new organizers and leaders in the process.

A COUPLE OF PRINCIPLES

Permeate the Collective Consciousness –there is a conflict going on, the people responsible and the issues involved. Do this with lots of outreach, creative visibility using the People's Media!

Build it up: Multi-day actions let them know we are coming. Too often our actions are over before anybody even notices them. A drumbeat that we are coming and a plan of escalation multiplies the affect of any action. We want to create tension and anxiety ahead of time (but also leave room for a few surprises). So that can mean starting some public actions the a week before.

Mix it up: We want to keep our activities dynamic and creative and focus on a range of tactics. If our events are predictable, they can become boring to media/the public and background noise to our adversaries. We need to keep things hopping so they are not sure what will happen next.

Or, as Saul Alinsky put it:

- A good tactic is one your people enjoy.
- A tactic that drags on too long becomes a drag.

- Keep the pressure on, with different tactics and actions, and utilize all events of the period for your purpose.
- The threat is usually more terrifying than the thing itself.
- The power of the action is in the reaction!

Escalate and Compress: We want to start softer and easier and increase our levels of disruption. Overtime you will find that they shut themselves down with security or police support. You may find they get frustrated and overreact. This is what is needed sometimes to expose what they really care about.

THE ART OF ESCALATION AND POLITICAL CRISIS

Creating a crisis must be understood as one of the goals of this model. We want to disrupt normal everyday life of the ruling elite and the public through creative targeted engagement.

We want to amplify the ongoing work and campaigns in our community and situate our events in the larger political moment. We want to lead with a solutions driven initiative that can take the form of a public document or report to use during the mobilization, for the media and organizing beyond.

We want to escalate in our activities and intensity before, during and after the week. We do this by gathering all the information/ pieces (research) we can find. We map what we can, identify key geographic zones, prioritize targets and events, create or add what we want and then put it all in calendar. Which will be public and which not? Then develop a plan for each activity and allocate the appropriate resources. It is great to have at least one public action a day to build momentum with allies who are unable to plug into the Day Brigades.

It is good to start out the week itself with “introductory” activities that allow us to engage the public and our opponents in as many places as possible – like leafleting followed by delegations to offices. This can escalate to picket lines, lobby actions, office occupations, street actions all building hype and tension for a culminating event on Thursday since Friday is a bad day to go to jail.

For the Culminating Action it is important to develop a scenario description and framework that makes it easy to understand. You want clear goals, time frame, basic plan and maps. **(SEE SAMPLE in APPENDIX)** It is great to have another action planned that you can announce on the big day to build to what is next.

TARGET EARLY, DEEP AND BROAD:

The purpose of good targeting and mapping ideally allows you to concentrate your resources in specific geographic areas that are relevant to the ruling elite and at events or conferences that they care about – whether it be company, political, cultural, social etc... Build a list of “opportunities for engagement”. This could be companies, people, places, events etc. An extensive database of names, addresses, emails, faxes and phone numbers allows you to wage an air war during the week with phone banks, email blasts etc. This targeting can also good to be clear who you think can intervene to settle disputes.

RESEARCH

- Research on concrete actions your city can do to generate revenue
- Primary Targets look for lawsuits, press reports, industry problems, company problems or events
- Google “upcoming (finance, bank, housing, etc, conferences in (city)” try different works, scan those sites for other links and calendars.

- Corporate targets – primary and more.... build lists of exec. management, board members, regional offices, staff, subsidiaries, clients etc. Often need to find the “corporate information” section of public website. Google company and events etc.
- IF you can’t find an email, go to press page on website and learn their pattern ie... bgates@microsoft.com or is it BillGates@ or is it gatesb@. Once you know the pattern it usually applies to the rest of the names.
- Industry Associations – national and local, local good for events, Banks - Google your state’s bankers association, then look at their website for upcoming events
- Law Firms and Lobbyists – Google (xxx issue or industry lobbyists)
- Political Leaders – schedules, hearings, meeting etc, donors, affiliations
- The Federal Reserve is divided into 12 branches which are further divided into districts – go to their websites for local industry events
- Geography – where are their natural concentrations of corporation or financiers.
- accessibility etc Can zones be defined
- Events – company, political, cultural,
- Tools: Google search, Google maps, Google docs/excel/databases (full size, print screen)
- Look for gatherings to attend – industry events, events sponsored by target,
- <http://organizingforpower.wordpress.com/strategy/corporate-research/>

Some Online Research Tools

- [Little Sis](#) - is a free database of who-knows-who at the heights of business and government.

* opposite of Big Brother

- **Google searches:** Bank, Company, Industry, financial services: events, calendars, corporate information, values/principles, community relations, legal problems, etc
- **Lexis-Nexis:** legal database, must have subscription or connections to law students, legal allies etc
- [Research for Radicals](#) a how-to guide for activists of all kinds...
- [TheyRule.net](#) map out relationships between the U.S. ruling class and top companies (current as of 2004, but much of it is still good)
- [DataCenter Research](#) tools designed to help organizers and activists think strategically about the role of information in developing actions and campaigns and to provide a practical guide for doing effective campaign research
- [CorpWatch: Hands-On Corporate Research Guide](#) this interactive guide will take you step by step through researching corporations on the internet
- [Corporate Research Project](#) a non-profit center that assists community, environmental and labor organizations in researching and analyzing companies and industries.
- [Guide to Researching Your Campus](#) a 20 page pdf guide to researching your school’s corporate and military connections
- [Brief Guide to Researching Your Campus](#) a much shorter guide with different tools for campus research
- [Researching Your Politicians: Campaign Contributions and Voting Records](#)

SAMPLE: NY ACTION TARGETS

Banks/Finance

*JP Morgan Chase
 * Bank of America
 * Wells Fargo
 * Goldman Sachs
 Citibank
 Morgan Stanley
 AIG
 BNY Mellon
 Merrill Lynch
 Deutsche Bank
 American Express
 Standard and Poors

Hedge Funds

Paulson & Co. (590 madison)
 Black Rock (40 e 52)
 JPM has the number two hedge fund w 45B in assets?

Downtown Association –

New York Hedge Fund Roundtable

Billionaire/Millionaire Players

Koch Brothers
 Bloomberg

NY Players

Committee to Save NY
 Partnership for NY City
 REBNY
 Manhattan Institute
 Empire State Develop Corp

Government

Mayor Bloomberg
 City Council
 Office of Budget and Management
 Dept of Finance
 Human Resource Administration

DATA LIST MANAGEMENT

Keeping track of data can make all the difference in your targeting, mapping and actions. If you set up a good database or spread sheet that includes fields for street number and address it is easy to map that, buy uploading to Google maps or another mapping program. Good to split first and last name as well as street number from street name field. Databases are easier than spreadsheets but both can work. In this day and age having this all as Google document that others can add to is likely the way to go.

- Corporate Name
- Address – for HQ, Regional or other local offices, branches
- Phone, Email, Fax
- Website
- Board Members: name, title, address – home and work, phone, email, fax, other affiliations.
- Executive Management - name, address – home and work, phone, email, fax, other affiliations.
- Staff Lists – phones, emails
- Other Affiliates etc
- Press Contacts

For example we research board members of Company X. These were all the other Boards they served on. For this particular gentleman we were able to go to 5 places in one morning that he was affiliated with.

Name	Role	Company	Title	Work Address		City	State	zip code	phone
				1	2				
Sternberg, Seymour	External	New York Life Investment Management, LLC	Manager	51 Madison Avenue		New York	NY	10010	212-576-7000
Sternberg, Seymour		CIT Group Inc.	Board member	505 Fifth Avenue		New York	NY	10017	212-771-0505
Sternberg, Seymour		Mackay Shields LLC	Board member	9 West 57th Street 33rd Floor Suite 3410		New York	NY	10019	212-303-6360
Sternberg, Seymour		The Partnership for New York City, Inc.,	Board member	One Battery Park Plaza 5th Floor		New York	NY	10004	212-493-7400
Sternberg, Seymour		U.S. Chamber of Commerce	Board member	1615 H Street, NW		Washington	DC	20062	202-659-6000
Sternberg, Seymour		Northeastern University	Board Chair	Office of the President	710 Columbus Place, Suite 620	Boston	MA	02115	617-373-2101
Sternberg, Seymour		CUNY Business Leadership Council	Board Chair						
Sternberg, Seymour		New York Presbyterian Hospital	Board member	622 W 168th st		New York	NY	10032	212-305-9196 (community affairs)

MAPPING

Look around online for maps. It is amazing what you can find sometime. There are different kinds of maps needed. Maps for banner drops, maps for flying squads, maps for delegations etc. If you have a good database it is easy now to upload and have things mapped for you. While it is not illustrated in the examples below you can now number the icons to match your spreadsheet so it is easier to know which site is which target. I have also learned that one way to work with Google maps is to get the section I want on full screen view and then to hit print screen. You can then paste it into a word document and use the picture tool to crop down to what is actually needed and then resize.

Wall Street Zone.

Company/Group	address	type	HQ?	PNYC?
Goldman Sachs	200 West Street and 85 Broad St	\$	no	yes
Partnership for NYC	One Battery Park Plaza 5th floor	other	yes	duh
Morgan Stanley Smith Barney	One New York Plaza, #36	\$	no	yes
BNY Mellon	1 Wall Street	\$	yes	yes
Brown Brothers Harriman	140 Broadway	\$	yes	no
Museum of American Finance	48 Wall St	other	yes	no
AIG	175 Water	\$	no	no
AIG	70 Pine	\$	no	no
AIG	99 John	\$	no	no
AIG	29 Broadway	\$	no	no
Fed	33 Liberty Street	\$/gov't	no	yes
New York Stock Exchange	11 Wall St, 18 Broad St	\$	yes	yes
American Express	200 Vesey St	\$	yes	yes
B of A/Merrill Lynch	225 Liberty Street	\$	no	yes
NASDAQ	1 Liberty Plz # 4900	\$	yes	yes
Deutsche Bank	60 Wall St	\$	no	yes
Hermes of Paris	15 Broad Street	retail	no	no
Tiffany's	37 Wall Street	retail	no	yes
BMW	67 Wall St	retail	no	no

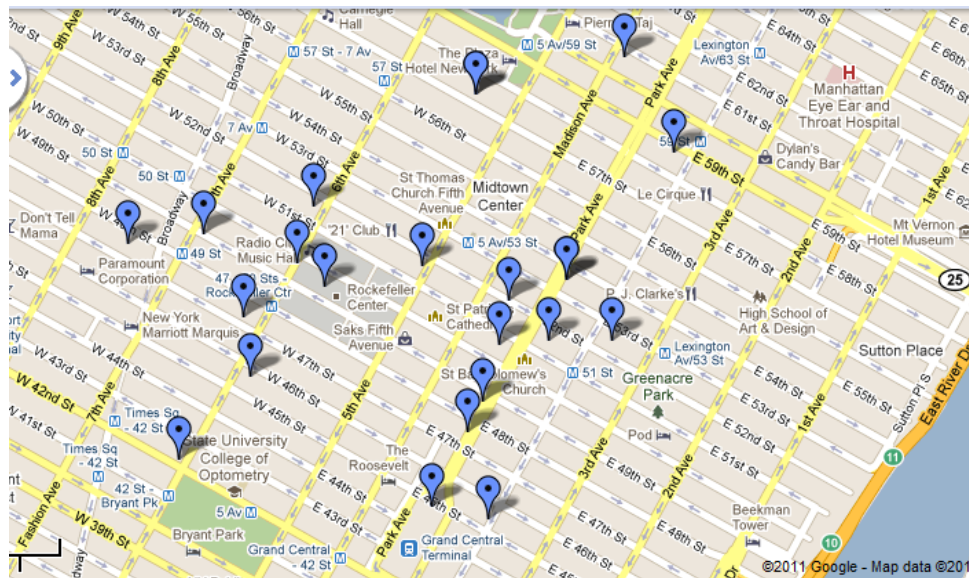


Wall Street Parks

See what is on line – for example found this through googling – all the parks in the Wall Street area. Each one had an accompanying description. Also by looking at this you can figure out zones of concentration

Midtown Zone

Once mapped, the zones of concentration become clear. For this zone Park Ave and 6th Ave were target rich environments so we concentrated our actions in those strips.



Midtown				
Company/Group	address	type	HQ?	PNYC?
Allen Partners, LLC	360 Lexington Ave	\$	yes	yes
Apax Partners	601 Lexington Ave	pe	no	yes
Apollo Management	9 West 57th St, 43rd Floor	pe	yes	yes
Bank of America	115 W 42nd St	\$	no	yes
Barclays	200 Park Ave	\$	no	yes
Barclays	745 7th Ave	\$	no	yes
Blackrock	55 East 52nd St	\$	yes	yes
Blackstone Group	345 Park Avenue	pe	yes	yes
Boston Properties	599 Lexington Ave	REIT	no	yes
Odyssey Investment Partners	280 Park Ave # 3802W	pe	yes	yes
Welsh, Carson, Anderson & Stowe	320 Park Ave #2500	pe	yes	yes
JPMorgan Chase & Co	270 Park Ave	\$	yes	yes
Morgan Stanley	1585 Broadway	\$	yes	yes
Lazard	30 Rockefeller Plaza	\$	yes	yes
Warburg Pincus LLC	450 Lexington Ave	pe	yes	yes
KKR	9 West 57th Street	pe	yes	yes
Eton Park Capital Management	399 Park Ave # 10	hedge	yes	yes
News Corporation	1211 Ave of Americas	media	yes	yes
Citigroup HQ	399 Park Avenue	\$	yes	yes
Paulson & Co	1251 Ave of the Americas	hedge	yes	yes
RRE Ventures	130 East 59th St # 17	pe	yes	yes
WL Ross & Co. LLC	1166 Ave of the Americas	\$	yes	yes
Credit Suisse	11 Madison Ave	\$	no	yes
Loews Corporation	667 Madison Avenue	holding co	yes	yes
UBS Americas	1285 Ave of the Americas	\$	no	yes

MESSAGING AND MATERIALS

Many Movements – One Message! We need to lead with a strong solutions based narrative that is focused on the Revenue Crisis and making the rich pay! Having an analysis and concrete solutions that are inclusive of a variety of community concerns makes it easier for them to participate. Banks and the finance industry touches so many parts of our lives – from our homes to education to loans to debt to our water, food stamps and jobs. We may have different points of entry or strategies but we have a common opponent and a real need for change.

In addition to clear messaging you need to develop a variety of materials and tools to carry out the actions. Check out printing options for placards, posters and stickers in your community. Are there political print shops or union print shops. Or do you need to make your stuff on printers at home? Are their groups with copy machines at school or work! Allow time for translation to whatever languages are needed in your community.

Here are some samples from May 12th: <http://www.onmay12.org/downloads/flyers/>

INVENTORY OF MATERIALS

PROMOTIONAL

- Public Flier (in multiple languages)
- HTML Email Blast
- Poster promoting May 12 – we had a variety by different artists
- Stickers - May 12 – Make Banks Pay!
- ADs for Community Newspaper/ City Paper
- Calendar Listings
- Website copy – with sign up, donate, etc

FOR PRESS/POLITICIANS

- Fact based report Bank Report
- Demand Summary Document
- Roadmap for a Just NY -

FOR WEEK OF ACTION

- Info Flier on Message and May 12 + action step
- DEMANDS Pledge to Build a Fair Economy tool
- Delegation letters
- Possible Petition??? – could build list, turn in etc?
- Placards

CULMINATING ACTION

- TEACH-IN GUIDE – includes info on targets
- Public Flier
- Placards
- Flags
- Banners – one for each march, some for wall street
- Sticker for the Day
- Other Props etc

COORDINATING OUR WORK

Each area will have its own history, culture, relationships and set of experiences that will determine a lot about how you may choose to organize or coalesce. Whatever model is used it is important to know how/who will make decisions and how work will be coordinated and shared? Some ideas of structures that might support your organizing are listed below.

For the actions we will use a variety of teams and roles to help in the leadership development and allows for maximum impact. That is why working groups and using a variety of action models including delegations, flying squads and affinity groups are used.

Staffing charts can be used to flesh out the teams. Generally I advocate for a mix of people from different groups working together as opposed to each group doing their own actions or days. This helps build relationships and ensures committed troops for a clear action plan. The power of people working together from different groups can be incredible.

BUILDING CONSENSUS:

- Inclusivity – allow as many stakeholders at the table as possible who are excited about the vision.
- Have clear presentations, maps etc to make sure we are all carrying the same vision.
- Participatory Structures for work
- Building support for the proposal with clear information, incorporate possible ideas and make sure there are no major objections with the plan....
- For more resources on consensus: <http://organizingforpower.wordpress.com/organizing/organizing-resources/>

POSSIBLE COORDINATION STRUCTURES

- **Hub/Exec/Tactical:** Coordinates and facilitates the project overall. Key Decision-makers/Implementers
- **Coordinating Group:** made up of organizational reps and bottom liners each working groups
- **Working Groups:** need to have clear people to anchor or bottom line each one. This could be a skilled volunteer or staff or contract labor....
 - Actions
 - Admin
 - Art\Culture
 - Communications
 - Finance and Fundraising
 - Logistics
 - Media
 - Medical
 - Legal/Jail Support
 - Social Media
- **Public Assemblies:** These can be held in the 2-3 three work build. Public Outreach meetings where people and new groups can get oriented to the plan, learn about the structure and how to plug in, pick up fliers and sign up for outreach, etc.
- **Volunteer Meetings:** To plug more people into outreach, art and action roles.

POSSIBLE ACTIONS STRUCTURES

- **Affinity Groups:** for those people who know that they are planning to take action that may put them at risk of arrest. Their action may be small or it might be part of a mass groups all doing the same thing. Forming affinity groups facilitates both legal, jail and post action support. AG's might lead delegations, do banner drops or postering, they might do art making and puppets!
- **Spokes Council** are the place that affinity groups can coordinate their actions and people can get updated on the plan
- **Delegations** - lead by affinity groups or leadership team
- **Flying Squads** – are used for mobile tactics at predetermined location and routes, they are lead by a leadership team with a clear staffing structure.

NON VIOLENT DIRECT ACTION

Taking direct action in many forms is fundamental to this initiative. We will utilize a variety of tactics and models over the course of the week that will allow us to gain more experience as we escalate our tactics over time. It is important to decide if civil disobedience will be part of the culminating event. If it is, will it be public. While no one wants to go to jail, it is much better if we are prepared and willing. This opens up more possibilities and options if people are trained and prepared for it. There is power in being public about civil disobedience. It makes it easier to organize and can set the forces of repression in motion, which can then be exposed. No matter what we doing training and preparation is foundational for this work.

Here are some things that make organizing easier:

NON VIOLENT AGREEMENTS

It is important to be explicit about our commitment to nonviolent action and the rich tradition of civil disobedience that made this country what it is. These agreements and respect can help build trust and cooperation from groups that may have different views and make it clear to the media and the world that we choose a path that builds not destroys. That respects not oppresses. That honors not degrades.

SAMPLE AGREEMENTS

All participants in this action are asked to agree to the following guidelines. Having this basic agreement will allow people from many backgrounds, movements and beliefs to work together for this week of action. They are not philosophical or political requirements placed upon you or judgments about the validity of some tactics over others. These guidelines are basic agreements that create a basis for trust, so we can work together on this mission and know what to expect from each other.

- 1) We will use no violence, physical or verbal, towards any person.**
- 2) We will carry no weapons.**
- 3) We will not bring or use drugs or alcohol other than for medicinal reasons**

For May 12 we were messing around with something like this...

On May 12, we are converging on Wall Street to take a strong and peaceful action together. We join with thousands of others, to learn from one another, to listen, teach and share. We will come to Wall Street by our own authority and do

not ask permission to assemble in our public spaces as we seek redress of our grievances. All who participate are asked to come in a spirit of cooperation and respect. We ask that all participants agree that we will bring no weapons (or anything that can be construed as a weapon), no drugs or alcohol and that we will do no harm to other living things.

DAILY ACTION GRID:

Build a calendar of action, starting with already scheduled events discovered in the research. Then create additional events around that schedule. The basic idea is to overwhelm them with activities in a variety of arenas over a compressed period of time. So we plan stuff all day with lunch and debrief breaks built in.

The art of this work is to have it all figured out and planned in advance. You are organizing your human resources in order to have maximum engagement. Below are several samples of particular weeks of action that will give you an idea of what I am talking about. The last one is set up for only one days work by the brigades and again you can see the amount of engagement we had.....

In NY we focused on Midtown in the Morning and Wall Street in the afternoon. We were lucky in that many events were held in hotels or offices within our target zone as well. By splitting the geography and work into zones we could have much greater impact.

May 9-13 Week of Actions Schedule - NY

Time	Monday 9	Tuesday 10	Wednesday 11	Thursday 12	Friday 13
7:00	Coordination Mtgs	Coordination Mtgs	Coordination Mtgs	Coordination Mtgs	
7:30	Registration - Coffee	Registration - Coffee	Registration - Coffee	Registration - Coffee	
7:45	Orientation	Orientation	Orientation	Orientation	
8:15	9 Teams head out		Teams head out	Teams head out CCA Action	
8:30	Building and Subway Leaflets	Tax Event for PE and Hedge Princeton Club, 15 West 43rd			
9:00				CCA Action	
9:30	Delegations Midtown – 9 teams	Midtown intersections Carnegie Hall	Midtown lobbies – 2 teams	JP Morgan European Midcap Conference, (383 Madison Avenue	
11:00		Travel		Living Wage Rally –City Hall	
11:30	Break	WFC	Break		
Noon	REBNY PUBLIC ACTION 569 Lexington	Goldman Sachs 85 Broad St	Bank of America 115 W 42 nd St	Prep for Special Actions	
1:00 p.m.	Lunch	Lunch	Lunch		
1:30	Debrief	Debrief	Debrief		
2:00	Orientation				
3:00	ATM Actions, Wall St delegations (6 teams for delegations)	Marches thru Wall Street Flash Mobs	Downtown lobbies – 2 teams	Pre-Event meetings	
4:00	Human Billboards / Leaflets			Assemblies Begin	Debrief
5:00	travel		Debrief	Marches Begin	
5:30	Boehner Speech at Economic Club 1335 Ave of Americas	Debrief			
6:00			Volunteer Training	School Without Walls Begins	Dinner
6:30	Teacher Training				
7:00		Action/Legal Trainings	Action Coordination Mtgs	Public Assembly and Dinner	
8:00			KOCH Action	Close	

WWU Week of Actions

	Monday 25	Tues 26		Wed 27		Thurs 28	Fri 29
8:00				5:30 am Banners – 5 teams per:			Marriott Union Busting Meeting
9:00	Staff Check in	Day Brigade Sign-In Rancho Cuca Fontana		Day Brigade Sign-In Rialto Other		Final Prep – 30 min	Marriott Union Busting Meeting
10:00	Prop prep as need	Select- 2171 S. Grove Ave, Suite G , Ontario	Staffmark 16846-C Valley Boulevard Fontana	Select 8655 Haven Ave, Suite 100 Ontario	Staffmark 2409 S Vineyard Avenue Suite A Ontario		
11:00		Staffmark 1500 S. Milliken Ave, Ontario Barrett Business Services 4120 E Jurupa St. Suite 220	Command Labor 13677 Foothill Blvd # F Team One 10405 San Sevaime Way Mira Loma	Adecco 9227 Haven Ave Ste 115 Rancho C.Temp Agency Select 8655 Haven Ave, Suite 100	Staffmark 1801 S. Excise Avenue Suite 105 Ontario Randstad 123 E. 9th street Upland		
11:30	Leave for action	Lowe's 11399 Foothill Blvd Rancho	Sears 8250 Day Creek Blvd Rancho Cucamonga	Kmart 17099 Valley Blvd Fontana	Target 15272 Summit Ave Fontana		
Noon		Home Depot 11884 Foothill Blvd	Target 10576 Foothill Blvd Retail Leafleting	Home Depot 6417 Catawba Ave Fontana	Lowe's 16851 Sierra Lakes Pkwy Fontana	Gather at Union Hall	
12:30	Walmart: Rialto 1610 S. Riverside Ave (staff, workers, acorn)	Walmart: Rancho Cucamonga 12549 Foothill Blvd. (staff, workers, acorn)		Walmart: Fontana 17251 Foothill Blvd. (staff, workers, acorn)		Car Caravan decoration and Press Event	
1:00						Car Caravan leaves	
2:00							
3:00						BIG ACTION!	
4:00							
5:00		ACORN Human Billboards		ACORN Human Billboards			
6:00		Sierra and Slover	Sierra and Valley	4 th and Milliken	Foothill and Day Creek		
7:00							
8:00	Wheatpaste night 5 teams – Retail / Warehouses						

Street Calendar: Week of October 30

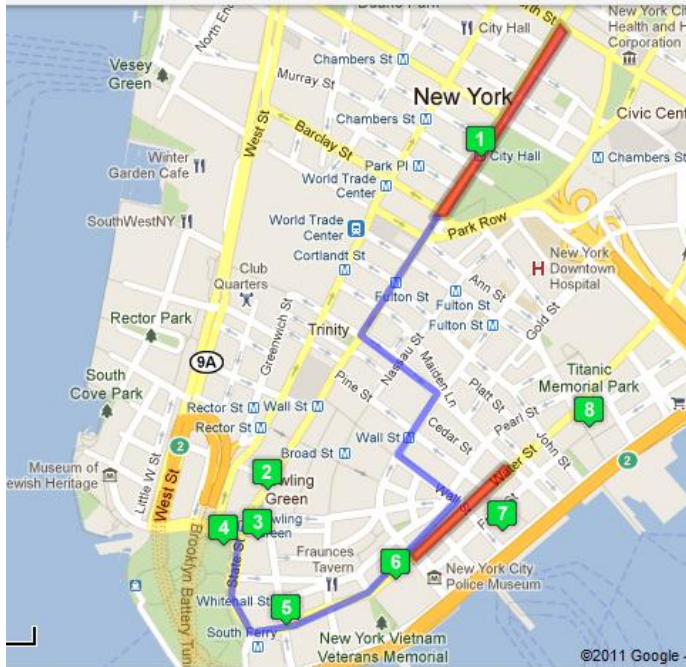
	Monday 30	Tuesday 31	Wednesday 1	Thursday 2	Friday 3	Saturday 4	Sunday 5
7:30	Strategy Mtg	Strategy Mtg	Strategy Mtg	Day Brigade, MO Meeting	Strategy Mtg		
8:00		Coordinators Mtg	Coordinators Mtg	"No Share" Houston -Mark Cover speaks, CD?, etc Westin Galleria, 5060 W Alabama	Coordinators Mtg		
9:00	All Staff Mtg	MO / Brigade Mtg	MO / Brigade Mtg		MO / Brigade Mtg		
9:30							Janitors in the Pulpit
10:00	BOMA Golf Outing Kingswood Country Club	Prep for Brigade action – bag lunches at event...	ACORN –Chevron Tent Action (Time TBD)		Brigade meets		
11:00	Day Brigade meets	DT: 11:30: Greater Houston Partnership "Imagine Houston" Luncheon, Four Seasons	Phone Zaps (Hines, Chevron, Reliant)	Gerald Hines/Bill White Luncheon, Hilton Americas	Food Distribution GAL: Baraka Church? DT:		
Noon	DT: Food Bank Collection – stickers/postcards	Brigade Meet Park and divide up- Picket First City Tower, Houston Centers, PJS	GAL: Leaflets + Petitions	Brigade Lunch Break in eating areas at: Which Buildings:			
1:00		City Council: Allies ask for intervention	Brigade Bag Lunch Break in eating areas at:				
2:00	Smaller teams - Leaflet, Petitions, Pickets at Wedge Building –(10) Calpine, Bank One Center	Trick-Or-Treating : DT: Reliant, Wedge BOA, 1100 Louisiana on up the block GAL: Post Oak Central San Felipe Chase				GAL: Human Billboards, leafleting and strike fund collection	
3:00	Strike Prep	Strike Prep	Strike Prep	Strike Prep			
5:00	Peanut Pickets: By Squad – 6 Buildings?	DT: Halloween Pickets, Candy, Corporate Ghouls – Hines, Chevron,	5:30: "Keeping Talented Women on Road to Success" event with ACORN at Reliant HQ – Squad Picket on each side	Pickets	Pickets and Marches Bus to Galleria		
6:00	DT, GW, GAL bus to church – March to	DT, GW, Katy, AIG - Bus to WT Park	National Honoring	DT Flying Squad actions			
7:00	Mass—Our Lady of Guadalupe	March around GAL - Westheimer			Gallaria March		
8:00	Bus Home		8:30 Action Prep				
10:00				Leaflet Houston Americas under doors for Hines mtg			

DAY BRIGADE ACTIVITIES - MONDAY, NOV 13th

	DT 1	DT 2	GAL	OTHER
7:30				
8:00				
9:00	David and Daniel	Rauri and Elias	Carolina and Martina	James and Maria J
9:30				
10:00	Pack Cars	Pack Cars	Pack Vans	Pack Vans
11:00	1100 Louisiana	1100 Louisiana	1100 Louisiana	1100 Louisiana
11:30	Wedge Leaflet – Did You Know Noise + Banners	Allen Center	Mayors Lunch Westin Galleria You Can Settle leaflet	
Noon	Allen Center Priceless – SOP Pickets	Wedge Leaflet – Did You Know Noise + Banners	Mayors Lunch Respectful leaflet inside – Noise outside	Bellaire or West Chase Inside Tenant Leafleting
12:30	Chevron – Louisiana Pickets – Healthcare	Chevron –Smith entrance Picket – Healthcare leaflet		
1:00.	One Shell Leaflet – You Can Help	One Shell Leaflet – You Can Help	Wedge – Yorktown leaflet – did you know	Greenway Plaza
1:30	Lunch Break	Lunch Break	Lunch Break	Lunch Break
2:00	Tunnel Walks	Tunnel Walks	Leaflet Transwestern – SOP - fier	
2:30	Delegation to: GHP - Larry Kellner, Continental Center I 1600 Smith St SOP - delegation Leaflet – You can settle Picket - noise	Delegation to: Lynne Liberto, Haynes and Boone L.L. P One Houston Center1221 McKinney, Suite 2100 SOP - delegation Leaflet – You can settle Picket - noise		Shell Building on Spanish Trail 1500 Old Spanish Trail Inside Tenant Leafleting
3:00	Delegations:	Delegations	San Felipe Chase Leaflet and Picket	
3:30	Allen Center Roving pickets to each building – You Can Help Settle this Strike	Houston Center		Leaflet Lightrail -Invite to Candlight Vigil for Health Care Along Fannon St. up and down from University @ train Station
4:00	Break	Break	Break	
4:30	1100 Louisiana	1100 Louisiana		
5:00	↓			
5:30			Leave for DT	Leave for DT
6:00	March to Hotel	March to Hotel	Arrive at Hotel	Arrive At Hotel
7:00				
8:00				
9:00				

MAPS:

Having a good map that gives people a picture of the plan is really helpful. You have already seen some for or targets. The one below is for our plan! I have learned that the more people who have a common vision of what is happening, where and why our chances of success are much greater. That is also why so many working groups and prep meeting happen to keep building that collective vision.



May 12 Assembly Sites

- 1 EDUCATION | City Hall | 260 Broadway
 - 2 YOUTH | Charging Bull | 26 Broadway
 - 3 TRANSPORTATION / ENERGY | Bowling Green | 1 Bowling Green
 - 4 IMMIGRATION | Battery Park
 - 5 HOUSING | Staten Island Ferry | 1 State St
 - 6 PEACE | Vietnam Veterans Memorial | 55 Water St
 - 7 JOBS | Wall Street Fountain | 110 Wall St
 - 8 HUMAN SERVICES | South St. Seaport | 20 Fulton St
- Teach-In Zone | Water St
- Mass Teach-In | City Hall
- March Route

DIRECT ACTIONS

Interrupting or intervening at a point of power. Directly confronting a problem or injustice and working to remedy it throughout action. Not waiting for someone else to fix the problem. This often involves some level of risk and arrest is avoided.

Menu of Action Options

Appetizers – advance build up

- Public vote on who should be targets
- Outreach to targets –
 - Ask to meet to discuss issues, demands
 - Ask to meet security directors so there are no misunderstandings
 - Leaflet employees, explain actions, and ask for their support
- Every time they do X (e.g. foreclose) we do Y (picket head manager's house)
- Banners drops
- Stickers,
- Posters
- Street Theater

Sides – supporting actions

- Call into radio shows during the build up and the morning of main actions

- Smaller actions at a broader list of targets (e.g. before doing major action at Bank of America, go to all banks in your city; or go to all B of A branches earlier in the week, then do final action at main downtown office)
- Delegations
- Leaflet employees, customers, and public
- March in and out of lobbies
- Quick, short traffic blocks at intersections in front of targets
- Flash mobs
- Politicians – find ones that have taken money from target; ask them to set up meeting with target, give money back or ask target to agree to our demands
- Foreclosures, auctions – do actions at, ranging from vigils to blockades to moving back in
- Embed a reporter with a foreclosed or jobless family for a day
- Homes of executives – picket, move evicted family onto lawn
- *Example – When the American Bankers Association had their convention in Chicago, thousands of people demonstrated in front of their hotel. But there were several build up actions, including a flash mob at their opening reception and banner drops from bridges for their ABA tour of the Chicago River. By the time the main event happened, they were already feeling very besieged! Big banks all have annual shareholder meetings in the spring, which provide great opportunities for actions, such as JP Morgan’s recent meeting in Columbus and Wells Fargo’s in San Francisco.*

Main Course –

- March – try to have maximum impact – e.g. block traffic, occupy intersections
- Occupation - office or foreclosed home
 - Move in a displaced family or set up a day care facility
 - You could also do this at the home of the local chief executive
- *Example - The May 12 New York march had 9 assembly sites for different groups (e.g. students, unions, housing groups, etc) who all converged on Wall St (and were able to flank police efforts to pen them in).*

Dessert – celebrate!

Next Meal – setting ourselves up for the next phase

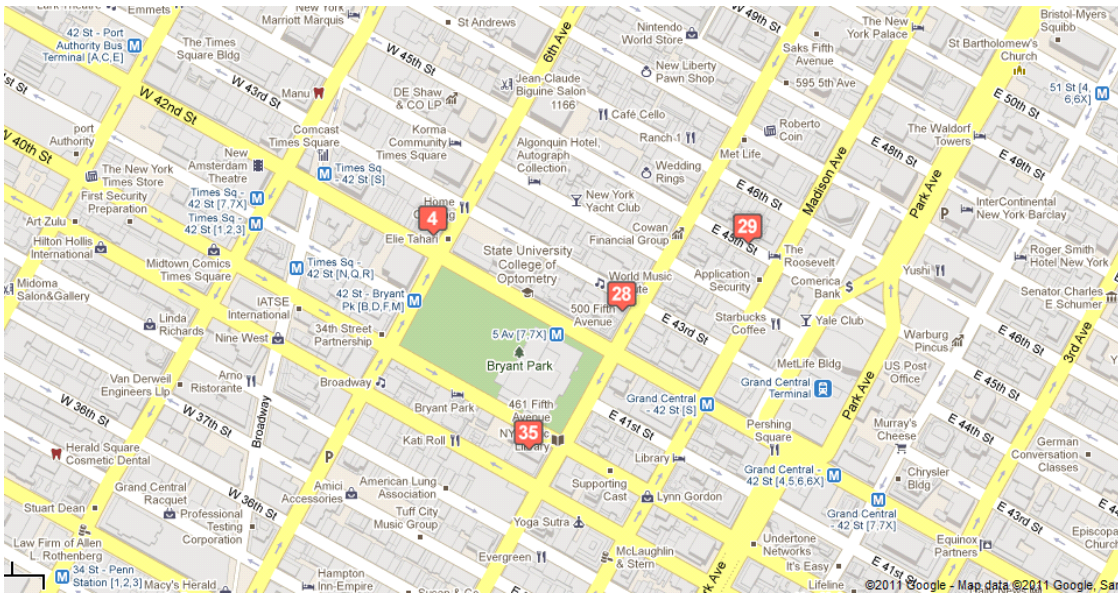
- As much as possible, we should decide much of this in advance – so that we can use the week’s momentum to move into pre-agreed upon campaigns, e.g.
 - Government divest from big banks
 - Take on an interest rate swap and the bank
 - Blight ordinance
 - Foreclosure tax
- Follow up op-eds and LTEs on why people took action
- *Examples – Springfield, MA, a community/labor coalition is moving an ordinance that will raise the cost to banks of foreclosing from \$100 to \$10,000. In Oakland, SEIU is pushing Goldman Sachs to renegotiate a toxic interest rate deal that is adding to the city’s financial problems.*

DELEGATIONS

These are a great opening tactic. In New York, we did about 45 delegations in the morning in Midtown and another 20 or so in the Wall Street area in the afternoon. Many of them were able to make it up into the offices. 60 hits on corporate America started the buzz on Monday morning.

Here is the TOOL we prepared for each delegation group. The started by leafletting the public transportation nearby at around 8:30 and began their delegations a little after 9 am.

Monday Morning Group 7



	Company	Address	Phone	Key Individual
4	Bank of America	115 West 42nd Street	212.236.2181	Brian Moynihan or David C. Darnell
28	Hennessee Group	500 5th Avenue, 47th Floor	212.857.4400	Lee Hennessee
29	Forum Asset Management	14 East 45th Street	212.599.2781	Americo Da Corte-abreu, Juan Jose Pedreira
35	HSBC Bank USA	452 5th Avenue	224.544.2000	Irene Dorner

Bank of America is one of the nation's largest banks and was a key player in the economic crash. The bank has received more \$200 billion in bailouts, is one of the leading foreclosing banks in the country, and continues to bilk state and local governments for millions of dollars a year by trapping them in toxic financial deals. Furthermore, the bank hasn't paid any federal income taxes in the past two years.

HSBC was a major player in the subprime crisis that has devastated communities across the country. Greenpeace has criticized the bank for investing in companies accused of contributing to climate change by destroying Indonesian forests and peatland. Even though it is a UK-based bank, it has received bailout money from US taxpayers.

Delegation Tool

You can create a letter or a statement of principles or a code of conduct or a standards document or just a letter like below. You want to have something to deliver that drives your message home and makes it clear what we want them to do. Here is a sample letter that was mail merged from our target database.

May 9, 2011

Henry Kravis
KKR
9 West 57th Street
New York, NY

Dear Mr. Kravis:

As you know, in New York City, the United States and people around the world face a myriad of fiscal crises. Mayor Bloomberg has just issued a budget proposal that would lay off thousands of teachers and make other severe cuts.

And as you also know, there has been a study drumbeat from many politicians, journalists and business leaders about the supposed need to make dramatic cuts in public services in order to avoid an economic crisis.

And yet, we cannot help but notice two things.

- One is that the lean economic times we are in do not result from New York, or any other city, having too many teachers, or from those teachers having decent healthcare and retirement benefits. It results from a financial crisis caused by reckless business practices and a lack of strong government regulation.
- Two is that ours is a very rich country. The problem is not a lack of money; it is the way that our money is distributed. The problem is that over the past few years, we have seen a tremendous re-distribution of wealth to those who already have plenty.
-

It seems to us that the people who did not cause our financial crisis are paying for it through lost jobs, cuts in public services and home foreclosures. And many of the people who did cause the recession are doing better than ever. Your firm's entire business model is based around avoiding taxes through interest rate deductions on leveraged debt and carried interest loopholes. You use these tricks to avoid paying your fair share while the rest of us are forced to make sacrifices to pick up your tab.

On May 12 a coalition of community, labor, and progressive groups have come together to demand that the finance industry do its part to fix the recession that you caused. We call on you to join us on the afternoon of May 12 to make this demand public. For more information, please visit www.onmay12.org.

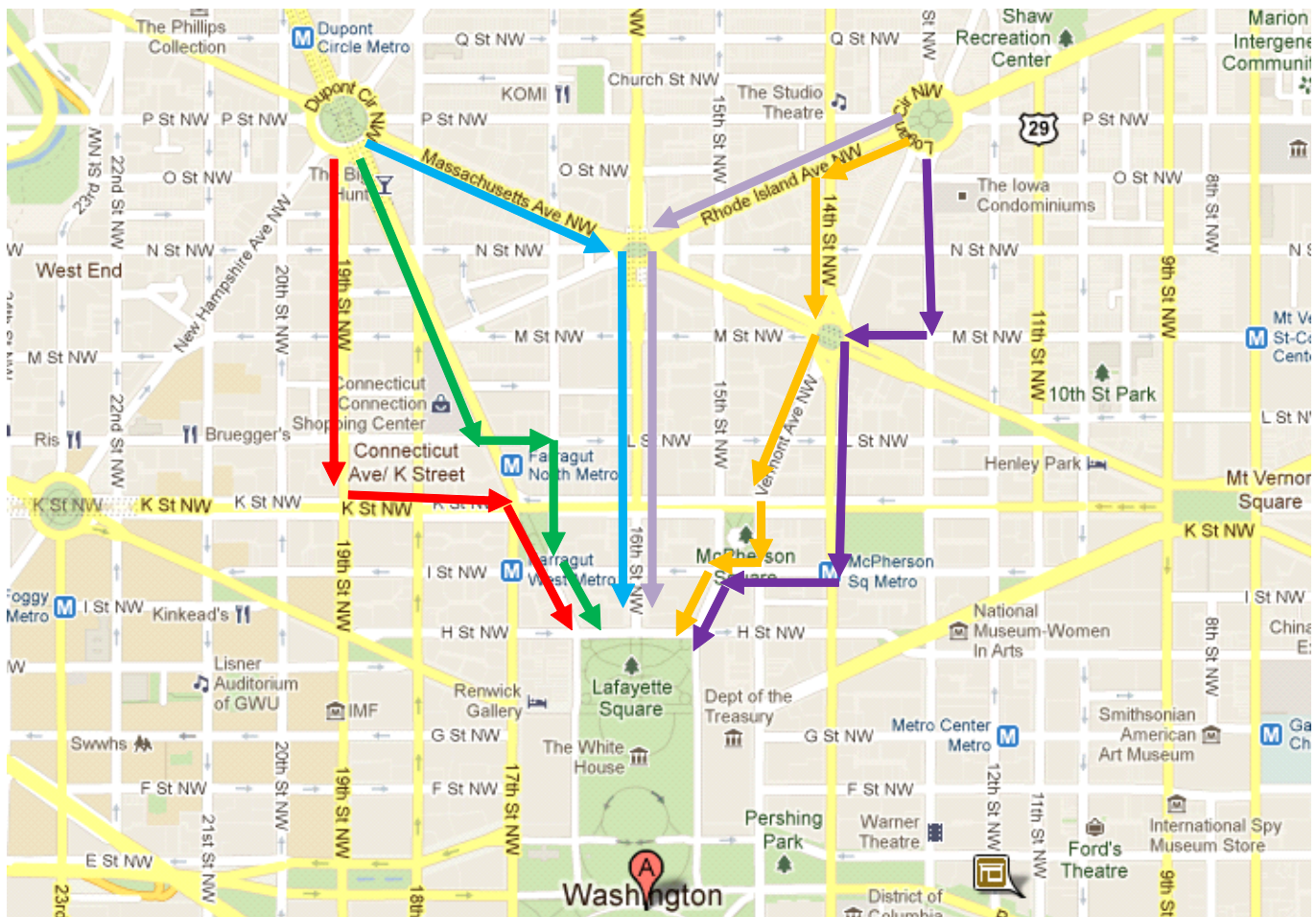
Sincerely,
On May 12

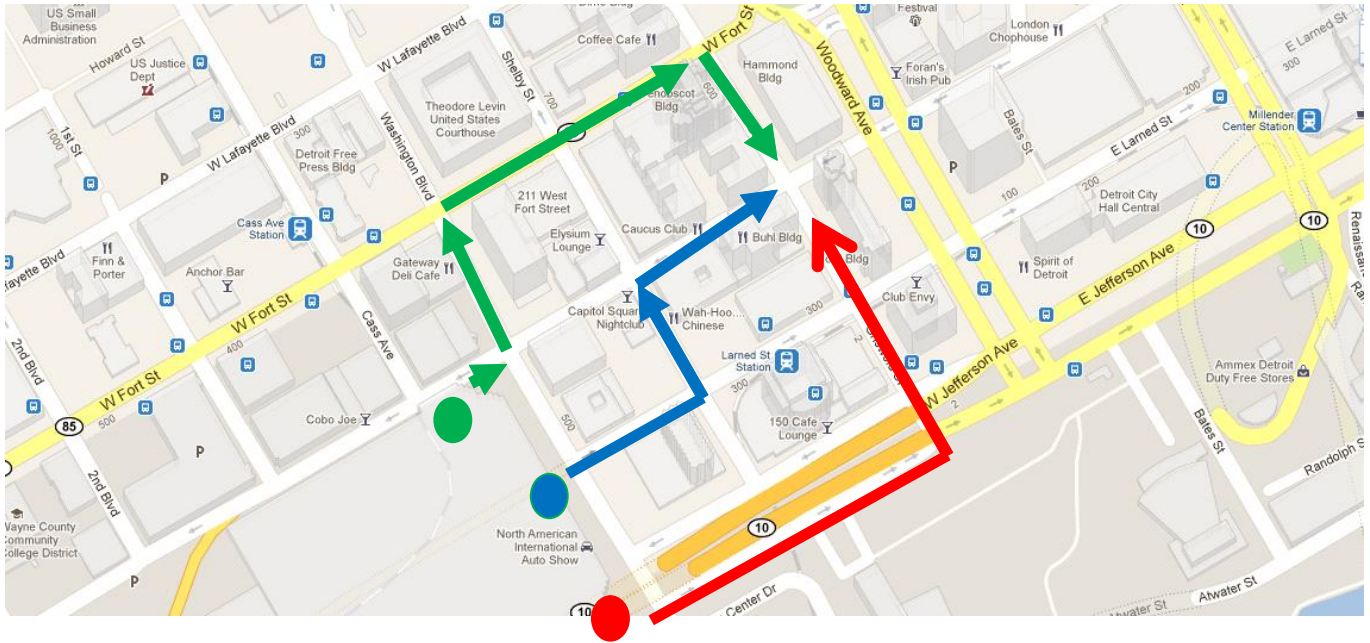
MOBILE TACTICS

Using Flying Squad or mobile teams gives us a lot of flexibility, energy and can be quite disruptive. Their history traces back to the auto plant occupations in Detroit where mobile teams of strikers could fly from site to site to support. The squads can engage in action after action on their own or converging with others for greater impact. They work in the streets or the sidewalks and can be colorful, loud and proud! Need good leadership structures, visuals particularly flags, training and practice!

- Multiple Simultaneous marches impacting area
- Slowing Traffic
- Picketing buildings
- Lobby Jams
- Intersection slowdowns
- Great visibility and education
- Impromptu speak outs with the people's mike anywhere you stop or want.

Part of the fun of Flying Squads is figuring out their routes based on targets, streets, one ways, convergence and divergences points etc. Need to understand the flow of things – which side of the street to be on, where to turn etc. The map below is based on six mobile teams making their way past some key targets on their way to the White House. The one after that is based on three teams converging to take over an intersection.





FLYING SQUAD OR TEAM ACTION STAFFING CHART

This is a chart I have used often for mobile teams. Each team is ideally 75-100 people for flying squads. You can label them by team, color, theme, site etc.

Roles	Team 1-Blue	Team 2 – Red	Team	Team 4	Team 5	Team 6
Coordinator						
Tactical Coms						
Police Liaison						
Scouts						
Orienteers						
March leader – banner, flags, stuff						
Security/Traffic Capt Front						
Security Back						
Props Team						
Chant Leaders						
Chant/Drummers						
Leaflet Captain						
Media						
Document/Photo						
Social Media						
Legal Observers						
Traffic						
Traffic						
Traffic						

MASS ACTIONS:

We have a lot of experience doing this, the challenge is to be more creative than a march and rally. The Teach In Model of NY made this more possible. See the great mass teach-in curriculum designed for NY at <http://www.onmay12.org/downloads/curriculum/>

CIVIL DISOBEDIENCE:

Is a tactic we engage in that puts our bodies on the line and a willingness in our heart and minds assume the consequences of our actions. These can involve sit-in's, sick-in's, move-in's, occupations, blockades, lock-downs and more. Please review the NVDA manual accompanying this document. It will go into more details on:

- **Noncooperation:** choices and consequences for withdrawing our consent
- **AG Support/Jail Support:** how to organize to best support those risking arrest and creating political pressure in the process.
- **Legal:** This area of work includes discussions around permits, dealing with police, know your rights training, legal observers, lawyers, jail support operations, jail solidarity and court strategies. There are lots of issues to think through here including noncooperation strategies...see organizingforpower.org for more information and resources: <http://organizingforpower.wordpress.com/action/action-resource/>, scroll down to legal section.
- **Medical:** See <http://organizingforpower.wordpress.com/action/action-resource/>, scroll down to the Health Ensure section.

ART AND CULTURE

This is one way we bring our actions to life with energy, excitement and participation. It helps us tell our story with images, words, songs, that can be repeated easily. It gives our images to the media. It makes it easy to get involved and can bring new people into the fold. It also makes the work fun as people volunteer together to bring art and culture to the streets! Maybe you want one color(s) to permeate the streets, maybe you want many. It is great to have colors / images associated with different mobile teams/flying squads.

TO BEGIN

- Secure art space in advance to work out of.
- Developing Story / Images / street theater / puppets / banners / human bill board
- Gather resources...paint, etc
- Setting up a space with supplies and tools etc
- Create templates and samples of art
- Organize open hours and volunteer shifts
- Recruit volunteers, groups etc

BASIC ART SUPPLIES LIST

- Lots of big sheets of single ply cardboard
- Roll of muslin cloth, or a mix of bright color cheap cotton fabric or sheets
- Paint – Gallons of Black/XX, quarts of red, blue, yellow, green – whatever – latex water base, not tempera or enamel
- Paint brushes

- Matt Knives
- Tools – hammer, screwdrivers, saw
- Drop cloths
- Tables or wood on sawhorses
- Staple Guns and staples
- Masking Tape
- Wire
- Back Pack Frames or wood for puppet
- Bamboo poles or sticks for Flags
- Magic Markers

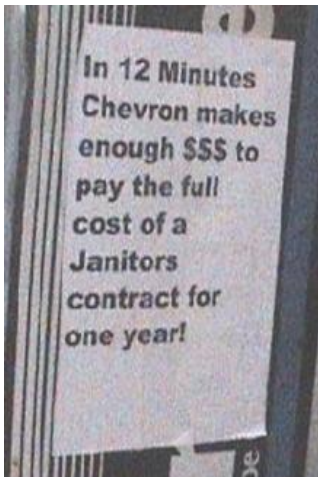
MAKING OUR OWN MUSIC

- Chant and Song sheets – samples in appendix.
- Find local political marching bands or choir
- Chinchinas – soda cans washed out, dried, filled with popcorn, beans, etc then seals. Makes a nice shaker!
- Whistles – can buy in bulk in advance
- Pots and pans
- Cheap Tins from thrift stores
- Horns – real or plastic used at sporting events, or from a party store
- Drums – can make our of buckets as well as picture frames that are thick then wrapped tightly with clear plastic tape in one direction – long ways and then another direction – width-ways...

PEOPLES MEDIA:

We must permeate the collective consciousness that there is a conflict going on. That something different is happening. We can do this by creating a visual messaging in unlikely places.

- ***PUBLICITY POSTERS*** – inviting people to big action, nice colors, date, time and place
- ***ISSUE POSTERS*** – to tape, staple, pushpin or wheat paste around town. Black and white or color paper, 11 x 17 copied is fine. Variety of messages or images that educate and agitate on key issues. Simple clean and clear is good.



To Wheat paste – make or buy. While there are many methods – buckets inside a shopping bag with rollers, brushes, and hands –I have been using squirt bottles and sponges. It works really well and is discrete. If we are doing big posters however, buckets with rollers and brushes might be better.

It is important to find good surfaces, apply a layer of paste, put on poster, and apply another layer. Make sure edges are glued down otherwise they are easier to pull off. Wear junky clothes, I like using those tight latex glove so my hands don't get as trashed.

Working in teams of 3-4 is good. One or two people to paste, one to put up the posters and another to look out for cops. If they see one, they yell – Hey Joe which

is your signal to smoothly walk away. If it seems to hot, leave the bag by a trash or by the side of street.

- **STICKERS** – can be printed or a template can be made for download that can be printed on whatever size label. –This depends on quantity needed. Full size sticker paper with big clear simple to read message is great to put on the fronts and backs of people risking arrest. Sticker/Sticker Paper – 2x 4 labels, full sheets, ½ sheets. See Samples in appendix.
- **HUMAN BILLBOARD** – either make or print a really long banner or get big sheets of cardboard (mattress boxes, glass stores, bike stores, etc) ideally 4 x 8. You can use a projector to letter them and have volunteers fill in the lettering. Simple fast and effective. During rush hour a few people on every corner of a big intersection or just even one corner of it or at entrance and exit ramps from freeways, busy roads etc.etc can be great. Good to have leaflets and a bullhorn to talk about why you are there. Honk for Justice smaller signs can be great encouragement for a cacophony of resistance.
- **BRIDGE BANNER** – Start by looking at the bridges, overpasses and parking garages near and around your downtown centers or target area. Use Google maps to identify bridges as well. Scout them if possible. Determine number of banners needed.



The things to think about when doing bridge banners are the safety of the cars below, having a short message, knowing how to attach based on where you want to hang them and knowing that wind is not your ally here. I have seen many a banner blow up or fold over on itself so can't be read – bummer!



To Make: gather old sheets from friends or use phonebooks, online maps or your own experience to know your thrift stores to buy cheap sheets. Some stores are better than others. You want flat sheets not fitted. You want light colored or white. Ideally plain not patterned. But with everything work with you can get. If dark sheets use white or bright yellow spray paint.

Materials

- Flat Sheets – the bigger the better!
- Spray Paint – black, red are good – but many colors can work! Are their colors or your campaign??
- Duct tape
- Scissors or knife
- Rope
- Zip ties
- Materials to weight – cardboard, newspaper, sand in bag,
- Materials for rigidity – lath down the side and along the bottom- this makes the banners harder to fold however...

To mass produce – lay sheets out flat, use pencil to write out letters of SHORT MESSAGE. You can also use a stencil if you want to add an image. Then tape or tie or have people hold the sheets up to a fence or wall, away from lots of wind. Then someone with good lettering ability can spray paint the letters penciled in. Once you get the hang of it, it can go quick. Let them dry and then prep them for hanging.



Prepping- tear 4-6 inch strips of duct tape to re-enforce the top corners on front and back. Once strong, cut a hole through it with the scissors... (Fold corner and cut a little triangle – that makes a nice hole. Don't make it too big, you want things fairly tight. Tie rope or zip tie onto each corner.

Do the same on the bottom, only here you can hang a bundle of cardboard that is made into a small duct taped mass to add weight. I have rolled newspaper in the bottom, used baggies full of sand etc. but this cardboard way works good! Cut air holes in the banner. I do upside down triangles and leave it with a flap.

Send teams out with folded banners with the message written on masking tape on top. Give them a map of the bridges and extra rope, tape, zip ties etc. Time drops just around rush hour or slightly before. Some banners stay up all day while some come down quickly.

There are some folks out west who started <http://www.freewayblogger.com/> worth a look.....

MOBILIZATION

What is your plan for turn out? What groups are participating, who else can be brought to the table? How do we make this a public mobilization and crisis not just an organizational one? Need to turn out base and everyone else!

PARTICIPATING ORGS

- need to push out through their base:
- Work and build Lists
- Phone bank members
- Website – add link
- Newsletters
- Coordinating Meeting

ELECTRONIC MOBILIZATION

- Website
- Face book,
- Twitter

PUBLIC OUTREACH

- Posters
- Table at public places
- PSA's or shows on Cable

- Leaflet public transport
- Door knocking
- Public Assemblies
- Supplies Needed
 - Clipboards
 - Pens
 - Buttons or Stickers
 - Flier
 - Sign-up lists or petition
 - Signs

RECRUITMENT!

To carry out these weeks of actions, we need to recruit a lot of people. To make this worth people's time, training, education and experience are core paybacks. It will take a lot of time, so if money can be raised for a daily stipend for lost timers, laid-off members/workers etc is great. We are looking primarily for Organizers (people who fill team roles and run actions) and for activists for the Day Brigades – (people who come each day to be part of a team). If we are doing a big mass action, you might also want to recruit additional volunteers for that day.

LEADERSHIP TRAINING AND DEVELOPMENT:

Investing in this week of actions is investing in your own organizations' growth and the possibility of positive change for your community... By recruiting and committing staff, leaders and members to this effort we are building our own power along with everyone else's. We build training into our events to develop more activists; multi-day actions offer an excellent opportunity to do this.

The more you put in, the more you get out! This week offers a Saturday Training for Organizers as well as meetings on Sunday for final preparations. Many of these organizers will then fill critical leadership roles for actions during the week. Activists will also get exposure to the organizing process, volunteering for roles and the daily debriefs. The week itself is structured with orientations including goals as well as debriefs on our accomplishments and lessons learned.

SAMPLE ORGANIZERS TRAINING AGENDA

- | | |
|-------|--|
| 5 | Opening |
| 30 | Intros - getting a sense of who people are (GAME) |
| 30 | Overview of May 9-12 <ul style="list-style-type: none"> What, Why Goals, Message General Week of Plan May 12 Teach In |
| 30 | Video of History – what are common elements of change |
| 30 | Power Analysis – plus slide shows? |
| 45 | Lunch |
| 1 – 4 | Street / NVDA - three hours |
| 90 | Getting Organized <ul style="list-style-type: none"> What We Are Doing Scouting Report Roles and Teams Schedule and other Prep |
| 30 | What Still Needs to be done and how to help! |
| 5 | Closing Circle – One Word for feeling |

Ways to support growing our movement and leadership

- Welcome and Orientation for Each Shift
- Action preps – include discussion of why we are doing what we are doing, the strategic and tactical decisions that went into the plan
- Clear explanation of why their participation is important
- Team Assignments that are appropriate for each individual
- Pair up new and seasoned activists – let the newbie’s run the actions, but with support of veterans
- Assign increasing levels of responsibility to participants
- Debrief each action, gather lessons, and make adjustments each day.
- Recruit activist willing to take the lead on video or promoting online – and train others on how to

ADMIN

The administrative work is the glue that holds it all together. Whether securing meeting space or getting out meeting reminders and regular communications, this is key to building our connections and movement. Areas of responsibility will vary but may include:

- Weekly Communications
- Listserve coordinations
- Petty Cash and Purchases
- Finances
- Logistics

SAMPLE LISTSERVES

The May12-CC will reply to the **sender only** (rather than the whole Google group). Since this Google group e-mail - May12-CC -- will go to ALL the people who have been at the meetings (over 80 people!) please be careful and thoughtful about what you send out. If it doesn't apply to everyone please send it to a particular Google group. If you have a specific question and are not sure who to address it to you can send it to me at XXXXX

All the rest of the Google groups will default to sending a reply e-mail back to the list for that Google group.

- May12-CC | Coordinating Committee -- ALL | may12-cc@googlegroups.com
- May12-action | Action Working Group | may12-action@googlegroups.com
- May12-art | Art Working Group | may12-art@googlegroups.com
- May12-hub | Point people | may12-hub2011@googlegroups.com
- May12-media | Media Discussion | may12-media@googlegroups.com
- May12-messaging | Messaging Working Group | may12-messaging@googlegroups.com
- May12-mobilize | Mobilization Working Group | may12-mobilize@googlegroups.com
- May12-politics | Political Working Group | may12-politics@googlegroups.com
- May12-recruit | Recruitment of Core Organizers | may12-recruit@googlegroups.com
- May12-Training | Training Working Group | may12-training@googlegroups.com

LOGISTICS

At the end of the day, this is what really matters. If you do not have a training and organizing space, food, transportation, travel, housing, etc together, the thing falls apart!. So make a good plan and secure stuff early.

Out-Of Towners

- Flights
- Is there a travel service we can use
- Arrival and departure schedule
- Transportation info - Pick up/drop off

Housing/Hotels

- Book a block of rooms together for discounted tickets?
- Price check hotels and send out recommendations to out of towners
- Are there hotels you have used before and would recommend?
- Should check to make sure we are using union hotels

Permits

There are pros and cons to this. Sometimes it is good to choose public spaces and move from there...

- Sound System at Event
- Sound Trucks for Event?
- Have Application for Sound Permit
- Need lawyer / information help – re different kinds of sound permits – can only find one permit application
- Need lead organization that will apply for sound permits

Spaces

Training Space

- Need to visit space
- Need to set up the space before the training
- Need to confirm we can bring food and drinks

Week of Organizing Space

- Large space that can hold up several hundred (?) people.
- Accessible from 7am – 10 PM.
- Need to be able to serve food and drinks in the space
- Need to leave set-up for the week

Art Space

- Ideally same space or nearby
- Big open space
- Late night access
- Ok for painting, puppet making, room for volunteer.

- Access to water and ventilation

Phone Bank

- Phone bank room is ideal
- Phone number lists, rap, scripts, guide etc
- Schedule for calls

Food and Water

Training

- Need breakfast, lunch and drinks

Week of

- Need to decide how we are handling food - catering, ordering, donations
- How many people to expect each day
- What places have people ordered from before? Gotten donations?
- Can go to Costco for water / granola bars / juice.
- Bag lunches?

Transportation

- Cargo Van for props
- 2-3 Passenger Vans or buses: do orgs or churches have? Good companies
- Metro Cards: Need to expected number of organizers to figure out what makes sense –
- Drivers for the day: Need list of people who have cars and are willing to be roaming drivers for the day

Legal

- Legal Hotline – need to set up a number and land line
- People to staff legal hotline
- Way to track complaints
- Drivers for Jail support
- Food and water for jail support
- Bail money, legal defense fund

Medic

- Contact Medic collective
- List of Hospitals nearby
- Organize street medic training
- First Aid Kit

Action Logistics and Props

- Identification for roles i.e. – vest or armbands
- Flags
- Banners
- Placards
- Sound makers
- Whistles -Find cheap place online to buy
- Drums or ID Movement Marching Band
- Cameras for documentation
- Disposable Cameras – one per building/ team
- Pop corn kernels
- 5 gallon Buckets
- Rope for buckets

- Chalk

Communications

- Bikes
- Phones
- Sound System – stationary, back of truck, mobile system...
- Bull Horns
- Nextel's, UHF or FRS radios
- Text loop
- Twitter Feed
- Flags, whistles, fist in air for silence

SAMPLE BUDGET

Week of Action Sample Budget – NY			
Logistics		120,000	
Art and Props	5,000		banner, signs, puppets
Cargo Van and Truck	1,500		rental + gas
Comms, Text etc	3,000		for radios, text service
Food+Water	20,000		500 x \$10 x 4 days - core leaders
Housing	7,500		50 out of towners @ \$150 per night
Legal	10,000		in case
Printing	10,000		in kind
Sound System	3000		
Training Space	5,000		to allow training for each day's demos
Transportation	10,000		Van rentals, sound trucks, Metro Cards for community groups
Travel	30,000		airfare
Visibility Action	15,000		Big Banner
Public Communications		35,000	
PR Firm	10,000		for mainstream
Web Team	5,000		web site and staffing
Video	5,000		production of viral videos to promote
Social Media	15,000		ads etc
Research		10,000	
Researchers	10,000		for local reports
Staffing		85,000	
Advance Organizers	20,000		unless in-kind
Lost Time - week of	35,000		
ACT Trainers	30,000		5 trainers+ 2 months support
		250,000	

APPENDIX - SAMPLES FROM NY

FRAMEWORK DOCUMENT

May 9-13 Week of Actions: TEACH Wall Street, It's Time to Make Banks Pay! Rebuild a Strong and Fair Economy for All

Goal: Move Bloomberg to Take Action on Our Agenda for a Strong Economy...

Target: Bloomberg, the Big Banks- JP, BOA, WF, related industry folk + millionaires

Message: No Cut/Lay-Offs, Big Banks and Millionaires Pay Your Fair Share

Demands: Move Strong Economy Agenda with concrete steps to address budget crisis and larger systemic income inequality issues.

Mobilization: thousands.....

Week of Action Components

Training of core organizers and leaders on Sat who will lead	Goal: 80-100
Daily Actions in Teams	Goal: 300-500
Daily Big Actions, w/ all the teams + public	Goal: 1000+
May 12 Mass Action on Wall Street	Goal: TBD
May 13/14 Buses to JP Morgan Shareholder, OH	Goal: 2 buses?

Framework for Action

Mon-Thurs

Goal is to build stronger relationships and train a new generation of organizers in disciplined and creative actions, team work – brigades, banners, flying squads, creative nonviolent direct actions.

We will gather every morning at an organizing space– church, union etc. Do registration, team assignment, orientation, training, materials, rap then actions – lunch and debrief and then afternoon activities and then evening activities.

This week of training will enable people to learn effect strategies for engagement, visibility, delegations, brigades, and how to lead teams and move groups a variety street activities, using effective props and visuals, building a culture of creativity and empowerment.

Training will also include basics on protest and nonviolent direct action, effective relationships with the with police, arrests and going to jail for justice.

May 12:

This will be the culminating mass action or convergence in the Wall Street area to teach the public and Mayor Bloomberg that we are serious... no more cut backs and no more sweetheart deals, it's time for banks and the millionaires to pay their fair share.

We are calling on people to engage in teach-ins throughout the Wall Street area, whether it's in a park, a sidewalk, an intersection or a lobby! We can provide a menu of sites and information that people can choose from. They can choose a Company they want to expose, get the facts/ talking points and props/visuals and offer quick teach-ins to people passing by.

Schedule:

4:00 PM Begin assemblies in the parks around the Wall Street Area.

5:00 PM Begin marching toward the Wall Street area.

6:00 PM Converge in Wall Street area and begin our Mass Teach-in or University in the Streets! This will include presentations and discussion in big and small groups throughout the area! What will you be teaching? What discussion will you facilitate? We will close with? The event with a candlelight march back to City Hall!

May 13-17: Send a bus or more to Ohio for the JP Morgan Chase Shareholder Meeting in Columbus, OH.

IMPLEMENTATION PLAN

Coordinating Group: will be made up of one rep from initiating organization and representation from all the working groups, meets every Friday at 12:30 PM Groups who attended on Friday: CEJ/ AQE, Center for Working Families, Citizen Action NY, CWA 1180, Community Voices Heard, CUNY Mobilization Network, Housing Works, , Make the Road NY, National People's Action , New Deal for NY, NY'ers Against Budget Cuts, NY Communities United for Change, Picture the Homeless, Strong For All, TWU Local 100, United Federation of Teachers, United for Peace and Justice, United Students Against Sweatshops, VOCAL-NY, Working Families Party, Student (BMCC)

Convener: Strong for All – includes admin, meeting reminders, and communications – list serves. S4A will also anchor budget, finances, research, legal, political and media for now.

Working Groups:

- Arts and Action: Scenario for week and day, visuals, props, tools, plans, teams
- Messaging and Materials: theme, demands – call to action, fliers
- Mobilization: On the ground: mtgs, fliers, network meetings,
- Social Media/Web – push out electronic Face book, twitter, web etc
- Training: leadership development plan, trainings and debriefs

Calendar

April

18 Tax Day Actions

End of April, DHS Actions

May

5/1 Immigrant Rights March

5/3 Wells Fargo Shareholder Mtg – SF

5/5 PSC Actions

5/7 Organizer Training

5/9 Kick off Week

5/11 BOA Shareholder Mtg

5/12 Wisconsin on Wall Street

5/16-17 Showdown in Ohio – JP Morgan Chase Shareholder Mtg

Follow-Up: Focused research will identify specific deals where a government entity is paying too much interest or fees. We must keep organizing on these deals in order to continue to change the narrative about why revenue crisis with the goal of winning specific victory that will produce real money.

PUBLIC EVENT DESCRIPTIONS – FOR FLIERS, EMAILS AND WEB

Committee to Save New York from the Committee to Save New York

Monday, May 9

Noon

REBNY, 570 Lexington Ave

Protest REBNY's Plan to Gut Our Rent Laws, Destroy our Neighborhoods, and Rob our Coffers! REBNY is a leading opponent to strong protections for renters and a living wage ordinance for New York. REBNY is also a major player behind the so-called "Committee to Save New York," which is one more example of how billionaires use their money to buy campaigns to explain why we have to accept cuts in services – while not making any sacrifices themselves.

Speaker John Boehner addresses the Economic Club of New York

Monday, May 9

5:30 PM

Hilton New York, 1335 Avenue of the Americas

Republicans fought hard to prevent even the modest reform that was passed in wake of the Wall Street economic collapse. They are trying to cut funding for the regulations designed to prevent another collapse. And they do it all while talking about Main St. But Boehner and his allies are working hard to raise campaign money from the Wall St Firms who crashed the economy (Boehner alone received \$1.2 million from the finance industry for the 2010 election). We will use this occasion to shine a spotlight on what Wall St does to buy the politicians who are supposed to work for the rest of us.

Make Big Banks Pay – Libraries for the Kids Not Billions for Goldman!

Tuesday, May 10

Noon

Goldman Sachs headquarters, XXX Street.

As one of the largest banks in the world, Goldman bears special responsibility for the "financial weapons of mass destruction" that played a key role in the 2008 financial meltdown. But while Goldman is back in the black, the rest of us are still hurting. Oakland, CA, is required by one of these financial schemes to pay Goldman \$5 million per year than they should have to. This is the same amount Oakland is saving by closing all but 4 libraries. In the meantime, Goldman's top five executives took in \$1 billion in bonuses and compensation over the past ten years. That comes out to \$200 million per person. That would pay for a lot of libraries.

Goldman is poised to prey on and profit from the sick and elderly by buying their life insurance policies, (a potential \$26 trillion market) then bundling them up and selling them to investors.

BOA Shareholder Meeting Day Protest

Wednesday, May 11

Noon

Bank of America, 115 West 42nd St

May 11 is the date of Bank of America's annual shareholder meetings. Labor, religious and community groups will gather at that meeting in Charlotte, NC, to protest BOA's role in the home foreclosure crisis (see <http://newbottomline.com/>). As one of the largest players in the residential home mortgage market, and as one of the parties in legal actions by all 50 state Attorneys General, BOA plays a lead role in evicting families from their homes. We will be there to demand that BOA start to lead with solutions such as renegotiating mortgages to reflect the real value of homes.

Bonus Mystery Event

Wednesday, May 11

Evening

Some folks will show a drive-in movie in NYC, no car required, with free popcorn. All in a place where you'd never expect to see a movie. Sign up at www.guerrilla-drive-in.com/ to learn more, or txt FREEPOPCORN to [760.670.3130](tel:760.670.3130).

EMAIL UPDATE

Hi All -

The actions have been absolutely amazing -- and far too much to summarize here -- be sure to check on facebook.com/OnMay12 | onmay12.org | twitter tag # onmay12 to see the amazing videos, photos, and stories. Thank you to everyone who has been participating!

Included in this update e-mail is:

- Art Making
- Volunteer Training Tomorrow
- Action Coordinator Meeting Tomorrow
- Teach-Ins Update
- Social Media
- Press Stories

ART MAKING

Located at: Coalition for the Homeless 129 Fulton St. (at Williams Fulton St. Subway Stop), 2nd Floor

Come help make Art and Visuals for May 12th! Wear your painting clothes! Bring friends!

WE NEED: to use a sewing machine, plastic containers, and used bike inner tubes.

Tues: 12 noon to 10pm

Wed: 12 noon to 11pm

VOLUNTEER TRAINING TOMORROW

Wednesday, May 11th at 6:00 PM is the volunteer training for people who are available to help on May 12th (as orienteer, traffic, marshals, etc) is tomorrow, **The Location is: 52 Broadway on the 6th floor.**

ACTION COORDINATOR MEETING TOMORROW

Tomorrow at **7:00PM at 52 Broadway Room 19 G there will a meeting for the Action Coordinators.** This will be a final preparation meeting over the details and logistics around the day of May 12 actions. *If your organization is anchoring an Assembly Location or is turning out a lot of people, we would like to have at least one representative there.* If you plan sending a representative from your organization please e-mail me at JCalvoFriedman@gmail.com so we know who is coming! [NOTE: this is not the same as the Coordinating Committee meetings that we have all been participating in -- but is a smaller group meeting of people going over some of the nitty gritty details for the action]

TEACH INS

If you are signed up to be a teacher you will be receiving a more comprehensive update tomorrow - including topics and locations. But a few quick reminders:

The Lesson Plans will be posted on-line at onmay12.org by tomorrow morning (at the latest)

On May 12th Meet at 3:30 at Pine and Water

Check out the great teach-in guide attached -- thanks to all who helped create it. This is what we will be distributing on May 12th. It is double sided and will be folded like a booklet with the map in the middle - so it's a little hard to read on the computer (some of the text will be upside on your computer screen)

SOCIAL MEDIA

We're going to see if we can get #OnMay12 trending again...we're starting to generate a ton of buzz in the progressive social media circles...so keep tweeting using that hash tag!

For those not live tweeting on location, try to drop the face book URL in there to drive people over there.

PRESS STORIES:

- Any to add? E-mail me at JCalvoFriedman@gmail.com and I will include them in the list!
- Huffington Post, Alan Singer, NYC Teachers Take on the Mayor and the Banks
http://www.huffingtonpost.com/alan-singer/nyc-teachers-take-on-the-b_859091.html
- Firedog Lake: Anti-Bank Activism Grows With Series of Events in May
<http://news.firedoglake.com/2011/04/29/anti-bank-activism-grows-with-series-of-events-in-may/>
- Daily News blog: As Protesters Gear Up, Mayor Bloomberg Says He's Still Not Sure How Many NYC Layoffs In Works
<http://www.nydailynews.com/blogs/dailypolitics/2011/05/as-protesters-gear-up-mayor-bloomberg-says-hes-still-not-sure-how-many-nyc-lay-hes-still-not-sure-how-many-nyc-lay>
- NY Post: UFT vows 'Wisconsin' protest over teacher cuts
http://www.nypost.com/p/news/local/uft_vows_wisconsin_protest_over_13KldJlXJlZvCcefLdSbGK
- THE NATION: Unions, Activists Plan March on Wall Street to Oppose Mass Teacher Firings
<http://www.thenation.com/blog/160502/unions-activists-plan-march-wall-street-oppose-mass-teacher-firings>
- Liz Benjamin: Why They're Marching
<http://www.capitaltonight.com/2011/05/why-theyre-marching/>
- The Albany Project, Susan Lerner, On May 12, We Say "No More Bull"
<http://209.98.77.34/albanyproject/diary/9405/on-may-12-we-say-no-more-bull>
- Daily Kos, James Boyce, On May 12, Where Will You Be?
<http://www.dailykos.com/story/2011/05/06/973077/-On-May-12,-Where-Will-You-Be>
- The Matthew Filipowicz Show: Episode 11 With Mary Bottari, Veronica Arreola And On May 12's Greg Basta
<http://matthewf.net/2011/05/10/the-matthew-filipowicz-show-episode-11-with-mary-bottari-veronica-arreola-and-on-may-12s-greg-basta/>

SAMPLE UPDATE

Good Morning!

We are already off to a great start! Thank you to everyone who made it out to the training on Saturday and to our organizing space (52 Broadway) today at 7:30 AM! We want more people participating so please join us for the actions leading up to May 12th! Here is today's update

- Teacher-Ins & Teacher Training Tonight @ 6:30 PM
- Logistics for Organizers & Activists May 9th - May 11th
- Phone Banking
- List of Public Actions
- Art Making to Make Banks Pay
- Social Media Reminder
- New Flier
- Post May 12th Events
- Contact List

TEACH-INS & TEACHER TRAINING TONIGHT

The 2nd and Final Teacher Training is tonight at 6:30 PM Location: 52 Broadway, 19th Floor

If you have signed up as a teacher and have not yet sent in the issue(s) that you are interested in teaching on please send these to XXX

The Curriculum should be finished and distributed tomorrow! (Thanks for all the great work on this teach-in team!)

LOGISTICS FOR ORGANIZERS & ACTIVISTS MAY 9TH - MAY 11TH

- The organizing location where we will meet for all actions is 52 Broadway 6th Floor.
- Please arrive at 7:30 AM for the morning shift and 1:15 PM for the afternoon shift
- Dress appropriately for the weather & wear comfortable shoes
- Bring some water and a snack if possible
- Breakfast and Lunch will be provided
- Round trip metro cards will be provided for the actions
- Roles / Materials / Groups / chant sheets etc will be provided at the organizing space when you arrive.
- If you have not yet signed up as an activist but want to participate (and we really want you to!) e-mail

PHONE BANKING

We have a great phone banking space at 52 Broadway but still need people to sign up to participate in the phone bank and to help coordinate the phone bank. This is a great option for people who want to participate but don't want to be out on the streets. Please e-mail me at JCalvoFriedman@gmail.com if you are interested!

ART MAKING TO MAKE BANKS PAY

We have an art space @ Coalition for the Homeless (thank you!).

Located at: 129 Fulton St. (at Williams Fulton St. Subway Stop), 2nd Floor

Come help make Art and Visuals for May 12th!

Wear your painting clothes! Bring friends!

WE NEED: to use a sewing machine, plastic containers, and used bike inner tubes.

Mon May 9: 5pm to 10pm

Tues: 12 noon to 10pm

Wed: 12 noon to 11pm

SOCIAL MEDIA REMINDER: Please use social media this week if you are out doing actions or can't make it but want to support: www.Onmay12.org, <http://www.facebook.com/OnMay12> Twitter: @onmay12 #onmay12

NEW FLIER

We have a new flier that we are using this week. It is attached in color and black and white. One side in English, one side in Spanish. We are working on other languages. Please let us know if your organization has a need for the flier in other languages

POST MAY 12 EVENTS

We decided to compile a list of actions and events that are set for after May 12th, so we can put it up on the site and tell people about it while we're out marching. It's really important for us to communicate that this doesn't end on May 12th, that it takes movements to fight back and win, and that there are already clear ways to continue to struggle.

If you or your organization or organizations you know of are hosting related actions or events after the 12th, send an email at XXXX. In the email, please include:

- The title of the event
- A sentence describing it
- Time, date, location, all that stuff
- The organization(s) or coalition putting it together.
- If there's a link to a website about the event or something like that, give me that too.

CONTACT LIST

- **Lisa Fithian**: 213-840-1972 fithianL@igc.org
- **Michael Kink**: 518-527-2787 michael.kink@gmail.com
- **Jnessa Calvo-Friedman**: 917-749-5413 JCalvoFriedman@gmail.com
- **ART**: David Solnit 510-967-7377 dsolnit@gmail.com
- **SOCIAL MEDIA**: Greg Basta 631-455-5429 gbasta@nycommunities.org
- **COMMS CENTRAL**: Samantha Corbin 203-470-8675 srcorbin@gmail.com
- **PRESS**: Ana Tinsly: 646 331 4765 atinsly@gmail.com
- **PRESS**: Dan Levitan 646-200-5315 dan@berlinrosen.com
- **LEGAL: General Questions** Staci 347-515-4665 esmith@wsfssh.org
- **LEGAL**: 24 Hours support if you are **ARRESTED** 212-579-5176
- **LEGAL**: General National Lawyers Guild 212-679-6018

SCHEDULE OF MEETINGS

MAY 12 ACTIONS | UPCOMING EVENTS & Trainings (In Bold)

Tuesday 4/26 Coordinating Committee Meeting

Time: 12:30PM

Location: UFT 52 Broadway 19th Floor Room B & C

Wednesday 4/27 Big Organizing Meeting

Time: 6:00PM

Location: 32BJ 101 Avenue of the Americas

Thursday 4/28 Mobilization Working Group

Time: 2:00PM

Location: New York Communities for Change 2-4 Nevins St., Brooklyn, 2nd Fl.

Thursday 4/28 Action Working Group

Time: 4:00PM

Location: 233 Broadway - room 720

Thursday 4/28 Subcommittee Meeting on Planning Teach-Ins

Time: 5:00PM

Location: 233 Broadway - room 720

Friday 4/29 Scouting of Wall Street Assembly Sites and Targets

Time: 10:00AM

Location: Meet at 52 Broadway to walk around

Saturday 4/30 OCD Meeting

Time: 10:00AM

Location: New York Communities for Change 2-4 Nevins St., Brooklyn, 2nd Fl.

Tuesday 5/3 Trainings for "Teachers" for the teach-in

Time: 6:00PM - 8:00PM

Location: TBD

Saturday 5/7 Organizers All Day Training | Partial day training for Orienteer and Traffic / Peace Keepers

Time: 9:00AM - 7:00PM

Location: Trinity

Tuesday 5/10 CD Training

Time: TBD

Location: TBD

Wednesday 5/11 Volunteer Meeting

Time: TBD

Location: TBD

ROLES AND RESPONSIBILITIES FOR THE WEEK OF MAY 12

Here's a quick look at what your role and responsibilities will be as coordinators for your street teams. Some of these items will be given to you on site in the morning or at the afternoon orientation meetings. Some items you will want to bring with you.

Coordinators

- You need to know how to travel to your action locations. *Make sure you have appropriate maps and directions * (Hopstop.com can be helpful in this.)
- Know your team, and assignments:
- Roles: Leafleters, Media Liaison, Police Liaison, Videographer, Still Photos, Tweeter! / Social Media, Actionistas (Delegations/Letter carriers/banner holders, etc), Legal Observers, Chant Leaders, Scouts (Advance), Traffic / Peacekeepers.
- Make sure you have the materials you need:
- Banners, flags, letters, props, stickers, etc
- Bring the Important Mobilization Contact List with you
- Have and distribute Metro Cards
- Dress appropriately for the weather.
- Bring some water, snack if possible.
- Make sure your team members (activists) know what is expected of them (list below)
- Carry your chant sheet with you
- HAVE FUN! ROCK OUT!

Activists-- Responsibilities

- Show up on time!
- Agree to work within the Agreements
- Step into the roles that your coordinator identifies.
- Dress appropriately for weather
- Bring some water/snack if possible
- Carry your chant sheet with you
- HAVE FUN! ROCK OUT!

GOALS OF THE MAY 12TH ACTION

- Let Bloomberg know that there is a way to help our economy and save our social services, education, health care, housing programs etc. without devastating cuts which hurt our communities.
- Force big banks to pay their fair share
- Train a new generation of activists, and build experience through this series of actions and the mass take over/teach in of public space on the 12th
- Continue and advance the national movement taking place around the country where activists are fighting back

ROLES FOR THE MAY 12th ACTIONS

- **Organizers / Coordinators** – These are people who will be leading the actions during the week following the training on Saturday May 7th. These people need to commit to full days (7:30 am - 7:00 PM) on May 7, May 9, 10, 11 and 12.
- **Activists** – These are people who will participate in actions, visibility activities and art making leading up to May 12th. These people should commit in advance to *1 or more full or half- days before the 12th and the full day of the 12th*. **Contact XXX to sign up!** -
- **Orienteer's** – On May 12, thousands of people will gather at various downtown assembly locations. Orienteer's will hand out program guides/maps to participants and help make people familiar with the day. They should be available all afternoon on May 12. **E-mail onmay12@gmail.com to sign up!**
- **Teachers** – On May 12, we will have hundreds of teach-ins on the many ways the Big Banks and Wall Street are draining the city's coffers at our expense. Classes last 15 minutes. On May 12th Teachers must meet at 3:30. The training for Teachers is Monday 5/9 at 6:30 PM at 52 Broadway. **E-mail XXX to sign up!**
- **Monitors**- These people will help with flow of traffic near each of the teach-in sites. **E-mail onmay12@gmail.com to sign up!**

RECRUITMENT

Ideally you have a list of groups, key contacts and start working the meetings and phones for goals and commitments.

When building your list of organizer or activists it is helpful to have this information in your database or spread sheet

FName	LName	Org	Phone Number	Email	Sat Training	Mon	Tues	Wed	Thurs	Role	Skills
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As the week of action gets closer we can begin to shape teams and their leadership from the committed people.

RECRUITMENT INFORMATION PACKET

WHAT IS HAPPENING:

On (DATE) working people from across (CITY) will converge on the Financial District/ Downtown/ Wall Street with a strong message – the wealthiest (New Yorkers), Americans, Wall Street Banks and Corporation’s must pay their fair share. Tens of thousands of New Yorkers will engage in mass teach-in on economic power in the US and how to fight back right at the heart of where corporate power lies. Leading up to XXX and this massive teach-in and action, will be a series of lead up actions and activities that will build public knowledge, momentum and energy for May 12th **and** train and develop hundreds of grass roots organizers on how to engage corporate power and run and manage street demonstrations and campaigns.

To make this week of action successful we need people who are ready to commit. Because this is a new way of doing massive protests that will last more than a day, we need a committed group of people who are willing to commit a significant amount of time the week before the action.

WHAT ARE WE ASKING:

We are asking that your organization commit as many organizers, staff, leaders or members to one of the roles that are listed below. We know this is a big ask, but this is the moment to take big steps. Not only will you be participating in making this action successful, but you will also have a unique opportunity to train your staff, leaders and members in concrete organizing skills and engage in movement building with other organizers and activists from across NYC, issue areas and the country.

ROLES NEEDED

To make this week of actions a success we need to recruit a lot of people for a variety of roles. Some require experience and skill and all of them will receive training to insure they are confident in their role and in the plan overall.

- **Organizers** – *Need to attend training on Saturday, (DATE) where we will also establish roles and teams.* These are people that have some experience that will gain a lot more by participating in this program. They are the ones who will be leading actions of the week. These people need to commit to full days (7am-7PM) on May 7th, May 9, 10, 11 and 12. Our goal is to have 100 organizers.
- **Activists** – These are people that we are recruiting to commit one or more days or half days during the week. They will participate in actions, visibility activities or art making for May 12th. Having some experience is good. These people will be able to learn why and how we are organizing for justice. These people should commit in advance to 1 or more full or half- days before the 12th and the full day of the 12th. People should commit to one or more days between Monday May 9th and Wed May 11th. Our goal is to have 300 activists.
- **Volunteers** – these people are needed for the day of May 12 to help with any variety of roles including marshals, orienteers, leafleters etc. Our goal is XXX

- **Teachers** - this is a very specific role that we are recruiting in advance. We will have training for them on May 3 at 6:30 PM. These are the people that will lead the Teach-In's around the Wall Street area. They need to have curriculum and a class plan that will be provided. They can choose their own topics, develop their own materials or access information on the website. Our Goal is 200

WHAT YOU NEED TO DO:

Please review the roles below. Again we need organizers and activists in particular for the days preceding the event. Attached you will find a rap to use and the description of the roles we need filled...

Reach out to people in your organization/network. Identify people who are committed to taking on one of the roles outlined below. Take their contact info, name, number and email, and enter it on the attached sheet. Please identify what days they are available for full days (7AM-7PM). Please send the list of people back to XXXX or call XXXXXX

SAMPLE RECRUITMENT RAP

On May 12 more than 20,000 New Yorkers will converge on Wall Street in a series of marches and stage a mass teach-in about the economy and the different issues which impact our communities. The week prior to this massive teach-in, from May 9-11th, we will be engaged in a series of smaller actions at variety of sites across the city to raise awareness about the May 12th action and to build an atmosphere and activity in the city.

Our goals for the 12th and for the weeklong series of actions are to hold Wall Street, corporations, big banks and the wealthy accountable and to make sure they pay their fair share in taxes, invest in communities and create jobs.

This is a watershed moment, where we have the opportunity be part of a nationwide movement to get the truth out about corporate greed and right wing attacks on poor and working people.

We're asking groups and individuals to commit to this important action. We need people to serve in the roles of activists and leaders the week prior in staff in order to build the momentum for May 12.

This is a new type of organizing and action and we want to train new leaders in movement building, mass street action and organizing skills. You'll have the opportunity to get your staff and/or friends trained in street actions, mass mobilization, as well as develop relationships and contacts with organizers and leaders from across the city.

- Can you commit yourself and others to join us on May 12th and the preceding week?
- We need organizers who can commit 9 AM - 6PM on Saturday and Monday - Thursday from 7AM – 7PM.
- How many organizers do you think you can you commit?
- We need activists who can commit to full days between Monday and Thursday from 7AM-7PM.
- How many activists can you commit and what days?
- Please fill in the attached form and send the names and their contact information by XXX and send to XXXX.
- FOLLOW UP BY PHONE A LOT!

DAY OF MATERIALS DISTRIBUTION CHART

	Total (4,000)	Com/Education -- 300	Students -- 1,000	Trans Energy -- 300	Immigration -- 300	Housing -- 500	Peace -- 300 (.075)	Jobs -- 300	Human Services (1,000)	Education (UFT)	Total
ART											
March Flags	200	15	50	15	15	25	15	15	50		200
March Banners	2 Each	2	2	2	2	2	2	2	2	?	16
Picket Signs	850	64	212	63	65	106	63	64	213		850
Hand signs	2,000	150	500	150	150	250	150	150	500		2,000
Bucket drums	20	2	4	2	2	2	2	2	4		20
Wood Spoons	20 Pairs	2	4	2	2	2	2	2	4		20
Noise Makers	140	12	30	12	12	20	12	12	30		140
Cardboard cones											
LIT											
Teach In Guides (English)	15,000	525	1,750	525	525	875	525	525	1,750	8,000	15,000
Fliers B&W											
Fliers Color											
Placards	600	45	150	45	45	75	45	45	150		600
PROP											
Whistles	200	15	50	15	15	25	15	15	50		200
TEACH IN											
Bells	6										
Copies of Curriculum	50 - 100 each										
Chalk Board Zone Signs											
Teach In Signs											

MAY 12 CHANT SHEETS

You can just copy and change the targets!

<p>Hey (Bank of America) it's not fair, Time to pay your fair share</p> <p>We Pay Taxes Why Don't You!</p> <p>(BOA) Pay Your Taxes</p> <p>(BOA) Don't You Know Foreclosures have got to go</p> <p>Banks get <u>bailed</u> out -- People get <u>sold</u> out!</p> <p>Money for Jobs, Not for Banks Money for housing, Not for Banks Money for Healthcare, Not for Banks Money for Healthcare... Money for Climate... Money for Pensions Not for Banks</p> <p>(BOA) you can't hide We can see your greedy side!</p> <p>Working families got a right to know... Hey, big banks: Where's our dough?</p> <p>Shine a light on corporate greed; We have hungry mouths to feed!</p> <p>Banks Got Bailed Out People Got Sold Out! (WE got sold out!)</p> <p>3-5-7-9 Don't Give Banks Another Dime.</p> <p>Corporate Lobbyist – You Can't Hide We can see your greedy side</p> <p>Big Banks Pay Your Taxes!</p> <p>Bank of America, BAD for America</p> <p>Everybody pays their tax, Everyone but Goldman Sachs!</p>	<p>Hey, hey, BOA Make your lobbyists go away</p> <p>JP Morgan Shame on You</p> <p>Hey Wall Street, it not fair Time for you to pay your share</p> <p>We're gonna beat back the bankers Attack, We're gonna beat, beat back the bankers attack</p> <p>Hey Hey! Ho Ho! Corporate Greed has Got to Go! (Big Banks or Wall St)</p> <p>El pueblo unido, jamás será vencidas The people united will never be defeated</p> <p>Beat back banker greed, Good jobs are what we need!</p> <p>BOA you can't hide We can see your greedy side!</p> <p>Not another nickel, not another dime Bailing out Billionaires is a crime!</p> <p><u>To the Tune of the Drunken Sailor</u> What do we do with the Corporate Bankers What do we do with the Big, Big bankers Early in the morning.</p> <p>Hoo-ray break em up,now. (3x) Early in the morning.</p> <p>What do we do with the Lobbyist? (3x) Early in the morning</p> <p>Hoo-ray send 'em off to jail, (3x) Early in the morning</p> <p>We're going to make a world of justice, (3x) Early in the morning</p>
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We are students, We are loud
We are union, We are proud

OOOOOO

Repeat: OOOOO

(Bank of America), Can't You See,

Repeat: (BOA) Can't You See....

What You Greed is Doing To Me

OOOOOO

O,O, O, O

BOA Don't You Know, BOA Don't You Know

Your Greedy Ways have got to Go

OOOOOO

O,O, O, O

2-4-6-8

Bust the Banks Up,

We can't wait!

This is What Democracy Looks Like
That is what Wall St greed looks like

Se ve y se Siente, **Main St esta Presente!**

Que es lo que queremos? - **Justicia!**

Cuando la queremos? – **Ahora!**

Sin Justicia – **No hay Paz!**

Bailouts Si – **No hay Paz!**

Bail Outs – **No Peace!**

Detention – **No Peace!**

No Housing, **No Peace!**

No Relief– **No Peace!**

Aqui estamos, **Y no nos vamos!**

Y si nos echan, **Nos regresamos!**

Bloomberg Escucha,

Estamos en la lucha.

Hey, hey, what's the fuss?

Make the economy (big banks) work for us.

[Bank Name] you've got cash

So why pay your workers trash?!

Song: Nobody Turn Me Round

Ain't Gonna Let Nobody Turn Me 'Round ,

Turn me around, Turn me around (2x)

I'm gonna keep on marchin', keep on fightin';

Heading for the Promise Land

--Ain't gonna let Mike Bloomberg....

--Ain't gonna let inequity...

--Ain't gonna let Big Bankers...

Song: Look to the People

We're gonna look to the people for

Justice EQUITY loving Housing Good Times

FAIRNESS

In the hard times coming ahead

We're gonna sing and shout

We're gonna work it on out.

in the hard times coming ahead

And with the people's, (2x)

We will make it!

Song: Keep On Moving Forward

We're gonna keep on moving forward

Keep on moving forward (2)

Never Turning Back,(2x)

We're gonna work for Justice together,

Work for justice together (2x)

Never turning Back (2x)

We're gonna fight the banks together...

We're gonna love each other boldly..

We're gonna build a new world together..

Song: Step by Step

Step by step the longest march,

Can be won, can be won

Many Stones can form a bridge,

Singly none, singly none

And by union what we will, Can be

accomplished still

Drops of Water turn a Mill, Singly none, Singly

none.

**What Revenue
Crisis?
Make Banks Pay**

**What Revenue
Crisis?
Make Banks Pay**

**No Cut Backs
Tax the Rich!
Make Banks Pay!**

**No Cut Backs
Tax the Rich!
Make Banks Pay!**

**WALL STREET
We Want Our
Money Back!**

**WALL STREET
We Want Our
Money Back!**

**Bloomberg
Raise \$1.5 Billion
Make Banks Pay!**

**Bloomberg
Raise \$1.5 Billion
Make Banks Pay!**

**Bank of
America
Pay Your Taxes**

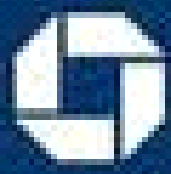
**JP Morgan Chase
Pay Your Taxes!**

TAXES JP MORGAN CHASE PAID in 2010

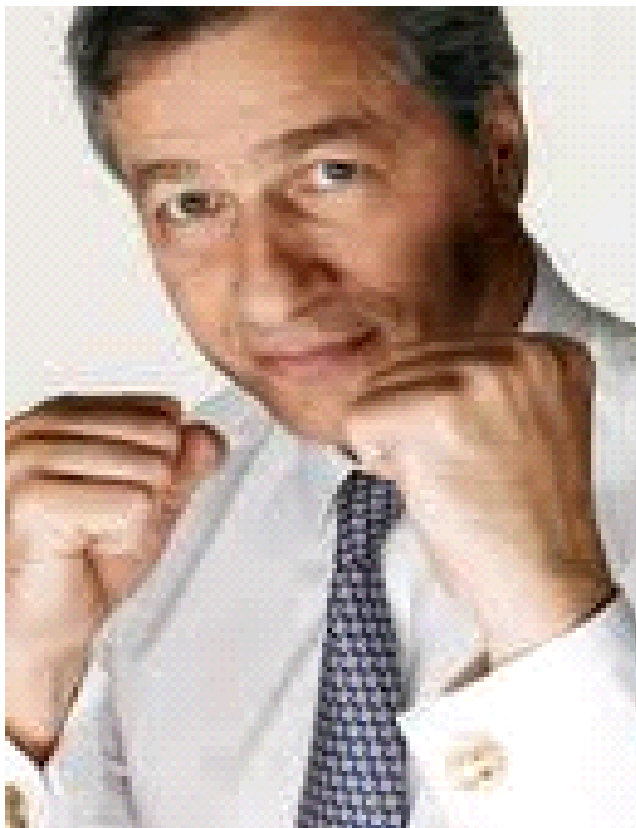


Jamie Dimon, JP CEO

**It's Time to
MAKE BANKS PAY!**



JP Morgan Chase



***I'm willing to
fight to
defend my
\$17 million
dollar bonus!***

***Even if it means your house
gets foreclosed!***

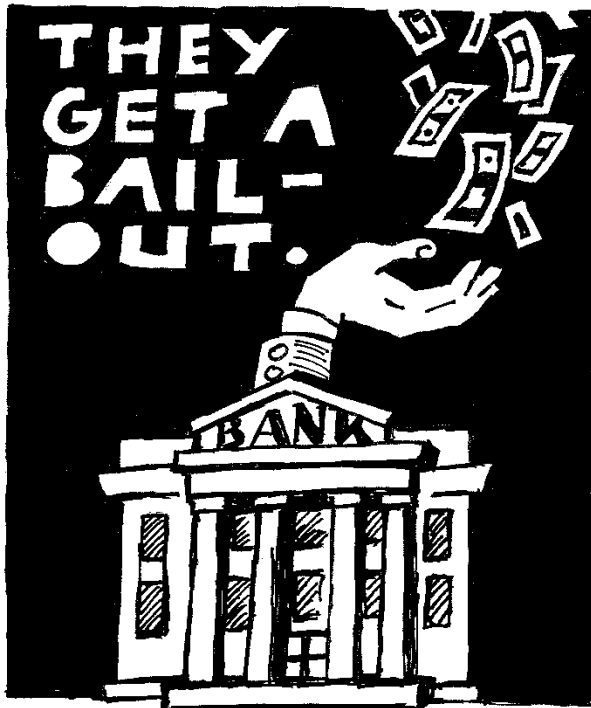
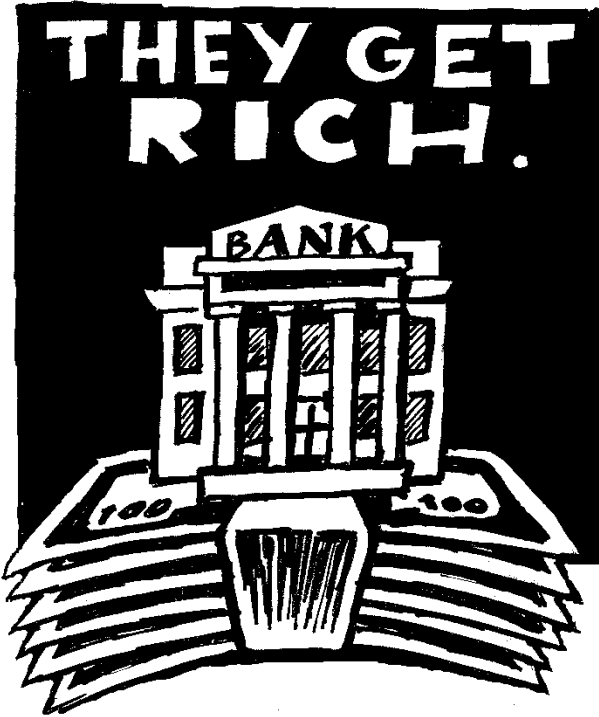
**Jamie Dimon,
JP Morgan Chase CEO**

WANTED



**Jamie Dimon,
JP Morgan Chase CEO
Paid \$17,000,000 Bonus for
crashing the economy!**

MAKE JAMIE PAY!



**MAKE BANKS AND MILLIONAIRES PAY!
BLOOMBERG: NO CUTS!**

MAY 12TH, 4PM, MARCH ON WALL STREET!

ASSEMBLY SITES:

- 1) EDUCATION, City Hall 260 Broadway, 2) STUDENTS, Bull 26 Broadway,
- 3) ENERGY, 1 Bowling Green, 4) IMMIGRATION, Battery Park, 5) HOUSING
Staten Island Ferry, 6) PEACE, Vietnam Memorial 55 Water St.
- 7) JOBS, Wall St. Fountain, 110 Wall St.

DO NOT PASS

HEY! GO



DO NOT
STEAL
FROM OUR
SCHOOLS

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- 7) JOBS, Wall St. Fountain, 110 Wall St.
- 8) HUMAN SERVICES/SAFETY NET, South Street Seaport, 20 Fulton



WE PAY TAXES. THEY GET RICH.

**MAKE BANKS &
MILLIONAIRES PAY!**

**BLOOMBERG:
NO CUTS!**

MAY 12, 4pm: MARCH on WALL ST

OnMay12.org



WE LOSE JOBS. HOMES. SERVICES

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WE WIN

ECONOMIC JUSTICE

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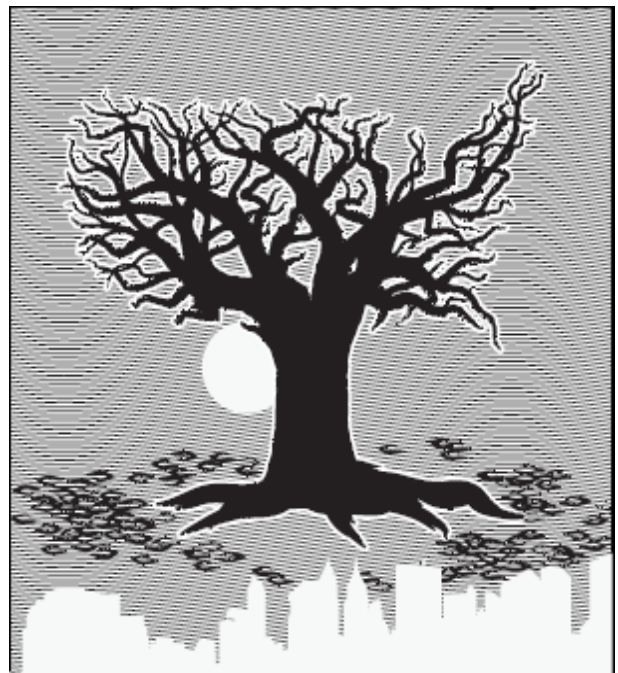
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