

00 Action Toolkit

[This PDF is a collected version of documentation used by Never Again Action for preparing and performing actions circa 2019. Names, and contact information of individuals have been redacted, as have places; names of organizations have been left intact. Links to other documents have been replaced with a ***[bracketed bold and italic]*** reference to the document number; internet links have been replaced, where appropriate, with the URL ***[LINK: http://www.theamericanconservative.com]*** likewise formatted.]



#NeverAgainIsNow Action Toolkit

As Jews, we've been taught to never let anything like the Holocaust happen again. This is Germany in the 1930s--what are you going to do about it?? Now, with children detained in unacceptable conditions, ICE terrorizing immigrants in every corner of the country, and people dying at the border while seeking safety in the US, we are seeing the signs of a mass atrocity. We refuse to wait and see what happens next- we will

take action to ensure that we do not continue down the path toward genocide.

Goals of #NeverAgain Actions

1. Leverage our unique position as Jews to redirect the conversation away from semantics and refocus on the crisis.
2. Reframe the narrative that the immigration crisis isn't just a crisis at the border -- it's everywhere.
3. Move people to take action in cities across the country targeting detention centers and the Democratic establishment who enables Trump's reign of terror.

Planning Your Action

(Already done an action? Some ideas for what to do next are at the bottom of this document)

Action Agreements

Narrative & Talking Points

Training

Digital/Social Media Toolkit

Traditional Media

Spiritual, Mental & Emotional Care

Planning Your Action

Where to hold your action:

- **ICE Detention Facilities:** There are over 200 ICE detention facilities in the U.S, in almost every state. See a full list obtained by the Detention Watch Center here. **[LINK: <https://www.detentionwatchnetwork.org/sites/default/files/>]**

Confidential%2

0ICE%20ERO%20Facility%20List%2007-10-2017-1-1.xlsx] We are targeting detention centers and jails to draw attention to the scope of the problem -- it's happening everywhere, not just at the border.

- **Congress Persons' & Candidates' Offices:** While Republicans fan the flames of xenophobia and white nationalism, Democrats continue conceding the debate to Trump. In fact, many of the same politicians who protested the use of the term "concentration camp" to describe ICE and CBP prisons just voted to give more funding to these violent, racist agencies. Instead of taking drastic action to end this humanitarian crisis, the Democratic party allows ICE to continue its campaign of terror unchecked.

Tone

Defiant, angry, urgent, Jewish, Partisan resistance, Molly Weasley moment: "not my daughter you bitch!"

Tactics

Disruption: The goal is to actually make it impossible for ICE and/or the Democratic Establishment to do business as usual. Find the chokepoint and shut it down-we are not fucking kidding. Part of our message is that we are past the time of purely symbolic action. Blocking roads, access points, flooding lobbies. Figure out how to put your body between the flow of goods and people in and out of the detention centers and block there. We want to make it clear that we will not stand for this now or ever.

IMPORTANT TACTICAL PLANNING NOTES TO CONSIDER:

- **Do not do actions during visiting hours.**
 - ICE has been known to retaliate against people in custody in

response to direct actions targeting the agency. Do not incite guards or a warden in a way that might cause them to retaliate against prisoners.

- For many people trapped inside ICE detention centers — especially kids — a predominantly white group of people can come across as scary or threatening. Be conscious of how you might be perceived and how you can signal friendliness and love to people trapped inside.

Never Again Action Agreements

These are the action agreements that you are committing to if you choose to take action with Never Again Action. If you do not believe you will be able to act in accordance with these standards of conduct, we ask that you take action in a different capacity. The purpose of these principles is to act powerfully, keep ourselves and each other safe to the extent that is within our control, and protect the purpose of our collective action.

ACTION AGREEMENTS:

- We will at all times act in ways that most strategically express that we as Jews are shutting down ICE, because when we say never again, we mean it. Action should be led by Jews and immigrants and Jews and immigrants should hold all public facing roles; allies are welcome to participate (and even take risk) as long as they agree to follow those directly affected and Jews.
- In all moments, we remember why we are here and we will engage in ways that do not detract from the purpose of this action. This means:
 - We will use no violence, verbal or physical, toward any person.

- We will carry no weapons.
- *We are trying to unite the Jewish community not divide so no flags of any kind please.*
- Pigs are treyf. As long as cops carry guns and wear badges, they are the agents of the state and will enact the state's agenda of violence against us and against those with whom we are acting in solidarity.
- We agree to respect the agreed-upon decision-making systems and roles within our action.
- We acknowledge that risk plays out differently for each of us and so we will honor each others' choices within the action parameters.
- We will take responsibility for ourselves, each other and our collective goals. We will exercise personal and collective responsibility to ensure that all participants adhere to these agreements.

Planning templates:

1. Roles spreadsheet **[01a1]**
 1. Coordinator Role Description **[01a2]**
 2. Digital Lead Role Description **[01b1]**
 3. Lead Logistics Checklist **[01c]**
2. Action Planning worksheet **[02a]**

Planning RED actions:

- Red actions are actions in which you are choosing to take on an escalated level of risk in this case likely risking arrest. Here is a direct action cheat sheet **[03a1]** to help your group think about these types of risk.
- Red actions require:
 - 1) Training. Here are the agendas for a 2-hour pre-action

training **[03a2, 03a3]**, a 30-minute pre-action huddle **[03a4]** and a post action celebration and check in.

- **#NeverAgain Red Team Debrief Gathering agenda [03a5, 03a6]**
- 2) Special roles:
 - Lead trainers for pre-action training.
 - Jail Support Coordinator (role description here **[03b1]**), team, and jail support form **[03b2]**.
 - Lawyers to advise, provide a legal briefing, and represent if anyone gets arrested. Call your local chapter of the National Lawyers Guild. Here is more information about the legal aspects of planning a direct action **[3b3, 3b4]**.
- 3) Emotional and spiritual preparation. Direct action is intense and it is important to stay emotionally and spiritually grounded throughout the entire process. Here is a tool for helping your group prepare. **[03c]**
- 4) Post action processing debrief for those who took on escalated risk. Resources and sample agenda can be found here. **[03a5]**

Narrative

Top-Line Message:

Jews are shutting down ICE, because when we say never again, we mean it.

#NeverAgainMeans

#JewsAgainstICE

#NeverAgainIsNow

#NeverAgainParaNadie and other languages

Talking Points:

What the U.S. government is doing at the border and in immigrant communities all around the country is nothing short of a mass atrocity.

- Children are being separated from their families at the border and imprisoned in concentration camps. ICE raids are increasing in frequency and severity, instilling fear and terror into immigrant communities. They are locking up individuals indefinitely. They are depriving people of water, food, access to proper hygiene and medical care. They are inflicting countless means of physical and psychological torture. People are literally dying at the border as they flee for their safety.
- We are standing with Movimiento Cosecha against ICE and the entire immigration deportation machine because we know that when a government targets one group of people, it is only a matter of time before everyone's freedom is under attack. **This is not an immigration policy. This is a dehumanization policy.**

We've seen this groundwork laid before. We were taught to never let anything like the Holocaust happen again.

- We refuse to wait and see -- we know from our own history what happens when a government targets, dehumanizes and strips an entire group of people of all their civil and human rights. **Never again is now.**
- Many of our ancestors narrowly escaped from conditions like what we are seeing today in concentration camps at the border and detention centers around the country. We repeated the phrase "Never Again" within our synagogues, day schools and summer camps. We learned our history so that we, as Jews, would never allow for this scale of injustice and horror to occur again.

We refuse to allow politicians to use Jewish trauma to deflect away from their support of the mass atrocities being perpetrated by ICE and CBP at the border and across the country.

- Jews stand with undocumented people, not politicians who try to weaponize us.
- Elected officials have expressed more outrage about the language used to describe the treatment of immigrants than the treatment itself. They claim to speak for Jews, but they don't.
- Many of the same politicians who protested the use of the term "concentration camp" to describe ICE and CBP prisons just voted to give more funding to ICE and CBP.

This crisis is happening all over the country — not only at the border — and Congress is doing nothing to address it.

- The current crisis is not new. It is the result of a decades-long, bipartisan attack on immigrant communities. While Republicans fan the flames of white nationalism, the best Democrats can do is vote to give more funding to concentration camps.
- Democrats gave Trump the tools to make this crisis happen, but they can also be the ones to end it.
- **We demand that Congress take immediate action to shut down ICE** and ensure freedom and permanent protection for all undocumented immigrants, refugees, and asylum seekers.
- Until Congress steps up, we are making it impossible for ICE to do business as usual.

Thousands of people are currently taking to the streets to protest the atrocities facing immigrants at the border and across the country. In this moment of public reckoning, it's time to put forward a new vision on immigration that recognizes the dignity of

all immigrant families.

- The problem goes far beyond family separation and inhumane conditions in concentration camps at the border, and therefore the solution must go beyond simply addressing the camps.
- We demand better because every single human being deserves to be treated with dignity and respect. Opposing Trump's policies and returning to a status quo of silent deportations is not good enough.
- We must create a future that:
 - Prioritizes the full and immediate legalization of all 11 million undocumented immigrants
 - Puts an end to all detention and deportation
 - Heals the pain of the immigrant community by reuniting the millions of families that have been separated in the last two decades. (Read more about Cosecha's Dignity Plan here [\[LINK: https://web.archive.org/web/20200317130747/https://dignityplan2020.com/ \]](https://web.archive.org/web/20200317130747/https://dignityplan2020.com/))

Script Template *[Script Template]*

Song/Chant List *[Song/Chant List]*

Training

Whether or not your action is “red” you need to have a training for those holding the important following roles:

- Tactical leads
- Marshalls
- Police Liaisons
- Jail Support
- Red Team (People taking risk)

Goals of Pre-Action Training:

- **Integrity:** Present and protect Never Again Action Agreements
- **Prepare:** Making sure everyone is feeling powerful and ready to hold their role at the action.
- **Support:** Communicating what support looks like during the action; Answer the question: who do I get direction from and who do I give direction to?
- **Build hype** for the action among a core team!

Training Agendas:

- [2-hour pre-action training \[03a2\]](#)
- [30-minute pre-action huddle \[03a4\]](#)
- [Post action celebration and check in \[03a5\]](#)

Do you need a Training Coach? Ask your Action Coach and someone will reach out!

Digital/Social Media Toolkit

- [\[04c\]](#)

Traditional Media

Comms Lead Role Description & Checklist [04d]

Example Press Advisory [04h]

Example Press Release [04h]

Spokesperson Talking Points [04f]

Already done an action? Here are some ideas for what to do next:

| Action | Criteria that makes this the right action choice for you: | Action instructions: |
|--|---|--|
| <p>Banner Drop Draw attention to the crisis and pin the target on the politicians and corporations responsible for it (both the banner message and its location tell the story).</p> | <p>This can be executed with a small number of people- this is a great option for you if you have a small crew, or if you have a particularly strategic drop location (visible to a large number of people, connected to some group that is affiliated with ICE OR iconic public location OR exciting opportunities for height)</p> | <p>Here is a guide to making a banner from our friends at IfNotNow. <i>[04i, 04j]</i></p> |

| | | |
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| <p>Birddog Pressure public figures and elected officials to commit to taking action.</p> | <p>This is a great action if you are going to have access to someone with power who has not yet taken a stand (or a strong enough stance) against the crisis.</p> <p>Also can be done with a small number of people.</p> | <p><u>3 Steps:</u> 1) Ask them a question: For 2020 presidential candidates: Will you commit to ending all detention and deportation, abolish ICE and give papers to the 11 million on day 1? For other electeds or candidates: What are you going to do to end detention and deportation? Alternative option: Go to a public forum to read accounts from Holocaust Germany in 1936 2) Film the interaction! 3) Send it to us.</p> |
|---|--|--|

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|---|---|---|
| <p>Blockade</p> <p>Disrupt business as usual by shutting down functioning of government or other flow of capital/goods/people for as long as possible.</p> | <p>This is a great option if you have already done a disruption and want to escalate and if your group has experience doing escalated direct action.</p> <p>Especially important with this one for your group to have a strong relationship with local immigrant rights groups and/or people directly impacted by local manifestation of the detention and deportation machine.</p> | <p>Escalate on the disruption action plan in this toolkit with duration of disruption OR on the narrative by shutting down the functioning of government or other flow of capital, goods, or people that uphold this system.</p> <p><u>Target Options:</u></p> <p>Tech (Palantir, Amazon, GEO Corp)</p> <p>Detention centers (ICE administrative offices, detention centers, etc.)</p> <p>Politician's offices (all U.S. reps except for Tlaib, Omar, Pressley and AOC voted to fund ICE- the Democrats are on the hook for this crisis as much of Republicans)</p> |
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01a1 Roles Template

| | Name (unconfirmed ppl in parentheses) | Phone Number | Email | Notes |
|--------------------------------------|--|---------------------|--------------|--------------|
| Lead Coordinator | | | | |
| Comms/Digital Roles (lead up) | | | | |
| Lead Comms | | | | |
| Press Release/Media Advisory Writer | | | | |
| Press Outreach | | | | |
| Script writer | | | | |
| Script writer | | | | |
| Script writer | | | | |
| Spokesperson Coach | | | | |
| Comms/Digital Roles (day of) | | | | |
| Lead Comms | | | | |
| Digital + Live Social Media | | | | |
| Digital + Live Social Media | | | | |
| Livestream | | | | |
| Livestream support | | | | |
| Photos/Person to Send photos | | | | |
| Photos | | | | |
| Media Liason / Spokesperson #1 | | | | |

01a1 Roles Template

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|---|--|--|--|--|
| Media Liason / Spokesperson #2 | | | | |
| Media Liason / Spokesperson #3 | | | | |
| Spokesperson Coach | | | | |
| MC #1 | | | | |
| MC #2 | | | | |
| Storyteller | | | | |
| Storyteller | | | | |
| Storyteller | | | | |
| Storyteller | | | | |
| Storyteller support (day-of) | | | | |
| Song Leader | | | | |
| Song Leader | | | | |
| Song Leader | | | | |
| Projector | | | | |
| Tactical Roles | | | | |
| Tactical Lead | | | | |
| Tactical Lead #2 | | | | |
| Scout | | | | |
| Scout | | | | |
| Lead Marshal | | | | |
| You will need 1 marshal for every 20 people you expect at the action. | | | | |
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01a1 Roles Template

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| Police Liaison I | | | | |
| Police Liaison II | | | | |
| Legal Observer | | | | |
| Legal Observer | | | | |
| Legal Observer | | | | |
| Legal Observer | | | | |
| Legal Observer | | | | |
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| | | | | |
| Logistics | | | | |
| Logistics Overall | | | | |
| Materials | | | | |

01a1 Roles Template

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|-----------------------------------|--|--|--|--|
| Driver Coordination | | | | |
| Support Vehicle Driver | | | | |
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| Support Vehicle Driver | | | | |
| Lead Jail Support | | | | |
| Jail Support | | | | |
| Jail Support | | | | |
| Jail Support | | | | |
| Jail Support | | | | |
| People Support Roles | | | | |
| Accessibility Lead | | | | |
| Accessibility Support | | | | |
| Accessibility Support | | | | |
| Medic | | | | |
| Medic | | | | |
| Medic | | | | |
| Action healing space hosting | | | | |
| Action healing space facilitation | | | | |

01a2 Coordinator Role

Filling roles:

#NeverAgain Coordinator Role

This looks like communicating with the point person for each of the role breakouts from yesterday's training, to make sure that roles are being filled. Here is a role template that we usually use as a way to track/modify what we need. Note: the number of each role listed on this sheet is pretty arbitrary, and not all these roles will be needed for this action. Please feel free to adjust this sheet as suits the needs for your action.

Scheduling the debrief:

This looks like setting a time and date, and finding a location that the debrief conversation could occur. Ideal to do this within a week or so of the action.

Finalizing run of show:

This looks like making sure there is a document that has the action mapped out, including: meeting location and time, what time you're asking people to be there, what time you're actually planning on starting (there should be a time buffer), if you're walking somewhere then to what location, how long the script will run for, the different parts of the script, the close and closing time. This should be coordinated with the person working on the script/MCs.

Working on contingency plans:

This will involve thinking through possible scenarios/changes that would need to be made, due to factors ranging from legality to weather.

Scouting space:

01a2 Coordinator Role

This involves walking past the site day-of, and depending on the art/logistics needs, a day before as well (for example, if space needs to be measured). This can also look like taking some casual pictures of the space, and/or pulling screenshots off google maps. Scouting day-off should look for any new barriers/things in the space, crowdedness, etc.

Hype email:

Very important! This should hype the event, include logistical details (time, place, one line about what is happening), and make any asks that still need to happen, but the most important being having people there to support.

01b1 Digital Action Guide

COVID Guidelines

We know that our upcoming COVID-safe actions are going to be different than what we're used to doing, so we're making some changes to the guidance we give local groups organizing actions:

1. Livestreaming
 - a. By definition, COVID-safe actions mean that there are not large groups of people in speaking distance of each other. That means a livestreamer will not be able to do interviews, move around crowds, and do the other things that make a livestream interesting. As a result, **we are recommending that groups do not livestream**, because the time and effort that goes into it will likely result in a boring stream.
 - b. The only exception should be if there is a local action that is escalated/disruptive, **and** they have **someone with livestreaming or social media experience who can talk engagingly and on-message for the duration of the stream**, which will likely be few and far between. We trust your judgement and you can work with the local group to figure out whether this exception applies to them, or not.
2. Local social media accounts
 - a. We are asking local groups, when able, to create their own Facebook and Twitter accounts to promote and document their actions. Then we can use our national accounts to uplift them. This way they don't have to wait for us in order to post things!
 - b. If they need help finding someone to post on their local

account, we can try to help with that!

3. Videos/Photos

- a. We'll use the same WhatsApp system as we've been using to share photos and videos.
- b. Due to the lack of livestreams, we're going to need as many people as possible at the actions to record short videos. Ideally some people should just record the action, and some people should record short videos which show both the action and themselves, switching between the selfie camera and front-facing.

Digital Coaching - Never Again Action

You will be connected with one of the digital coaches to help you with your action.

We help local organizers to create engaging digital content and get it to us for distribution.

Prep before the action

Step 1: Identify a local digital coordinator, and have them connect with the national digital team so we can provide any help you need and so we can push your event out to our email and text lists, get it out on social media, and more!

- Identify a local digital coordinator who has skills in writing, online recruitment, social media instincts, and preferably some experience in social media work.
- Fill out the Digital Action Support form **[01b2]**
- We'll connect the local digital coordinator with a digital coach, who will help all of these things happen & fill all these roles

- Make a Facebook event
 - If you don't have one already, make a Never Again Action page for your city, like [CITY-SPECIFIC PAGE REDACTED]. Make the event with this page as the host so that you're not hosting the event from your personal account.
 - Make sure the title of your event is in line with the messaging around the current action cycle.
 - Messages & Photo
 - Be sure to include "Text NEVER to [NUMBER REDACTED] for updates"
 - Invite any local partners that are cosponsoring the event as co-hosts
 - Invite the national Never Again Action page as a co-host
 - Invite people & circulate the event
 - Make sure there is information for folks with accessibility needs! A good example of what this looks like: *[LINK REDACTED; for information, after the date and location and some ideological rallying text, the event announcement features a header reading ACCESSIBILITY. The text below it reads, "The march will be about a mile and a half, on a step-free route through downtown streets. There will be large, loud crowds. Rides in cars will be available for those who cannot do the march, including the option to be picked up part-way through. There will be a limited amount of seating available during the programming at either end of the march. Individuals who need to sit can speak with marshals wearing yellow vests if seating options are limited. We are still working on securing ASL interpreters, but we will update this information once they are confirmed. There will be food and water available throughout the event. Free wheelchair accessible restrooms are available at Faneuil*

Hall, near the starting point, and there are businesses near the end point that may let us use their restrooms if needed. If you have any needs or concerns before the march, please contact the accessibility coordinators at [EMAIL ADDRESS REDACTED]. Marshals wearing yellow vests can answer accessibility questions during the action. [image description: black and yellow text reads NEVER AGAIN five times]"

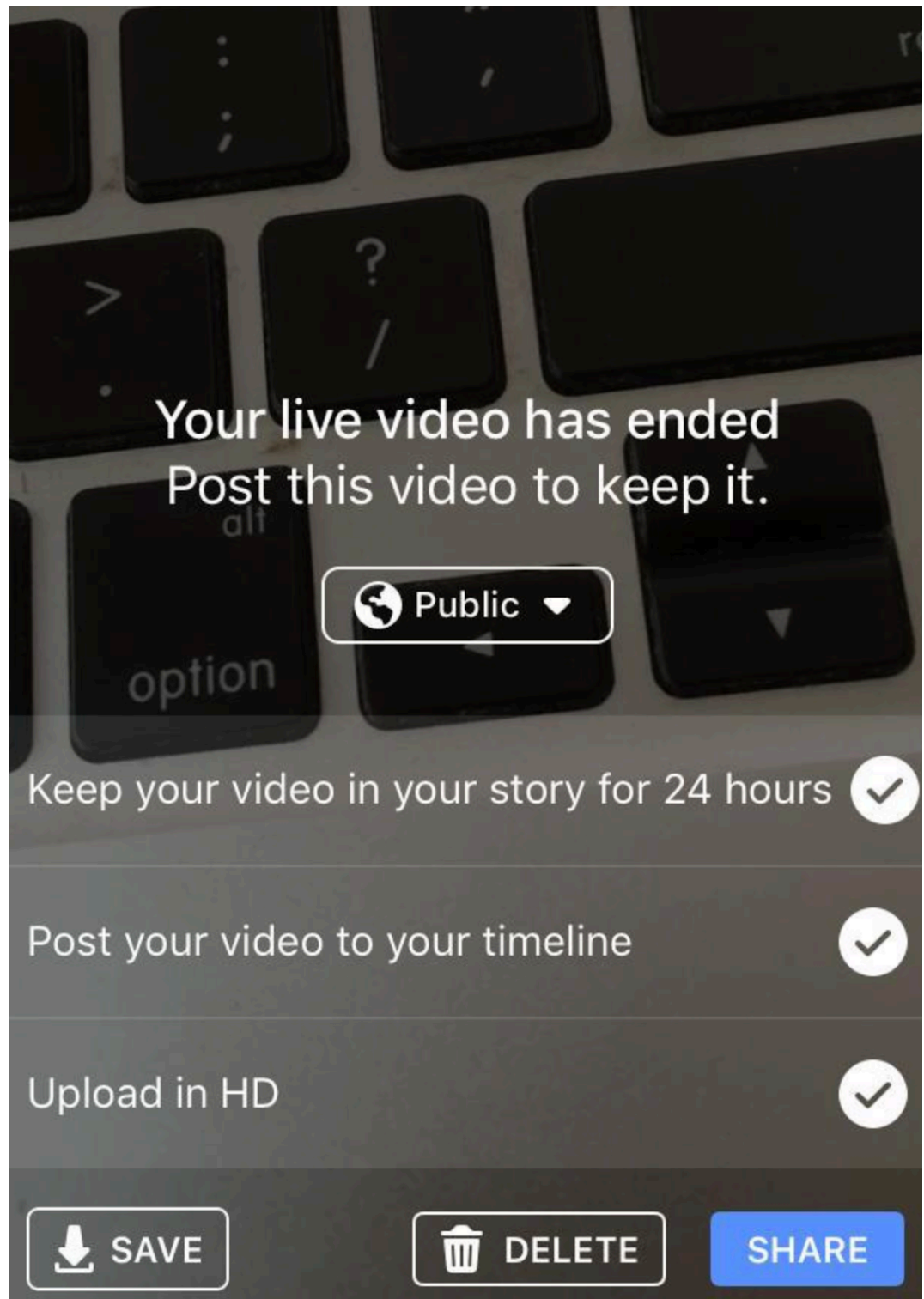
- Your digital coach will make 2 WhatsApp threads and invite you to them. Please add all local team members who will have a digital role.
 - Livestream thread:
 - livestream person, livestream buddy, livestream watcher, on-ground coordinator, digital coach, and national digital team leads
 - Photo/video/narrative thread:
 - everyone taking photo/video on smartphone or camera, 1-2 people writing narrative & notes (the names of speakers, good quotes, descriptions of what's going on etc), on-ground coordinator, digital coach, and national digital team leads
 - Remember to make local & national leads admins on the thread so they can add people. People can also join the thread through the available link.
 - Note: If WhatsApp is down, we will use regular text message threads
- We will send you a Google Drive folder for professional/ non-smartphone photo & video
 - Each individual can have their own folder to upload their material

- You might also consider a bit.ly link to a subfolder where other participants can upload good photos/videos
- Share widely social media guidelines among organizers & participants (see below)

Roles for the action

1. On-the-ground coordinator
 - a. Useful to have someone on the ground to support & coordinate these roles, help people make decisions, get to the right spot, etc.
 - b. Needs to not have another role at the action
2. Livestreamer on Facebook
 - a. This person will be the voice of the action to the public! This is a great role for the most inviting, engaging, compelling speaker who's part of your action. The audience will take emotional cues from them; if they sound excited, the stream is excit-ing, if they sound bored, the stream is bor-ing.
 - b. Prep:
 - i. Bring extra battery pack!!!
 - ii. Need enough data available on your phone plan
 - iii. Needs to review talking points **[04f]** & messages to narrate on the livestream
 - iv. Give us your FB name to get on #NeverAgain account or local account
 - v. Note: If FB is down, we will use Periscope to broadcast on Twitter
 - c. Prep the caption to the livestream before you start ***use the hashtag*** and include a link to the absorption signup (see examples below) -- Naf can help you

- d. Make sure your orientation lock is turned off, and hold your phone vertical while you type in the caption and prepare to go live. Right before you hit the blue 'Start Live Video' button, turn your phone horizontal and you should see the video preview flip to be horizontal also. Then you can hit the button! Unfortunately people are unlikely to watch vertical video, so we'll ask you to restart it if it's vertical.
- e. Try to be where the action is: film the action, including interaction with cops
- f. At end of video - YES upload in HD, looks like this:



- g. See examples
 - i. Boston action part 1 [**LINK: https://**

www.facebook.com/NeverAgainAction/videos/321791678770469/?__tn__=H-R]

ii. Boston action part 2 [**LINK: [https://](https://www.facebook.com/NeverAgainAction/videos/581072845754020/?__tn__=H-R)**

www.facebook.com/NeverAgainAction/videos/581072845754020/?__tn__=H-R]

h. See also - How to make an action livestream go viral on Facebook [**01b3**]

3. Buddy for Livestreamer

- a. Text communication with the offsite person watching the livestream
- b. Need extra battery
- c. Need enough data available on phone plan for texting
- d. Can also review talking points [**04f**] & messages to narrate on the livestream
- e. Also try to keep some situational awareness for safety
- f. Make sure when the livestream is done that the streamer selects YES to HD

4. Offsite person watching the livestream

- a. One person offsite watching the livestream for video quality -- can you hear/see/etc?
- b. Text message communication with the livestream buddy
- c. Great role for someone who wants to support the action but can't come in person
- d. Ask us if you need help filling this role (but try to do it locally)

5. Smartphone photos & short videos

- a. Take photos & short videos on your phone
- b. Share to WhatsApp thread immediately for use (twitter & instagram)
- c. Make sure to get photos of the main action and any risk-

- taking or police response
- d. Try to get photos of speakers along with a quote from what they say (and who they are if that should be shared)
- e. Feel free to put other updates/quotes/tidbits into the WhatsApp thread for twitter
- f. Need
 - i. extra battery
 - ii. enough storage space on phone to store photos
 - iii. enough data available on phone plan to send photos to WhatsApp
- g. Upload highlights only to Google Drive - up to 10 “highlights”
- h. See further guidelines **[01b4]**

6. Narrative & notes writer

- a. Describe what’s happening at the action, so the livetweeter can write posts that sound like they’re there.
 - i. “He’s passing out the number for the rapid response network in CO for ICE raids, and asking people to fill out postcards in support of the DREAM and Promise Act”
- b. Describing what a speaker is talking about
 - i. “Evan’s talking about the country’s “long and painful history” of tearing families apart, from the capture and enslavement of Africans, to the ethnic cleansing of the indigenous boarding schools, to Japanese internment”
- c. Previewing what’s about to happen in the action
 - i. A group of people is going to meet on the corner to march a few blocks, people are being advised that if they do not feel comfortable coming in contact with law enforcement they should probably not join the march

- d. Providing the names of speakers and compelling quotes
 - i. “Next up is [NAME REDACTED], she’s talking about her experience being both Mexican and Jewish.”
“People don’t migrate for fun. They’re leaving behind family, they’re leaving behind community, they’re leaving behind language and culture.”
7. Camera photographer for nicer photos
 - a. Should be in photo/video WhatsApp thread - can mute if needed during action
 - b. Should upload photos to a google drive after the action
 - c. See further guidelines **[01b4]**
8. Videographer
 - a. NOT live -- take video on phone/camera for future use
 - b. Especially video of the main action and any risk-taking or police response
 - c. Need enough storage space on phone
 - d. Need extra battery
 - e. Get video of people as they get to the parade and take action
9. Posting from your local chapter Twitter and Facebook accounts
 - a. Make sure to describe what’s happening in detail and provide context. Assume someone reading it is not familiar with the action and explain!
 - b. Use the hashtags!!!! And review the talking points. **[04f]**
10. Tweeting from personal twitter accounts (optional)
 1. Great to have a few local folks tweeting from their own accounts
 2. Should send their accounts to @NeverAgainActn in order to

get RT'd

3. Use the hashtags!!!! And review the talking points. **[04f]**

Supplementary material - before, during, or after the action

- Video interviews with people directly affected
- Portrait photos of individuals with quotes about why they are here
- Connecting with local influencers to amplify social media

After the action

- Make sure all content has been shared with national digital team (#digital in Slack)
- Set up a time to debrief with your local digital team
- Set up a time for local digital lead & any others to debrief with the digital coach

The local digital team should share WIDELY:

(feel free to edit slightly to fit main messages of your action)

If you're posting on your own social media...

What social media should I follow?

- Facebook (Never Again Action)
- Twitter (@NeverAgainActn)
- Instagram (never_again_action)

What tags should I use?

- #NeverAgainAction

- #NeverAgainParaNadie
- #NeverAgainMeans
- #JewsAgainstICE

What kind of phrases can I use?

- #NeverAgainMeans never again.
- #NeverAgainMeans abolish ICE.
- #NeverAgainMeans close the camps.

01b2 Digital Action Support Form

Digital & Comms Action Support Form

So you're having an action! We're excited to support you in bringing your action to the public's attention. Especially in a time where we're hyper-focused on connecting online, excellent digital and press coverage is essential to achieving our goals.

The level of digital & comms support we're able to provide depends on several factors; our team's capacity, how many other actions are happening in other parts of the country that week/month, how many days notice we have about the action, and our assessment of the action's potential to 'pop' on social media or in the press based on the anticipated size and nature of the action.

Here are the possible ways that the Never Again National Digital & Comms team can help with an action:

1. Recruitment: Sending an email and text about an action to people who live near the action location and have subscribed to our email and text list.
2. Comms Coaching: Providing individualized coaching and support to a local comms lead on press outreach, press release writing, and training spokespeople.
3. Digital Coaching: Providing individualized coaching and support to a local digital lead on how to ensure the action will be documented sufficiently to reach the public on social media. Includes how to promote the action using local social media accounts, recruiting and training folks on

taking pictures and videos, etc

4. Digital Coverage: If capacity allows, we can provide live social media coverage of your actions from the national social media accounts.

Below, we'll ask a few questions so we are set up to help.

* AND! * Filling out this form is just the first step in setting up the digital and comms for your action. At a national level we can provide the above but a lot has to be done at the local level! Please check out the digital action guide **[01b]** and comms action guide **[comms action guide]** for more information.

* NOTE: This form is just for IN PERSON actions! To let us know about your digital action, post in the #digital channel on NAA slack. If you're not on Slack yet, join here: [LINK REDACTED].

* Required

Email *

Your email

Name *

Your answer

Phone Number

Your answer

NAA Chapter Location *

(i.e. NAA [CITY REDACTED])

Your answer

Action Date *

Date

Action Start Time (local time) *

Time

Action End Time (local time)

If you have an idea of how long the action will last.

Time

Action location that can be shared as we recruit people for turnout *

Please include the venue name (i.e. X Detention Center), street address, and any other information someone would need in order to find the action. If you have a meeting place in advance of the action, please include that as well.

Your answer

Action Description (for recruitment) *

Please summarize what will happen at the action. This should be a brief paragraph that will help people understand what they're signing up for as we ask them to RSVP.

Your answer

Other action information that shouldn't be made public, but would be helpful for us to know

Your answer

What tactics are you using? *

E.g. car rally with honking and signs, blocking the entrance to a detention center with cars, banner drops, etc.

Your answer

Who is your action's target, and why? *

Who are you pressuring to take action? What is the action you want them to take, and what makes them the right person to take that action?

Your answer

In one sentence, what would you want the news to say about your action?

What is the story you're trying to tell? Who is doing what, and why?

Your answer

Is this action part of an existing campaign or push for action? If so, please describe.

Context on actions that you've taken on this in the past and any other activities you've done or plan to do will help us tell the story of this action.

Your answer

Do you have a digital ask that you'd like people following along online to do? If so, please describe.

E.g. sign this petition, call this government official, donate to this fund. Please include URL's and phone numbers, if relevant.

Your answer

Digital Lead (Name, Email, Phone Number) *

The person leading on social media, email and online recruitment, capturing photo and video. If you don't have one, list the person who should be contacted on digital matters or can connect us to the digital lead once you have one.

Your answer

Comms Lead (Name, Email, Phone Number) *

The person leading on communications and press. If you don't have one, list the person who should be contacted on comms matters or can connect us to the comms lead once you have one.

Your answer

Action Partners *

Please list any organizations that you are collaborating with on this action that we should credit publicly. Please include their Twitter handles and Facebook pages.

Your answer

Facebook Event Link

If you've had the chance to make it yet. If not, your digital coach can help!

Your answer

RSVP Link *

Any method other than Facebook that you're using to collect RSVPs (Google Form, an email folks should contact if they're coming)

Your answer

If time and capacity allows, we'll send a recruitment email about your action to folks in the area! Please select one of the following options: *

- You can use the information I've provided to send an email
- You can use the information I've provided to draft an email, and I'd like to see it before it goes out (NOTE: this might mean we don't have enough time to send an email)
- I'll send you a draft of an email for us to discuss before sending
- No need for an email, thanks!

If time and capacity allows, we'll send a recruitment text about your action to folks in the area! Please select one of the following options: *

- You can use the information I've provided to send a text
- You can use the information I've provided to draft an text, and I'd like to see it before it goes out
- No need for a text, thanks!

Can we share information about the action to the general public through social media in advance of the action? *

- Yes!
- No thanks

Do you already have local chapter social media accounts? If so, what are they?

Twitter, Facebook, Instagram

Your answer

Do you have a local chapter email address? If so, what is it?

If we send a recruitment email for your action, we'll set this email as the reply-to email address.

Your answer

How many people/cars do you anticipate will attend? *

Your answer

Anything else we should know?

Your answer

01b3 How to make a Livestream go Viral

How to Go Viral on Facebook Live

One-Pager adapted from IfNotNow

Here is a one hour webinar that is extremely helpful if you have time to watch. [LINK: <https://powerlabs.io/getting-started-with-facebook-live/> — this presentation is password-protected so unavailable unless you have an account]

Here are the Major Keys from the Webinar:

1. Have the **caption** for the video copied in a note in your phone or easily accessible since you can't edit it once you use it. It should have the link to our next National Call and a short description based on your local messaging strategy & action script - local digital team should prep this in collaboration with local messaging team. ([NAME REDACTED] can help)

Sample text:

HAPPENING NOW: #JewsAgainstICE are marching from the New England Holocaust Memorial to block off the South Bay ICE detention center, because #NeverAgainMeans #NeverAgainParaNadie

As Jews, we understand that the Holocaust is not an untouchable moment in time. It serves as an important

reference for understanding the ways that white supremacy functions over multiple axes and offers us the tools forged in hindsight to identify dehumanization tactics, and yes, concentration camps, where they currently exist.

Until our politicians take real action to shut down ICE, and create safe conditions for immigrants and asylum seekers, we will continue to make it impossible for ICE to do business as usual. To learn more about our plan to take action all over the country, visit our site: <https://www.neveragainaction.com/>

2. In general, you should be acting as if you're a journalist **live reporting and narrating** the action for the audience.
 - i. Average watch time for facebook Live is only 10 seconds -- so you need to be working to keep people engaged *and* consistently update new viewers about what the action is, why it is happening, and what they can do
 - ii. Strong opening: Welcome viewers, tell them what is happening and the main message about what is about to happen
 - iii. Memorize a few of your favorite talking points for your action and repeat them
 - iv. As you can, alternate between the narration on the outside of the crowd and being up front close to the speakers. For marches, find where the crowd has best energy.
 - v. Right before the action starts, right after it ends, and when there is a dull moment feel free to do an interview with attendees asking them who they are and why they are at the action. (e.g.,

What does Never Again mean to you?)

- vi. Strong closing: Thank viewers and repeat main narrative and 2 asks
3. You should constantly be **asking viewers to do these two things**:
- i. Share the video (“Share this video so that more people can see that Jews believe Never Again means Close the Camps!” or your version of this). This is how we get views -- when these streams go viral.
 - ii. Click the digital absorption link in the description (“Make sure to click the link in the description of this video and sign up for the [*whatever the event/action/next step is*] so you can be part of what’s next for Jews Against ICE saying Never Again!”)
4. Technology and Logistics
- i. Download the Facebook app to your phone. (You can download the Pages app, this may be helpful.)
 - ii. Give the national team your Facebook name so you can be made a page editor
 - iii. **Hold the camera horizontal (landscape, TV-shaped). IMPORTANT: take your phone OFF portrait orientation lock before you start streaming, and keep your phone landscape the entire time. Don't get discouraged if there are not a ton of people watching -- live streams get most of their views after it ends (like 50x the views). end the video by repeating your main messages and your 2 asks (above)!**
 - iv. When you are finishing up the stream - this will be your ONE

chance to upload in HD - click YES that you do want to upload in HD

5. Prep

a. Materials

- i. Bring extra battery pack!!! Streaming *drains* your battery
- ii. Need enough data available on your phone plan

b. Prep the caption to the livestream before you start ***use the hashtag*** and include a link to the absorption signup (see examples below) -- [NAME REDACTED] can help you

c. Ask a friend in another city to commit to watching it the whole time and be texting you with live feedback -- like if we can't hear you or like it's really boring or something or the video is sideways.

6. Practice:

a. It can't hurt to test out Facebook Live on your personal account earlier in the day to make sure you know how it'll look! You can set your video to "only me" if you don't want your friends to see you practice :)

b. Prep your talking points [Spokesperson Talking Points] & messages & 2 asks (above) to narrate on the livestream

c. See examples! Look at captions & watch portions of the videos

- i. New Jersey action [No Link provided]
- ii. Boston action part 1 [**LINK: https://www.facebook.com/NeverAgainAction/videos/321791678770469/?__tn__=H-R**]
- iii. Boston action part 2 [**LINK: <https://www.facebook.com/>**

**NeverAgainAction/videos/581072845754020/?
__tn__=H-R]**

- iv. Philly action [**LINK: [https://www.facebook.com/NeverAgainAction/videos/2415871808452056/?
__tn__=-R \]](https://www.facebook.com/NeverAgainAction/videos/2415871808452056/?__tn__=-R)**

01b4 Further Guidelines

General Guidelines

- People using Smartphones:
 - During your action: upload all photos and short videos that you can to the Whatsapp photo/video group chat
 - Will be used for live-tweeting and instagram stories
 - After your action: Go to the shared google folder with your action's name (link provided) to create a Highlights folder (see below) - put your name on your folder for credit

- People using Cameras:
 - After your action: Upload all photos and videos to the shared google folder [*LINK REDACTED*] with your action's name - your digital coach will provide the link.
 - Create a folder inside with your name on it so we can credit you for your work
 - Inside of the folder with your own name, create two folders:
 - General
 - Highlights (see instructions for the Highlights Folder below)

Highlights Folder Guidelines

- Try to choose no more than 10 of the photos/videos you took
- Photos and videos in this folder should contain dynamic shots of the crowd, of the speakers, of the space, and of the arrests

01b4 Further Guidelines

- If you're including photos/videos of people holding signs, try to include signs with Never Again and/or Never Again Messaging

If you have any questions about guidelines, feel free to reach out to NAME REDACTED (PHONE NUMBER REDACTED)

01c Logistics Lead Checklist

Tasks for Logistics Lead at an Action:

- Connect with the Actions Coordinator, make sure you understand the action plan and its logistical needs.
- Create a list of materials you will need for the action
 - Will people need to be wearing anything specific, as part of the action?
 - Will you have signs? If so, do they need to be created or do they currently exist?
 - Will you have art? Will you need to schedule an art build?
 - Will you need a microphone or megaphone?
 - Will you need fliers? Will you need song sheets? Other printing?
 - Will you need swag?
 - Think of any miscellaneous specific items you will need, that might not be listed here
- Make plans to acquire any materials. Connect with fundraising leads as needed.
- Connect with any logistics team who may be supporting you. Delegate tasks of booking any art builds, or tracking down materials.
- Make sure you know:

- What day is the action happening?
- What time?
- Roughly how many people are you expecting to show up?
- Recruit any necessary people (likely w/actions coordinator or comms lead) to fill logistics roles
 - For a large action, set up a facebook event, (have someone) create any necessary google forms, communicate with your networks.
 - For a small action, emails, post on the private FB communications, reach out to people individually
- Figure out where the group(s) will meet the day of an action!
 - Are you marching to your location? If so, how far?
 - Find somewhere that allows for some privacy, if possible
 - Double check that everyone has the required materials that they need!
- ****Continually communicate with the Actions Coordinator****

02a Action Planning Worksheet



#NeverAgain “Jews Against ICE” Project Plan Template

SO you're planning an action for #NeverAgain? Congrats, you're already awesome. Here's a handy guide to help you PLAN and EXECUTE a badass action. As Jews, we've been taught to never let anything like the Holocaust happen again. Now, with children detained in unacceptable conditions, ICE terrorizing immigrants in every corner of the country, and people dying at the border while seeking safety in the US, we are seeing the signs of a mass atrocity. We refuse to wait and see what happens next

This is a tool designed for pulling off a successful **a high-disruption** action. Use what's helpful, scrap what isn't, and trust that you know best what will move and activate your community. You got this.

Please make a copy of this document before using

The Who:

| | |
|--|---|
| Who is proposing this project? How can they be contacted? | <ul style="list-style-type: none">• Never Again Action is a Jewish-led mobilization. We are differently affiliated, unaffiliated, and allied, but together we draw from a rich well of Jewish traditions to unify and sustain our action. |
|--|---|

The Goal:

How does this project move the movements strategic goals forward?

The goal is to make it actually make it impossible for ICE and/or the Democratic Establishment to do business as usual. Find the chokepoint and shut it down- we are not fucking around here. Blocking roads, access points, flooding lobbies. Figure out how to put your body between the flow of goods and people in and out of the detention centers and block there. We want to make it clear that we will not stand for this now or ever.

IMPORTANT TACTICAL PLANNING NOTES TO CONSIDER:

- **Do not do actions during visiting hours.**
- ICE has been known to retaliate against people in custody in response to direct actions targeting the agency. Do not incite guards or a warden in a way that might cause them to retaliate against prisoners.
- For many people trapped inside ICE detention centers — especially kids — a predominantly white group of people can come across as scary or threatening. Be

| | |
|---|--|
| What is the goal of this specific action? | The goal of this action is to shut down the functioning of Immigrations and Customs Enforcement for as long as possible. |
| What are the measurable objectives of this project? <i>Remember: Success= Shut down ice.</i> | Action effectively shuts down chokepoint of ICE or Democratic establishment. |

Action Logic:

| | |
|---------------|---|
| Tone | Defiant, angry, urgent, Jewish, not fucking around |
| Tactic | BLOCKADE or OCCUPATION. This is not a time for vigils, rallies or other non-disruptive events. |
| Target | ICE or CBP or enablers ICE/CBP. |

Once you have chosen your tone, tactic and target, read through these questions at least twice. The thing about strategy is that all three things must work together, therefore if the tone doesn't match the tactic or target, this is not a strategic action. Strategy doesn't work in isolation.

STORY of this moment:

| | |
|---|--|
| <p>If someone saw a picture of your action without a caption what would they see? Would they understand our message? Would it be clear which side we are on? What will the image say to your target constituency? Will it move them closer to our side?</p> | |
|---|--|

Execution:

| | | |
|---------------------------------|---|--|
| <p>What is the goal?</p> | <p>The goal is to actually make it impossible for ICE and/or the Democratic Establishment to do business as usual. Find the chokepoint and shut it down- we are not fucking around here. Blocking roads, access points, flooding lobbies. Figure out how to put your body between the flow of goods and people in and out of the detention centers and block there. We want to make it clear that we will not stand for this now or ever.</p> | |
|---------------------------------|---|--|

02a Action Planning Worksheet

| | | | | | |
|--|---|--|--|--|---|
| <p>What are the steps we need to get there?</p> <p><i>Start from the goal and work backwards.</i></p> <p><i>Each project is in and of itself a cycle of momentum, don't forget to name steps in each category:</i></p> <p><u>Preparation,</u> <u>Escalation</u> <u>Absorption</u></p> | <p><u>Stage 1</u> <u>Preparation</u></p> <p>–</p> <ul style="list-style-type: none"> • Identify core role holders, connect with coach, start filling other roles. • Connect with local immigrant organizers • Decide on target, time, and tactic for the action. | <p><u>Stage 2</u> <u>Escalation</u></p> <ul style="list-style-type: none"> • Continue filling roles • Art build • Direct Action Training • Is it a hard blockade? Will you need equipment? | <p><u>Stage 3</u> <u>Execution and Amplification</u></p> <ul style="list-style-type: none"> • DO THE ACTION • TELL THE STORY (comms and digital) | <p><u>Stage 4</u> <u>Debrief</u></p> <p>Come together to learn from the experience of taking action together, hold processing space for those who took escalated risk.</p> | <p><u>Stage 5</u> <u>Absorb</u></p> |
|--|---|--|--|--|---|

02a Action Planning Worksheet

| | | |
|---|---|--|
| <p>Problems we can anticipate and prevent now?</p> | | |
| <p>What will it take to pull this off? <i>Time, Capacity, Resources</i></p> | | |
| <p>What specific roles do we need to fill? Who is coordinating this action?</p> | <p>Identify first-- Coordinator: Tactical Lead: Digital Lead: Comms Lead:</p> <p>Then fill in all remaining roles as needed [in the roles template spreadsheet].</p> | |
| <p>Debrief : Date and Time</p> | | |

02a Action Planning Worksheet

03a1 Direct Action Cheat Sheet

Some considerations for folks planning their first or second direct action...

DISCLAIMER: STILL UNDER CONSTRUCTION! This resource is ***not*** a legal document, consult with local activists and movement lawyers for specific questions about specific tactics.

TACTICS

Direct action takes many forms. There is a spectrum from armed resistance to civil disobedience. The determination of which strategy you wish to use is a choice made at individual, local and national levels. A reminder, NeverAgainAction is using the following Action agreements:

- We will at all times act in ways that most strategically express that we as Jews are shutting down ICE, because when we say never again, we mean it. Action should be led by Jews and immigrants and Jews and immigrants should hold all public facing roles; allies are welcome to participate (and even take risk) as long as they agree to follow those directly affected and Jews.
- In all moments, we remember why we are here and we will engage in ways that do not detract from the purpose of this action. This means:
 - We will use no violence, verbal or physical, toward any person.
 - We will not destroy or damage any property.
 - We will carry no weapons.

- *We are trying to unite the Jewish community not divide so no flags of any kind please.*
- We agree to respect the agreed-upon decision-making systems and roles within our action.
- We acknowledge that risk plays out differently for each of us and so we will honor each others' choices within the action parameters.

We will take responsibility for ourselves, each other and our collective goals. We will exercise personal and collective responsibility to ensure that all participants adhere to these agreements.

* * *

It is important to note that the choices on this topic are often cultural. While armed militias in the US are routinely disparaged today, the United States government celebrates armed resistance every year on July 4th.

Note: there is a body of research that suggests non-violent civil disobedience is the most effective strategy in many cases (see the work of Gene Sharp, among others). There are also compelling cases to be made for the importance of physical resistance.

RISK and CONSEQUENCES

To “Risk” is to “expose someone (or something valuable) to danger, harm or loss.” Civil Disobedience is a risk because the outcomes of that exposure are uncertain. If we knew getting arrested would lead to a change in a law or policy, we’d likely flock to it. But, we’re not sure what will happen, and we’re not sure what will happen to us if we are arrested. Effective civil disobedience is partly about **reducing the uncertainty attached to risk**, and partly about **acting even in the face of uncertainty**. The following suggestions are aimed at reducing the

uncertainty and preparing your group to act even when uncertainty remains.

* * *

There are many ways we are exposed when we engage in direct action and/or civil disobedience. Some of the ways include physical risks, legal risks, financial risks, social risks and emotional risks.

Physical: In theory law enforcement is expected to minimize physical injury to people who are engaged in civil disobedience. In practice they are completely protected by their peers, prosecutors, and the media, and therefore routinely cause physical harm. Your own non-violent struggle or resistance during arrest can escalate violence towards you and your fellow protestors.

- *Example: Law enforcement used zipties to handcuff peaceful protesters. Arrested protesters were repeatedly ignored by officers when they asked for the zipties to be loosened while they waiting up to 8 hours before being processed, resulting in bruising, abrasions, and numbness in their extremities.*
- Law enforcement predictably targets people of color and they are the most likely to face violence at the hands of the police. If the majority of your group is white (or cis, or abled, or straight), prepare for the way individuals could use their privilege and your bodies to protect the most vulnerable members of our community.
- Physical searches are typically performed during processing at the police station, and can be invasive and intentionally humiliating.
- Trans and gender non-conforming folks are particularly vulnerable to physical, verbal, and psychological harassment. Additionally, most municipalities separate detainees by presumed gender, and

will disregard ID gender markers.

- Law enforcement may confiscate and/or deny you needed medications. Or they may take you to a local emergency room to administer medications. Both of these routinely happen. (Best option: bring small amounts in the original bottle, as well as a copy of your prescription. You can request paper prescriptions from your doctors.)

Legal: This is a substantial risk, and will be specifically dealt with **[03b3]**. Please note, undocumented folks are at much greater risks when arrested.

Financial: Arrests usually require a non-refundable bond fee (varies in amount), and can also lead to legal fees (lawyers) and fines (can be substantial). Arrests can also lead to loss of work (harder for shift workers and people living paycheck to paycheck).

Social: People can lose friendships or employment if they are associated with direct action or civil disobedience. If there are legal proceedings, it can be draining of time, and also lead to loss of employment, if employers are sympathetic to law enforcement or are anti-immigrant.

Emotional: If civil disobedience was comfortable, we would probably engage in it more frequently. But it takes emotional energy. Being arrested can be profoundly disempowering, though groups of people also often report it as being an empowering experience.

Before determining the type of action you will engage in, you should determine: What level of risk are participants comfortable with? It is important for individuals to know for themselves. It is important for

organizers to know about action participants. It can be helpful to separate people into groups based on levels of risk. Law enforcement violence against civilians varies by jurisdiction and culture. Some locations aim to avoid arrests entirely, while others arrest quickly. Remember that the balance of physical power is very uneven. Law enforcement has all the power.

Examples: Some people may desire to be arrested. Some people may be willing to fill a role where arrest is unlikely, but they are willing if it happens. Other people may not want to get arrested. Others may need to avoid arrest (they may have pending court cases or face particular targeting by law enforcement or have historical trauma).

Some other notes:

“Risking arrest” - this is a term that is frequently used, but it is misleading, because it implies a choice. Law enforcement does not always give people choices.

Examples: One friend of mine was told either to leave or be arrested during a crackdown on an Occupy site. She left, and then decided she wanted to be arrested and went back in, and was eventually arrested. She had a choice.

Another friend who is a nurse and felt unable to risk arrest showed up at a highway blockade to serve as a medic. He was arrested nonetheless.

Working with the Police - In some locales this may make sense (i.e. when they show up at an action, the police liaison can engage with them.) Law enforcement tactics continue to evolve along with activist tactics. Sometimes police want to know who’s in charge and will have meaningful conversations. Other times they will ignore police liaisons entirely or arrest them. Because these actions are focused on disruption, letting them know in advance or giving them any details is

not a good idea.

AFTERCARE and SUPPORT

While you will do everything you can to minimize people's exposure to harm, there will inevitably be consequences attached to your action. Here are some suggestions for strategies for aftercare and support:

Physical and Emotional: **Jail Support** should be at least one person's role, and if you have capacity, it should be a team. For more on this, see the Jail Support Team doc **[03b1]**.

- Some amount of law enforcement mistreatment is to be expected. Your group can decide what level is unacceptable, perhaps in communication with local legal support, and whether you want to pursue individual remedies (i.e. sue law enforcement for misconduct).
- Individuals who are arrested may emerge from confinement 1) exhausted, 2) hungry, 3) thirsty, 4) confused, 5) traumatized or shaken up, 6) angry, 7) in need of critical medication or many other things. It is important to have someone prepared to receive them when they are released. Release from prison on bail can be a slow and confusing process. You are within your rights to ask questions about who is being released when, and especially where (Some jails have unusual release spots - like behind the building, and they won't tell you unless you ask.) Most municipalities separate detainees by presumed gender - and in larger cities this can mean different physical locations in the same city. People under the age of 18 are often held in different locations as well. If you think someone in your action is under the age of 18, please be vigilant and extra supportive.
- It can be a nice touch to ask people what type of snack they want

most when they get out of jail, and have that waiting. It can also be nice to have a cheering crew supporting them. See specific notes in the Jail Support document about when and where to have a crew.

Financial: Most locations require a non-refundable bail to be paid in cash before someone can be released. Know what the amount is in your location, and provide each arrestee with that amount in cash in their pocket ahead of time. Be thoughtful about participants who may wish to risk arrest but don't have access to cash.

- Legal outcomes and financial costs vary widely. Be in touch with local legal support as much as possible to better understand typical law enforcement response. Hope for the best, prepare for the worst.

Example: In [City Redacted], the District Attorney declined to prosecute 18 arrestees at the [City Redacted] NeverAgainAction in [Month Redacted]. Hooray! Each of those 18 people still paid \$40 in cash to be bailed out. BUT, in a different county in [State Redacted] in June of this year, someone was sentenced to 10 days in jail for blocking an ICE detention facility.

Social: For many folks who are white, wealthy and US citizens, our social risks may be high but our other risks relatively low. Support people to develop strategies to mitigate social risks or work through them ahead of time.

SECURITY

It is widely understood that law enforcement has the capability and in many cases the legal mandate to spy on private communications between citizens. The following information is not intended to dissuade

you from planning and conducting direct actions, but rather it is designed to limit your risk should you OR OTHERS be arrested. Enhancing your security protocols can lead to Greater safety for all involved, Increased effectiveness of your action, and Stronger legal protection for participants. You don't have to be perfect, but every bit helps.

Example: We mentioned earlier a medic who had not expected to get arrested at an action. The folks who had locked themselves together had used a secure text message thread to coordinate, and had all carefully deleted that thread before the action. He, however, had not, because he did not plan to get arrested. The thread was used as leverage to threaten the participants to plead guilty to more substantial charges.

Here are some common platforms and their security concerns:

- You should assume that all Google **Docs** could (and likely are) being read by law enforcement. Even this one. Consider Encrypted Notepad or Safe Notes.
- Ditto for **Email**, unless it is specifically encrypted. ProtonMail is one example of free encrypted email, but there are others. If only one end of the communication has encryption, assume that it will be read by law enforcement (i.e. an encrypted email from your ProtonMail account to a friends gmail account is NOT secure or private)
- If you are communicating using smartphones, Signal is an effective encrypted **Phone** and **Text Messaging** app. WhatsApp is also currently effective. There are others.
- Note that law enforcement in many cities have a variety of military grade equipment that can track cellphones very specifically.

Stingrays are one example. They mimic cell towers, pulling in all the data, and it is believed, routing calls through their vehicle and thereby listening in.

- Stingrays are also believed to cause loss of cell signal in targeted areas, which can cause some problems for digitally coordinated actions!
- If you are concerned about any specific content on your phone, add a password to your phone before the action, and be sure to disable any fingerprint option! Even with these steps they can still access your data if they really want to, it's just a little harder.
- When it comes to **Social Media**, remember that everything you say on any platform, whether public or private, can and will be used against you in a court of law. Full stop.
- **Print or Digital Media:** Prosecutors can use both public media reports and social media to make a case against you. Be careful what you say about your participation in an action/ arrest to reporters or on social media. Don't talk to reporters or on social media about other people's involvement in actions/arrests either!

These simple security steps can reduce some of your legal risks. You are still preparing to break laws in the service of justice, so legal risk remains. But that's the point of acting!

03a2 2hr Pre-Action Training

Pre-action prep: 2 hours

GOALS:

- Build container + trust around Never Again action identity
- Give people necessary information to take risk and feel powerful and supported in their bodies during direct action
- PRACTICE!!!
- Ppl know who they are getting direction from for what
- Establish authority from the front of the room for training and for action

| Time, facilitators | Content | Materials |
|---------------------------|--|------------------|
| 15 minutes | <ol style="list-style-type: none">1. Welcome and Tachles<ol style="list-style-type: none">1. If red: Fill out jail support form. Make sure legal name is listed. Keep a good count- make sure you have the right number of fomrs for the number of ppl you have. | |

5
minutes

Welcome

- Political Framing
 - **Story of this moment.**
 - Trainer tells short story: Why are you here?
 - **Jews are shutting down ICE, because when we say never again, we mean it.**
 - Goal of this action:
 - Demonstrate that there is a growing movement of Jews, immigrants, and allies fighting the crisis of the detention & deportation machine every day and everywhere, not just when there is a trigger event.
 - Support and amplify ongoing immigration justice organizing happening around the country.
 - Make it clear to ICE, CBP, DHS, and their enablers that we will not allow their business to continue as usual. We demand an end to the detention and deportation machine now.
- Invite everyone to stand up, take a deep breath and on count of 3, make your body into the shape of how you are feeling about the current moment? Take a look around.
- Shake it out, take a deep breathe

| | | |
|---------------|---|--|
| 10 minutes | <ul style="list-style-type: none">• Agenda, goals<ul style="list-style-type: none">◦ Prepared (the plan and your role in it)◦ Supported (where to get it)◦ In our bodies (practice together what it will feel like to take this risk)• Norms:<ul style="list-style-type: none">◦ Eyes on the prize◦ WAIT◦ Take care of yourself and others◦ touch with consent◦ Be aware of power dynamics | |
|---------------|---|--|

5
minutes

1. Action Principles

- We commit to centering the experiences, voices, and needs of those most impacted by the US immigration system.
- Never Again Action is a Jewish-led mobilization. We are differently affiliated, unaffiliated, and allied, but together we draw from a rich well of Jewish traditions to unify and sustain our action.
- In all moments, we remember why we are here and we will engage in ways that do not detract from the purpose of this action. This means:
 - We will use no violence, verbal or physical, toward any person.
 - We will carry no weapons.
 - *We recognize that many people have been harmed by US nationalism and by nationalisms around the world. Moreover, we are trying to unite the Jewish community and our allies, so no flags of any kind please.*
 - Pigs are treyf. As long as cops carry guns and wear badges, they are the

| | | |
|--------------------------|---|--|
| <p>10 minutes</p> | <p>Tactical Plan</p> <ol style="list-style-type: none">1. Go over the minute-by-minute plan, use a visual (map),2. Review who is holding which role and what each of them are responsible for.3. Decisions- what is the chain of command? Make sure everyone knows exactly their role in it. | |
| <p>30-45 minutes</p> | <p>SPLIT BY ROLE !</p> <ul style="list-style-type: none">• Red Team• Marshall• Jail Support | |



Red Team:

- Action buddies!
 - Should be someone who will go to jail with you if divided by perceived gender
- Check in with each other about what support you need to stay grounded and powerful in this action.
- You are responsible for knowing where your buddy is at all times!
- Review tactical plan.
 - Action formation
 - Contingencies
 - Command structure
- Questions
- Legal briefing
 - Turn to your buddy: what fears are coming up for you right now? What support is available to you?
 - Invite ppl to share 2 or 3 people to share: What are some fears people shared or heard their partner share? (After each person shares a fear, ask the room to raise hands: “is anyone else feeling that?”)



Marshall Training (30-45 min)

- Introduce yourself as trainer/Lead Marshall
- why is this role important to you?

- Group intros: Go around and say name, pronouns, have you ever held this role? How many times?

- Why have marshals?
 - Help the action follow the plan

 - move people to the right places in the right ways

 - Keep people safe
 - — why can't we just have the police do that?

 - One of the ways we do this as Marshalls is be a barrier between us and vehicles, counter protesters, and police

- What have you seen marshals do? Where do they stand?
 - Outsides is the group

 - Help people cross street

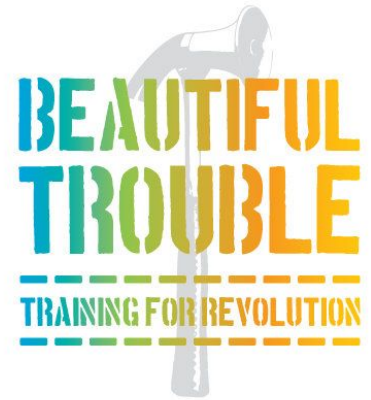
 - Keep people on street or sidewalk (here, on sidewalk)

 - Hold a space

03a2 2hr Pre-Action Training

| | | |
|---------------|---|--|
| 15 minutes | Final details: <ol style="list-style-type: none">1. Jail Support Forms (get accurate count, id everyone) [03b2].2. Give jail support your stuff.3. Write phone numbers on your body.4. Bathrooms | |
| 5 minutes | Some sort of chant or song to end us → Go the action! | |

Assertive Intervention De-Escalation Tools & Tips



- A** -- Assess:: the scene, identify the conflict
- B** -- Breathe:: focus + calm: breathe, count to 10, ground, remember why you are there
- C** -- Choose:: if you will get involved, and how?
- D** -- De-escalate:: use the 6 D's below
- E** -- Escalate:: only if this will help you reach your goal (you do have a goal, right?!)

The 6 D's:

Direct intervention:

- Use open non-threatening body language, hands visible and empty
- Use active listening
- Lower volume, slow movement
- Do not touch angry people, or police
- Appropriate content, be flexible, sing or chant

Delay: Wait it out, if that is an option

Distract: Direct attention elsewhere

Delegate: Work with a buddy or allies

Distance: Put space between you & the problem

Document: Let people involved know you are filming, from a safe distance if possible

03a4 30-minute pre-action huddle

Action Huddle Agenda TEMPLATE

Purpose: (Why we are doing this...)

- Get everyone on the same page and get ready to go!
- Get people with important roles there early and anticipate space to solve for last minute problems
- Help people ground in what we're about to do at the site of the action - move from head and abstraction into realness

Outcome: (Participants will leave with...)

- Clarity about their own and each other's roles, who to go to for what, and how decisions are made
- Clarity and alignment about the game plan, and all possible scenarios
- Emotional grounding, sense of purpose, collective readiness and connection

Who should be there: People with important day of action roles

- "Riskers"
- Police Liaison
- Jail Support
- Action Coordinator and/or CD Coordinator

Where: Get creative! Coffee shops, a park, a train station...should be 3-5 minute walk from the meeting spot for the start of the action

When: 30 mins to 1 hour before the action, day-of

Roles for training:

- 1-2 facilitators: run the meeting and prep for it
- Action coordinator and/or the CD coordinator: make sure everyone is there who needs to be, knows the location and is texting people with questions, and gets people from meeting spot to action spot on time
- *Notes for facilitators:* Get people there an hour early even if it's 30-45 mins of content to accommodate for lateness

Sample Agenda:

- As people trickle in...
 - Make sure all jail support form filled out
- Welcome and grounding (5)
 - Take a deep breath. Feel your butt in the seat. Look around at your crew. Welcome.
 - Why are we here, and why this moment and what you're doing matters
 - What we'll cover in this meeting
 - Time check + when we need to be at action by
- Intros and check in (5)
 - Name, pronouns, role in the action
 - Three words how you're feeling
 - Any crucial support you need from the full group / or anything need the whole group to know
- Reground (5)
 - Goals of the action
 - Metrics of success
 - Never Again Action principles / Action principles
- Game plan (10)
 - Tic toc doc

03a4 30-minute pre-action huddle

- Scenarios, route recap, other
- Exit plans/claiming victory
- Roles - ID role holder and explain significance of each: (5)
 - Police or Security Liaison
 - Lead marshal(s)
 - Lead de-escalator
 - Jail support
 - Scout
 - “Riskers”
 - Media liaison
 - Action Coordinator and/or CD Coordinator
 - Facilitator
- Decisionmaking and communicating during the action (3)
 - Who makes what call, when
- Optional: Any relevant last minute prep (5-10)
 - Note: Ideally, this should NOT happen day-of, but always leave some space this morning for unanticipated needs to prepare for
 - Examples: blockaders practice what they will say to press, practice unveiling banner or putting together a prop
- Inspirational or grounding send off (5)
 - Examples: somatic exercise, song, pair share with your action buddies and share back, other
- Walk together to action start place (5)

03a5 Red Team Debrief Gathering

#NeverAgain Red Team Debrief Gathering

[CITY REDACTED] -- Wednesday July 10th 2019 6:30-8:30

Prepared by [NAME AND CONTACT INFORMATION REDACTED].

Feel free to reach out if you want coaching on leading this in your city.

Preparation

| Songs on hand | Materials | Poems (text is below) |
|--|--|---|
| Mo's grief nigun We've got ancestors at our backs Solid as a rock | Cozy/home space Notecards Pens, markers, colored pencils Water + cups + snacks if you want Printed copies of the Adrenaline psycho ed hand-out | Breath said the wind by Lyn Ungar Radical Gratitude Spell by adrienne maree brown |

Notes for Facilitator:

- Ideal for this to be hosted in a home. Feels cozy and builds closer community.
- Here is the interest + availability form I made and shared for the [City redacted] gathering. Feel free to copy/adapt! **[03a6]**
- Ideal to have 2.5 hours (6:30-9pm)
- Orientation of facilitator: Hold and honor space for processing, being heard, being affirmed. No need to feel like you need to solve

problems or offer answers. People are smart, just need space to figure out what they're working through. As facilitator it's good to be ready to help people identify the supports in their lives that can help them solve any particulars.

Goals

1. Process together as a way to continue deepening our connectedness to the fight for dignity for all immigrants and deepening our relationships with each other
2. Feel grounded and supported by each others' witnessing
3. Transition from the experience we shared to what's next

Agenda

1. 6:30-6:45 Trickle in, get water, settle in
2. 6:45-6:50 Song: *Ask which song folks would like - in Boston, the Para nadie song felt too triggering for the group, so we sang solid as a rock which felt grounding.*
 - a. We've got ancestors at our backs, We've got generations forward. We've got land and spirit in our bones. Never again, Para nadie. Movement song written by Emet Ezel
 - b. Solid as a rock, rooted like a tree. I am here, standing strong, in my right place. Movement song coming from the Highlander Center.
3. 6:50-7:00 Welcome! Framing:
 - a. We're here because you all held a key role together in support of immigrants in our communities, took some particularly important risk together, and in general have actively stepped into a volatile and hot political moment together. We're intentionally coming together so that we do not lose track of the impact that last week's action had on

ourselves individually and as a group.

- b. My goals overall are:
 - i. Process together as a way to continue deepening our connectedness to the fight for dignity for all immigrants and deepening our relationships with each other
 - ii. Feel grounded and supported by each others' witnessing
 - iii. Transition from the experience we shared to what's next
- c. I know you know this, but I think it's important to say, that each of you had your own experience of last Tuesday's action and its aftermath, and, getting to witness each other, validate and support one another, and make sense of things together is a key feature of what taking action in community is all about. There is no agenda to this gathering beyond that -- there is no singular conclusion for you to get to.
- d. When I asked you what would be meaningful, here are some of the things you were thinking about: (Pasted from the things people submitted in the form where you indicated your availability)
 - i. find a balance between the pain I am experiencing from doing this, and the pain of the people we did it for.
 - ii. great to learn more about the wonderful people I did it with.
 - iii. Togetherness
 - iv. Recentering on strategy, values, and goals
 - v. Talking about ways to stay meaningfully involved.
 - vi. Holding on to and deepening the feelings of groundedness that I felt during the action with this group of people.
- e. So that's what we'll try to do!
- f. Ground rules
 - i. Confidentiality: What's said here stays here, What's learned here leaves here.

- ii. This space is for you -- please make use of this time in ways that would be meaningful for you.
 - iii. It's on you to Pee or Peace on your own terms! (Go to the bathroom as you need, leave as you need. No judgement)
 - iv. Others?
4. 7:00-7:20 Arriving: Go around:
- a. We'll share:
 - i. Your name
 - ii. Pronoun
 - iii. Where are you coming from today?
 - iv. What's been on your heart since Tuesday?
 - b. After each person shares we'll resonate.
 - i. Resonating practice: Offering resonance comes from the group Relational Uprising which works to bring relational culture and liberatory culture into movement work. This practice asks the listeners to notice what moved them and to reflect that back to the sharer, showing them that you're paying attention, that you're present with them. Model: "I was right there with you when you said X"
 - c. Go around.
 - d. Thank you for being here, for bringing all you're bringing.
 - e. Deep breath
5. 7:20-7:23 Breath said the wind poem
6. 7:23-8:00 Tell the collective story: Popcorn! We're going to spend about half an hour telling the whole story. It's loose - add things as they come up for you. Our goal is to put all the pieces together that are often hard to see when we're in high energy/ high

adrenaline moments.

- a. Where would you like to start? Option: Where did this start for you?
- b. As things ebb and flow, help move the story along by asking “And what happened next?” or “Let’s take the next step/ Let’s move the story along - what happened next?” Or help move the story by actively moving into the next spot: “Ok so now we’re at the steps of the detention center. Ok, so now we’ve all been booked.” etc
- c. When it’s near the end, do a final round by saying “Let’s wrap up the story with a final round. How would you close the story?”
- d. Thank you for sharing. I hope you feel more connected to the full picture.

7. 8:00-8:05 Personal reflection: Each person gets 2 notecards.

Bring out the writing utensils (markers, colored pencils, pens)

- a. Card 1: What would you like to let go of from this story? As we transition, what would you like to leave behind?
- b. Card 2: What would you like to keep with you going forward?

8. 8:05-8:15 Back together: Transition Ritual

- a. Hold and look at the card of what you’re letting go or leaving behind: Imagine where you want to let it go - river, fire, wind, earth? Crumple up the card. Close your eyes. Throw it in! (Leave them in the middle of the floor all crumpled up. Take them afterwards and recycle.)
- b. Now hold and look at the card of what you’re taking with you: Imagine how you want to carry this with you - on your mirror, in your wallet, stickie on your computer, reminder in your calendar, shabbat reflection. Give a moment to think about it.

Share: What you're taking with you and where it's going to go.

9. 8:15-8:25 Looking ahead

- a. Understanding the cycle of momentum: Escalation + Absorption + Preparation
 - i. The energy of this mobilization exists within a framework called the Cycle of Momentum. Escalation + Absorption + Preparation + Escalation etc.
 - ii. This framework is often overlooked or not appreciated or not taught at all -- from the outset, Escalation is what people see the most and the most clearly. To help us understand how social movements and uprisings work, knowing that absorption is a key follow up step to escalation, and then preparation after that -- this is key for understanding how to both think strategically about growth, and for thinking sustainably about our own capacity and involvement. Staying at high escalation is impossible, and, without escalation there is no absorption. And without smart preparation there's not going to be much inspiring escalation, etc etc.
 - iii. Following this cycle is a way to support the healthy growth of energy, both within movements and within ourselves. We need each component - each has an important role that helps the longevity, sustainability, and integrity of the movement, and for ourselves.
- b. So my question for YOU is: Where are you in your own cycle of momentum? Are you staying in Escalation and taking on another big or high risk role? Is it a moment of absorption and integration for you? Do you want to think about what's

next intentionally, prepare for and look ahead at what's next?
What's right for you at this moment, given how big of a moment we're in? Where are the supports in your life who have your back?

- i. Spend 2-3 minutes here writing down personal reflections/responses if there's time
- c. What's moving forward with Never Again Action?
Crowdsource:
 - i. Mobilizations are continuing around the country
 - ii. Cosecha's Dignity Plan is being rolled out now
 - iii. Mass mobilization in DC on Tuesday the 16th
 - iv. Lots of ways to contribute and take on roles
 - v. What else?

10. 8:25-8:30 Closing

- a. Radical Gratitude Spell
- b. How are you leaving this space? What are you taking with you? Appreciations?
- c. Optional: Song: Solid as a rock
- d. Hand out Adrenaline psycho ed sheet

Other ideas:

3-way hand massages. Talk to me if you want directions for this.

Breathe, said the wind. Lyn Ungar

How can I breathe at a time like this,
when the air is full of the smoke
of burning tires, burning lives?

Just breathe, the wind insisted.

Easy for you to say, if the weight of injustice
is not wrapped around your throat,
cutting off all air.

I need you to breathe.
I need you to breathe.

Don't tell me to be calm
when there are so many reasons
to be angry, so much cause for despair!

I didn't say to be calm, said the wind,
I said to breathe.
We're going to need a lot of air
to make this hurricane together.

radical gratitude spell by adrienne maree brown

a spell to cast upon meeting a stranger, comrade or friend working for
social and/or environmental justice and liberation:

you are a miracle walking
i greet you with wonder
in a world which seeks to own
your joy and your imagination
you have chosen to be free,
every day, as a practice.

i can never know
the struggles you went through to get here,
but i know you have swum upstream
and at times it has been lonely

i want you to know
i honor the choices you made in solitude
and i honor the work you have done to belong
i honor your commitment to that which is larger than yourself
and your journey
to love the particular container of life
that is you

you are enough
your work is enough
you are needed
your work is sacred
you are here
and i am grateful

03a6 Interest and availability

Debriefing + Healing + Staying Connected Gathering for [CITY REDACTED] Red Team

After going through an intense action and high risk experience, you're invited to come together with others from Tuesday's Never Again Action red team to process, debrief, and do some healing work together. As a group, we will reflect, support one another, and be supported by each other. People experience these moments very differently, and we want to offer space to support your connectedness, groundedness, and resilience. Led by [NAME REDACTED], facilitator, ritual leader, and spiritual director, active in building liberatory movement culture locally and nationally.

* Required

Your name *

Your answer

Your number *

Your answer

Your email *

Your answer

When are you available? *

- Monday July 8th 6:30-8:30pm

03a6 Interest and availability

- Tuesday July 9th 5:30-7:30pm
- Wednesday July 10th 6:30-8:30pm
- Thursday July 11th 6:30-8:30pm
- Monday July 15th 6:30-8:30pm
- Tuesday July 16th 6-8pm
- None of these times work for me

What are convenient or possible neighborhoods for you to meet in (assuming greater [CITY REDACTED])? How flexible are you to be able to cross [IMPEDING GEOGRAPHICAL FEATURE REDACTED]? *

Your answer

Would you need help getting a ride to the gathering? If yes, please also share where you'll be coming from:

Your answer

Accessibility needs:

Your answer

What would make this gathering meaningful for you? *

Your answer

03b1 Jail Support

JAIL SUPPORT

Quick Guide for Jail Support

Need a questionnaire for people risking arrest? Here you go. **[03b2]**

Wanna start your own legal defense fund?? Check it out. **[03b4]**

Wondering how to do jail support? Read on!

Quick Checklist for Jail Support

- Assign your roles! (Examples could include: Emotional support, Aftercare, Bail Fund coordinator, Data keeper, Emergency contact, Liaison to Action Lead, Police Liaison, Snack manager, Legal support or Liaison,)
 - Note, some of these roles may live on other teams, or may all be held by a single person!
- Familiarize yourself with local jail(s) location, gender specifications, routines
- Familiarize yourself with local bail costs and processes
- Collect, review and store data from those risking arrest
- Figure out the legal support team
- Secure aftercare location and supplies if necessary

SOME TIPS FOR JAIL SUPPORT TEAM:

- Determine which role(s) people will be engaged in
- Decide if you're responsible for having enough bail money
- Decide if you're responsible for lining up legal support
- Line up any aftercare (body workers, etc)
- Be sure you know who the police liaison is, so you can know roughly where people who are arrested will be taken and when

they are likely to get there.

- Have everyone fill out the Risking Arrest questionnaire - keep this data someplace safe!
- Everyone should write the phone number of the non-arrestable contact person on their arm in permanent marker.
- Do not carry a lot of cash to the action, as this may be confiscated to pay booking fees.
- You might want counsel people to think twice about being arrestable if they have medical concerns. Even if you have a doctor's note, you may not be able to take needed meds into jail.
 - If you bring meds, have them in the original bottle, but do not bring a full, new bottle as often meds are confiscated. Bring a copy of your prescription with you.
 - *Example from [City Redacted]: Sometimes jail officials may force you to go to [Facility Redacted] to have medications administered, which may also increase the time before you receive your medication.*

Steps If People Are Arrested:

- Having protesters show up at a jail right after arrests are made can cause the jail to go on lockdown, which means it will take longer to get people out. It is advisable to have a low-key presence outside the jail of people who can assist with medical/emotional care after people are released. People who want to protest the arrests/show solidarity might want to pick a location nearby but not directly outside the jail.
- There are different local customs connected to when bail can be posted. Ask local sources for information. If someone has a previous record, it is possible a bond will not be posted for them until after they have seen a judge, and this can take longer. It can

take up to 6 hours for someone to be released after you have posted their bail.

- How to post bail:
 - There are many different ways to post bail, please check with local resources to find out the most efficient local way
- Bail money is likely refundable if people show up at their court dates. (The point of bail is to make sure people come to court). Booking/arrest fees are not refundable, and vary from state to state.
- If for some reason bail is set really high, and you can't pay the money, we can go through a bail-bondsperson/surety bond. But this is not as good of an option as the bondperson's fee is non-refundable. With a surety bond, you will have to pay down 10% of the bond, as well as put down collateral (eg a house or car) for the rest of the bond. If you show up at your court date, you will keep your collateral, but the bondsperson will keep your fee.
- People are sometimes offered an option to stay in jail and see a judge soon (perhaps the next morning). In this case you would not have to pay bail, but would still have to pay booking fees.
- How to offer jail support:
 - Answer phone calls from people in jail. The person on the outside is there to support if someone is injured, not getting meds, not getting food, being abused, etc.

Some other notes:

- The SURJ rep. recommended that if someone has a non-life threatening injury, to not seek medical care while in custody. Apparently you will not receive as good of medical care, and will end up being in custody longer.
- If you do decide to seek medical care while in custody, remember that a police officer can stay with you the entire time you are

receiving care, and take note of anything that you say. Anything you say in this situation can be used against you in court.

- The system is not designed to be accessible to anyone, including those who are not arrested.
 - *Example from [City Redacted]: If someone is sent to [Facility Redacted] while in custody, there will be no indication of where they are. [Facility Redacted] will not give out any information about whether this person is in the hospital, and only sometimes will sheriffs give a courtesy call to inform of the person's whereabouts. It will seem like they have disappeared.*
- All phone calls from jail are recorded and can be used against you in court. Do not give ANY details over the phone. (For example, if you were badly injured while being arrested, say to the contact person, "I am injured, and I need medical care." Say nothing more about how you were injured. If you need legal advice, say, "I need to speak to a lawyer," but give no more information about what you want to speak to them about.)
- If someone is reporting abuse, mistreatment, or medical issues, instead of problem solving over the phone, the contact person should get a lawyer involved.
- People in jail will have to ask permission to use the phone, and will likely have a limited number of calls allotted to them.

Steps once people are released:

- When people are released from jail, the contact person should bring food, water, and a change of clothes for each person. Often clothing items will have been confiscated in jail.
- Handcuff injuries are common, but easy to treat if taken care of early. SURJ has a care sheet for handcuff injuries that they will send us, and street medics are usually trained to deal with these.

- If someone is injured, get documentation as soon as possible. Take photographs and get a written report from the person/any witnesses. Take the person to a doctor and get documentation of the doctor visit.
 - Tip: Try to avoid taking people injured during arrest or custody to the emergency room, as emergency departments are often pro-cop. Try to bring the injured person to a primary care physician if possible.
- Focus on physical/emotional safety, as being in jail can be a traumatic event. Does this person have food and a safe place to sleep for the night? Is there somewhere they can get massage/body work, talk to a counselor, etc, if they want to?

SPECIAL THANKS TO SURJ DENVER and BOSTON for their work pulling aspects of this document together.

03b2 Jail Support form

Jail Support Form - #NeverAgain Action

Name: _____

Legal name (if different): : _____

Pronouns: _____

Date of Birth: _____

Your phone number: _____

Your email address:

Emergency Contact: Name: _____ Phone
#: _____

Would you like this person to be immediately contacted in case of your arrest or only in case of emergency (circle one)?

Immediately upon arrest
immediately

NOT

Relevant health medical information you'd like to share:

Relevant legal information you'd like to share:

Is there a time or date you need to be out of town? If you're leaving this location after the action, when is your carpool/train/bus/plane departing?

For purpose of transport home, which neighborhood do you live in/are staying in?

Do you have a favorite commercial cold drink product (non-alcoholic) or snack?

Is there anything else you want the jail support team to know?

03b3 Legal Aspects

LEGAL

The law varies a surprising amount from state to state, both in its particulars and in its application. The following are some questions you should reflect on and some suggestions and best practices. **THIS IS NOT A LEGAL DOCUMENT. DO NOT USE THIS AS A SUBSTITUTE FOR PROFESSIONAL LEGAL ADVICE GIVEN BY A LOCAL LAWYER.** Love your local lawyers! They have accumulated wisdom on how the local system runs, and can offer you significant help in planning your action!

Questions:

- Where is your action located? You should know exactly who owns the land you're protesting on, and any nearby parcels, sidewalks, streets, etc. **A six inch difference can shift an arrest from local to federal**, and the charges can be dramatically different. Ask local legal resources and/or look up parcels online.
- Who will be arresting your crew? Is it the town? County? State? Federal? This impacts where they will be taken and the charges they will face. This is almost always determined by the plot of land (*see previous*).
- What legal advice are you offering participants beforehand? Even an hour as a group with a local lawyer can set people's minds at ease. It also can be invaluable in designing the action itself. Is a local prosecutor making a name for themselves? Maybe you want to be cautious. Is there a pattern of charges being dismissed? Maybe it's time to escalate a step. How much is one step in

escalation? Two? What are typical charges for the action you are planning? What is the worst case possible outcome? What's the most likely outcome?

- What legal support are you offering participants afterward? Do you have a strong legal bench? Are there lawyers willing to take cases on a pro bono basis? If not, do you have a fund for legal fees for private defense? While these are not requirements for an action, it does help to consider the possible outcomes when determining level of risk.
- What other support are you offering participants? If a participant panics and does something unexpected and faces more serious charges, will you stand by them? Do you have the funds for a more serious legal defense?

Best Practices and Common Mis-Steps:

- It's great to have trained legal observers at actions. It sends a clear message to law enforcement that they are being watched and should be on their best behavior. The National Lawyers Guild offers such services in many locations on a volunteer basis.
- Don't talk to the media, especially about anyone else. Prosecutors can use both public media reports and social media to make a case against you. Be careful what you say about your participation in an action/ arrest to reporters or on social media. Don't talk to reporters or on social media about other people's involvement in actions/arrests either!

03b4 Legal Defense Funds



Best Practices Guide to Setting Up a Legal Defense Fund

[originally published July 2018 by the National Bail Fund Network and National Lawyers Guild, who made the resource free to use with attribution to them. As most links were outdated as of November 2021, this is a retyped and redacted version with some Wayback Machine links.]

Overview

There is no one “right” way to set up a legal defense fund or rapid response bail fund. For decades, organizers and legal support teams have come up with creative and powerful ways to respond to arrests, criminalization, and incarceration resulting from protest and direct action.

Historically, legal activists have employed a variety of approaches when creating and operating legal defense funds, often specific to political circumstances and differences in local legal systems. Some funds are created to respond only to the need to post bail or bond (used interchangeably here), while others are structured to support a wider range of legal defense needs. Rapid response funds have been created to respond to larger movement needs, as well as to support specific individuals or groups.

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This document, developed by the National Bail Fund Network [[LINK: https://web.archive.org/web/20180710073136/https://brooklynbailfund.org/national-network/](https://web.archive.org/web/20180710073136/https://brooklynbailfund.org/national-network/)] and the National Lawyers Guild [[LINK: http://www.nlg.org](http://www.nlg.org)] provides an overview of some of the best practices distilled from decades of legal defense fund experiences. This document is focused on funds that are created for rapid response and as part of movement campaigns or direct actions. Notably, our recommendations and practices differ from recommendations and guidance for revolving community bail and bond funds that regularly free community members from pretrial incarceration and immigration detention. The National Bail Fund Network has developed separate resources for revolving bail and bond funds, which are available here [[LINK: .](#)]

This document is not intended to be legal advice. It is intended to provide only general guidance on the relevant issues, and we encourage users of this guide to consult with a lawyer licensed in their jurisdiction for more specific legal advice.

This resource is free to use with attribution to the National Bail Fund Network and National Lawyers Guild.

Best Practices

There are many specific decisions to make that are unique to the particular circumstances a legal defense fund is responding to or anticipating. In addition, there are certain legal processes specific to the jurisdiction(s) where help is needed.

Understanding that there will be unique aspects necessary for any legal defense fund, some general guidelines and best practices for consideration are described below .

1. Goals & Structure

- a. *Define your purpose and mission.* Defining the fund's goals will help inform a number of key structural decisions. Transparency and clarity on what the fund's mission will be as well as any initial goals around timeline and scope will help with many of your subsequent decisions.

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- b. *Intentionally plan for range of scenarios.* Legal defense funds may end up responding to a number of scenarios depending on the actions and the legal system's response. Funds that are formed quickly in response to the immediate needs of activists (with less time for advance planning) may also want to have some flexibility over time and the ability to adjust priorities once needs are clearer. We recommend that funds plan for a range of scenarios and do not restrict themselves to using money only for paying bail – particularly when it is not yet clear whether funds will be needed to cover other necessary aspects of effective legal defense.
- c. *Make sure the organization hosting the fund or receiving money shares the values and mission of the legal support effort.* Finding a host organization (see below for fundraising discussion) is often critical to the support of fundraising and administrative functions. Operating a legal defense fund, even in the short-term, will take coordination. Sharing a vision for why the fund exists and clarifying at the outset to whom it will be provide support is key.
- d. *Be explicit about governance and transparent in decision-making.* Even when creating legal response funds to respond to a fast-moving crisis, legal activists need to think about governance structures and transparency for collectively raised funds. Some questions to consider include: Is there a clear decision-making process or set of processes you can communicate to people or organizations requesting help, possible partner groups, and donors? Does the governance structure anticipate a process for making hard decisions together and potentially over a longer period of time? What methods of communication will be used to share the fund's decision-making? How are you seeking to be accountable to the people you are providing support to? Is there information you will not want to

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share for any reasons, including security? We recommend you be upfront with organizers about your limitations and capacity, including known unknowns.

- e. *Provide for administrative capacity.* Creating a legal defense fund requires at least some administrative roles, even in cases where the fund's lifecycle is short or limited in scope. Whether through a host organization or a collective of volunteers, there will be a range of administrative tasks and the fund's structure should be able to absorb them. Administrative capacity is directly tied to accountability and should be given that same focus.

2. Criteria on eligibility for and/or prioritization of assistance

- a. *Referrals and eligibility.* It is important to establish a process for determining who the fund will support. There may be a specific referral process through organizers or the legal support team, or a plan may be developed as part of the larger response strategy that includes the fund. If you are defining eligibility based on group membership or participation in an action, consider defining when and how support of additional supporters (or bystanders) would be appropriate.
- b. *Prioritization.* In addition to establishing general criteria for eligibility, the fund may want to clarify how it prioritizes assistance among people who are all eligible if there is more need than can be immediately met (See Appendix for examples).
- c. *Scope of assistance provided.* It is important to establish an agreed-upon policy regarding acceptable uses of the money raised for setting both internal and external expectations. This may develop out of an established mission and clear goals, but it is always best to be as explicit as possible. Organizers should consider whether the fund will pay for:

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monetary bail (and if so, will it pay full cash amount or use bail bondsmen); fines, fees, or other court costs; restitution, if ordered; compensation for defense attorneys or other legal defense needs such as investigators or experts (and the scope of this, such as initial legal representation only or for the entire length of the cases), with consideration to the availability of public defenders in the jurisdiction(s); travel and housing costs for defendants coming from out of town to attend ongoing court dates; expungement costs; and other miscellaneous costs associated with criminal prosecution and defense in the relevant jurisdictions. We recommend not using commercial bail bonds whenever possible, as they are inherently predatory. When paying bail or bond, we encourage funds to pay the full cash amount because doing so creates a way for some or all of the money to be returned to future use by the movement. We recognize that in some cases, bond funds have made the choice to use bail bond companies as a way to secure release when full bail amounts are prohibitively high. If this is the case, it is important to be very clear about this in the fund's principles and processes.

- d. *Consideration of legal impact.* Sometimes the activities of a legal defense fund can be used against an individual in their legal case. Planning and operating a fund should include an awareness and plan for how its actions may affect eligibility for representation (including eligibility for a public defender), bond assignment, restitution burdens, etc. Be aware that prosecutors and judges may use the presence of a fund to set higher monetary bail, remove court-appointed counsel, argue that someone is a “flight risk” because of their access to funds, and/or impose higher restitution burdens during sentencing based upon “defendant’s ability to

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pay.” In some jurisdictions, funds have established bond assignment agreements or other documentation to protect individuals from this sort of action (See Appendix for examples).

3. Fundraising

- a. *Personal vs. organizational fundraising.* In rapid response conditions, an individual may end up taking on fundraising and banking responsibilities. We recommend being thoughtful about personal tax liability and exposure (such as whether funds raised will impact the organizer’s personal finances or tax liabilities), and when possible, having an organizational host for the financial component of the fund. Organizations that agree to house the money raised should be clear about any limitations on funds in their possession and any internal decision-making processes (separate from the legal defense fund) that must be involved in disbursing money to individuals or organizations.
- b. *Fundraising platforms.* Choose a funding platform that permits fundraising for monetary bail and legal defense of a criminal case. Many popular crowdfunding websites, such as GoFundMe, do not allow for fundraising that supports the work of a legal defense or bail fund and will shut down fundraisers that have already collected donations if they are discovered or reported. We recommend checking the terms of service or using a platform that you have control of, such as a special page or function on an organizational website. (See Appendix for examples.)
- c. *Solicitation language & disclaimers.* On any fundraising platform, it is important to use solicitation language that allows for flexibility later on or for changing the scope of the fund (as legal needs become clearer) so that donors do not feel misled and to improve transparency and

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accountability. (See Appendix for examples.) Depending on the legal status of the fund, disclaimers about tax deductions (or not) should be made.

- d. *Longevity*. Some legal defense funds will use all of their funds for their stated purpose, but others may end up with remaining assets. In any case, we recommend intentional planning for how any unused or returning funds (such as for bail) will be used. An important part of planning is the creation of an agreement that ensures that returned and surplus funds go back into movement work and do not end up restricted or kept by the host organization in a way that is or seems non-transparent or unaccountable.

Contacts for More Information

We recognize that this document provides only a framework for starting to think through the issues that arise when creating a legal defense fund. If you are establishing a legal defense fund and have more questions, you may reach out to us for additional resources and advice at:

National Lawyers Guild: [email address redacted]

National Bail Fund Network: [email address redacted]

Appendix - Legal Defense Fund Best Practices

The following resources are meant as examples and are not exhaustive.

1. **Examples of criteria for eligibility and prioritization**

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- Freshet Collective (supporting Standing Rock resistance) [*LINK: <https://web.archive.org/web/20180118212332/https://freshetcollective.org/>*] [Site no longer exists and domain has been ganked by apparent SEO spammers]
 - Durham Solidarity Center's Freedom Fighter Bond Fund [*LINK: <https://web.archive.org/web/20180813182847/https://durhamsolidaritycenter.org/bondfund/>*] [Site does not currently exist and is parked as coming soon.]
 - Chicago Community Bond Fund (note this fund supports both a legal defense fund and a revolving community bail fund) [*LINK: <https://chicagobond.org/>*]
2. **Fundraising platforms:** If an organizational host already has an established fundraising platform, a specific fundraising page may suffice. For specific fundraising platforms that may be useful within the legal defense fund context, here are just a few options with relevant notes (These are current as of May 2018. Please always check for updated terms and changes to service as well as new platforms.):
- PayItSquare [*LINK: <http://www.payit2.com>*]
 - Allows fundraising for legal fees.
 - Fees: 3.85% of donation + 2.9% of donation + \$0.30 per transaction
 - Available to individuals
 - fundrazr.com [*LINK: <http://www.fundrazr.com>*]
 - Explicitly allows fundraising for legal fees. [*LINK: <https://fundrazr.com/find?category=Legal>*]
 - Choose “Keep it all” to access funds immediately
 - Fees: "Contributors pay no fee. Recipients pay 5% FundRazr fee

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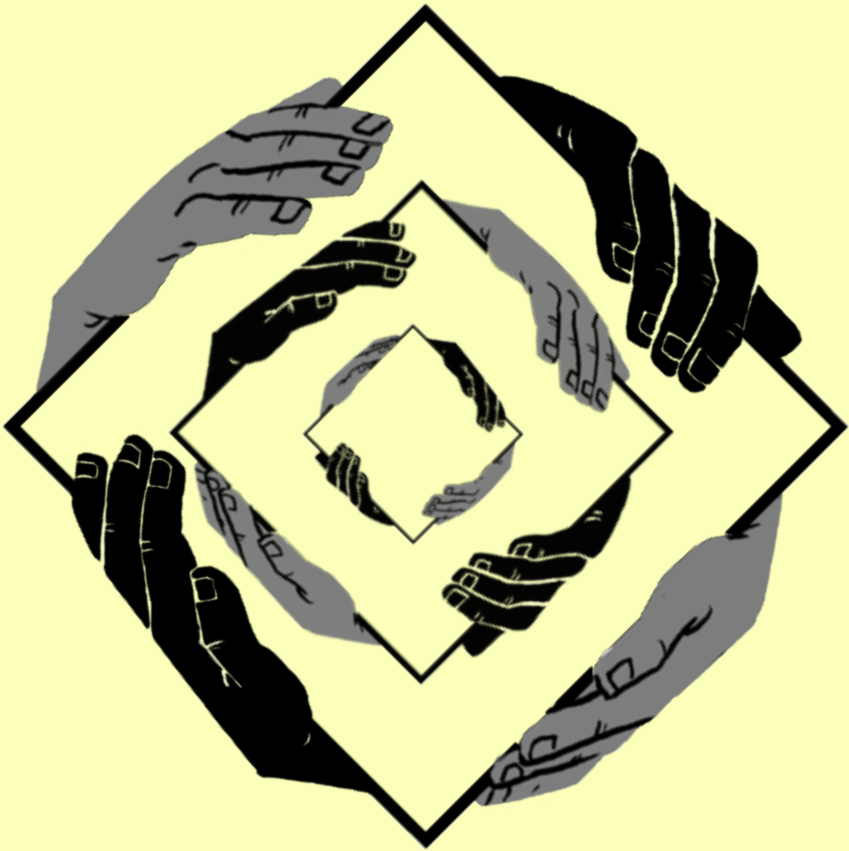
plus Payment Provider fee of 2.9% + 30¢ per transaction."

- Available to individuals.
 - Fundedjustice.com [*NOTE: Site no longer exists; domain is parked by GoDaddy*]
 - Explicitly for legal costs crowdsourcing
 - Fees: "The fee for all campaigns is a flat 7% plus any credit card processing charges, currently our credit card payment processor are WePay and PayPal and they charge 2.9% + .30 per transaction."
 - Available to individuals.
 - CrowdRise
 - Allows fundraising for legal defense and bail.
 - Is available to non-profit organizations but **not** to individuals.
 - Was used by both the Standing Rock and Baton Rouge legal defense funds.
3. **Solicitation language samples:** Here are two examples of donation solicitation language that anticipate and are clear about the future of unused or returned funds.
- Stand With Laquan McDonald [*LINK: https://web.archive.org/web/20181115235909/https://chicagobond.org/stand_with_laquan/index.html*]
 - Free the Trump Protestors [*LINK: https://web.archive.org/web/20170315050542/https://chicagobond.org/trump_protest/index.html*]
4. **Documentation of Source of Funds for Bond.** It is often necessary to provide evidence of the source of any bail or bond money paid to the judge or other court system actors. Options for doing so include: 1) having the person

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bailed out sign an acknowledgement (contract) stating that the funds are not their own and they promise to return them to the entity who paid bond at the end of the case; and 2) creation of an affidavit by the organization that paid the bond. You can view an example of one such affidavit, which is used by Chicago Community Bond Fund, here [*LINK: https://www.nlg.org/wp-content/uploads/2018/07/CCBF-Affidavit-Template_Public-Version.pdf*]. Note that even if the legal defense fund is unlikely to pursue legal action against the person bailed out should they not abide by the terms of this agreement, some funds have found that showing these agreements to third parties (such as judges, prosecutors, and defense lawyers) effectively clarifies the relationship of the person being prosecuted to the bail money paid.

Healing in Action:



A Toolkit for
Black Lives Matter
Healing Justice
& Direct Action

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**BLACK
LIVES
MATTER**

Healing in Action:

A Toolkit for
Black Lives Matter
Healing Justice
& Direct Action

Context

For the last few years, large numbers of our people have been out in the streets, engaging in powerful and necessary direct action, and fighting for the lives of our people. The political period we are now entering promises to require a redoubling of our efforts to organize against increasing oppression. We will need to match this fortifying energy with elevated and innovative ways of caring and showing up for each other. We will need to raise aloft a declared vision for Black freedom that is unprecedented in its scope. Healers committed to our liberation have stepped up and created spaces in our communities. They have built healing into our direct actions. Their presence and work will continue to be essential to how we sustain ourselves and how we create new ways of being along the way.

This toolkit was created to collate, condense and share the lessons we have learned in ensuring that our direct actions are centered on healing justice. This toolkit is a beta version; it will develop in real time as we continue to uncover the implications for healing justice

in our organizing. We extend our gratitude to the BLM Healing Justice Working Group and all the chapter members who shared your insights, your innovations and your struggles to support our shared knowledge.

At the very root of healing justice is an analysis of trauma and resilience, of our need as Black people to care for each other and organize for freedom. We understand that Black people across the globe continue to endure trauma at all levels, from the State and institutions to our very communities and homes. We may not always realize that we are navigating our own trauma at almost every step of our lives. Our perspectives, the way we build relationships, and our responses to conflict are informed in large part by the ways in which we have been

traumatized, and what opportunities, if any, we have had to heal from that trauma.

In high stakes or high stress situations, we are at greater risk of reacting from a place of trauma. Organizing against violence and for Black liberation can consciously or unconsciously trigger us to relive unhealed experiences in which we, our ancestors and our communities have been oppressed and violated. That revisited pain becomes the anger that motivates us into action. Yet, sourcing our wounds and trauma in this way takes a hefty toll.

**As a network, we have alignment on the necessity of direct action.
As a whole, however, we are less clear on the relevance and implementation of healing justice.**

HEALING JUSTICE ASKS OF US TWO THINGS IN PARTICULAR THAT ARE RELEVANT TO DIRECT ACTION:

- 1 **How do we scaffold and support our well-being through direct action and confrontation?**
- 2 **How do we begin to draw energy from naming and sourcing our visions more often than our wounds?**

The concrete questions are: How can we prepare and integrate healing justice into

our direct actions? How can we institutionalize healing justice into the culture of our chapters?

Some of the ideas in this toolkit may not feel like second nature to us all, and may even feel like we are taking time away from the 'actual' work of organizing. There are so many reasons why supporting ourselves and each other in these ways might not feel comfortable. But healing justice is the work; taking care of ourselves and each other is how we live more fully in our principles and values.

1.

Preparing for an Action



In the preparation for direct action, we often get singularly focused on our targets, our messaging and all the logistics that come with organizing our people into the streets. What often gets sidelined are the emotional, psychological, and spiritual aspects of our work that impact our ability to stay rooted in our fullest selves. Here are some suggestions for ways to make space for healing justice within planning spaces:

CENTERING & GROUNDING

Taking the time to center and ground, even if it is just breathing together or sitting in silence, is critical for becoming aware of ourselves, our bodies and how we are showing up in the moment. By doing these practices, we can self-identify moods, thoughts, anxieties, and energy levels that will contribute to how we engage in our meetings and how we shape actions.

Once we start to identify our own needs, we can make adjustments. What could make me more grounded? Do I need to eat? Do I need to make physical contact with someone else? Do I need to sit out? In the end, how you really feel always shows up in some way or

another - in either interpersonal or physical manifestations. Grounding brings awareness that informs our self-care and our communications with our co-organizers.

Grounding Exercises:

Breathwork

Breathing is obviously fundamental to life, but our breath can also be used consciously to control our nervous system. If we are short of breath, as an example, whether from asthmatic crisis or chronic anxiety, the resulting feeling we have is often panic. Deepening our breathing, even for a moment, can help us soothe our anxiety, calm our panic, and restore a grounded nervous system.

Box breath

Inhale for 4 counts, hold for 4 counts, release for 4 counts, and hold at the bottom for 4 counts. Repeat several times. Notice if your shoulders are able to drop, notice how thoughts and moods shift.

Body scan

Together, notice your bodies and what is happening for you internally. We spend a lot of time, especially if we are feeling unsafe, tracking what is happening outside of ourselves and in the minds of others. Take time (and breath!) to get curious about what is happening within your own bodies. Share out a mood and a sensation you noticed for the first time.

Chanting

Chanting and group singing are great ways to ground on a shared purpose or feeling. They are proven to regulate and sync up nervous systems within a group.

Check-ins

Most folks make time for check-ins at the start of meetings. The magic of check-ins can only work in relation to our vulnerability. Can we make room to ask each other how we are showing up and what we need to feel more present or grounded? What will you need during an action to stay grounded?

VISIONING

Taking time to remember and re-

affirm our vision is key to centering healing justice in our work. The reason why we fight is for a vision for ourselves, each other, and our communities where Black people are liberated. This visioning can continue to ground us in how we treat each other in our meetings, how we listen, and how we informally check in throughout the organizing process.

ORGANIZING COMMUNITY SUPPORT & RESOURCES

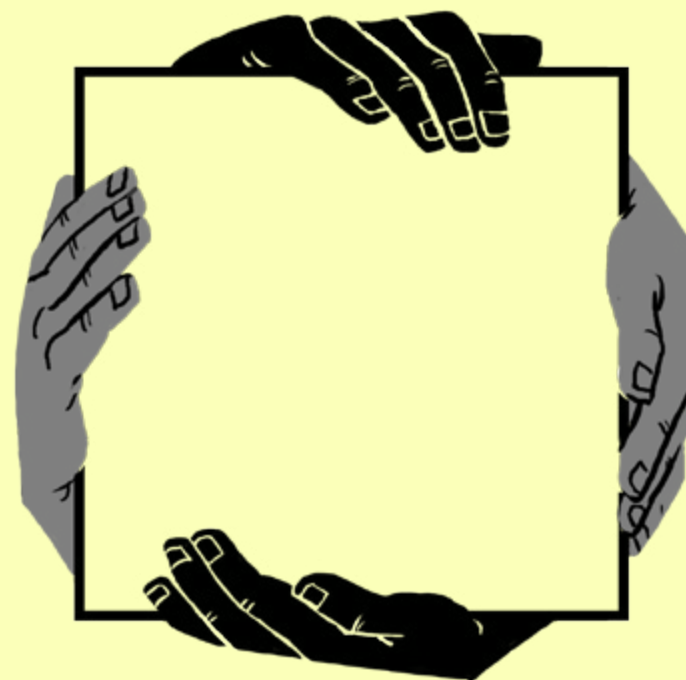
Chances are there are healers and practitioners in your community who would be willing to offer support to organizers during or following actions, and they may be able to organize their communities to offer coordinated support. Some ways chapters have received community care and healing support include:

- Coordinating bodyworkers and counselors either on site or on call
- Coordinating food drop offs
- National Queer and Trans Therapists Network – www.nqttcn.com
- Local University Counseling Clinics
- Community Acupuncture Clinics
- Acupuncturists Without Borders

Some national resources can be mobilized with the support of Healing Justice staff.

2.

During an Action



As we noted earlier, trauma can sneak in and take over in high pressure situations. Trauma exacerbates the stress of coordinating an action and staying present and grounded while in the midst of action. Tracking and addressing fluctuating needs in the midst of action is critical, yet challenging.

ASSIGNING ROLES

Are there chapter members willing to attend to the group morale, needs, and moments of crisis during a direct action? Assigning a recognizably grounded and emotionally-resourced point person ahead of time to intervene in challenges can be helpful. Staying grounded and present during crisis is not a skill that all people, or even all kinds of healers, hold. Healing is a vast art with many kinds of interventions. Take the time to identify who can best stand in this role. That person may not identify as a healer at all.

QUESTIONS FOR THE POINT PERSON TO CONSIDER:

- 1** **How are the mobility needs of chapter members being addressed?**
- 2** **What is the collective mood?**
- 3** **Are there conflicts happening in leadership?**
- 4** **Do they require immediate intervention or post action intervention?**

This role can be distinct from a more safety-oriented role, but the two should work closely to identify how or if antagonism is affecting the group and its agreements.

ALTAR BUILDING

Altars exist in many cultures throughout the diaspora and a broad spectrum of traditions have unique altar building practices. If building an altar resonates with your culture and expression, an altar can be a visual reminder of ancestors, Spirit, God or whatever we call that which is bigger than us. Altars can provide a place to regroup and reconnect to our lineage and purpose.

COMMUNITY SUPPORT & RESOURCES

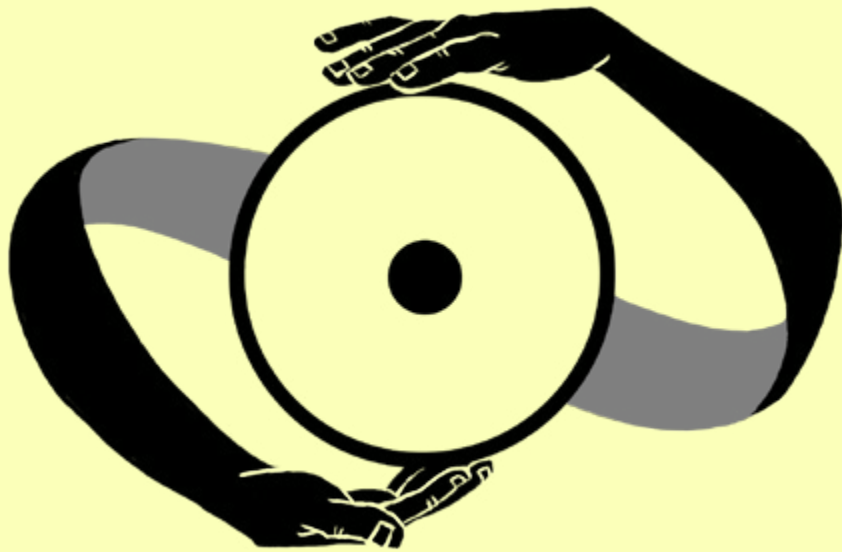
If community care was mobilized in preparation, it is important for that information to be shared with other organizers. Can phone numbers for healers be passed out along with jail support? Can information be shared securely on text threads?

FOOD AND HYDRATION

Food and water are our primary sources of medicine. What we eat and drink affects our energy levels, our moods and impacts how and what we think – not to mention our overall life span and quality of life. Building in time for food breaks and having food on hand that can replenish and help maintain healthy blood sugar levels is important for maintaining the overall well-being of our family in the streets.

3.

Following an Action - Restoration & Resilience



Healing justice is not something we center and incorporate into our work only during direct action or crisis. Healing justice needs to be at the very center of how we work together. The time following an action can help lay foundation for the practice of centering healing justice. In trauma research, resilience practices are those which restore us, bringing us back into our motivated and committed selves after a traumatic event. Resilience is distinct from coping. We often use coping strategies to get through or numb out following a trauma. Coping has its own utility, but growth comes from eventually addressing the trauma, initiating healing, and finding resilience.

GROUP PROCESS

Moving beyond + and Δ. Taking an hour to process what feelings are coming up for people allows for a more profound process than addressing what worked and what did not work. Examine either what was triggered or what needs to be healed and repaired in the group. Do not wait until dynamics are untenable to address them and do not hesitate to appreciate the skills and commitment of your co-organizers.

Courageous vulnerability and conversation can become the cornerstone of how we build relationship and trust.

Begin Anew

This is a practice that facilitates group appreciation, self-reflection and accountability. This can be used as a foundation for a process unique to your chapter.

INDIVIDUAL WORK

As mentioned earlier, in most direct action trauma is getting kicked up on some level. Whether it is our own trauma or vicarious trauma from our community, individual work can be helpful in processing where our vulnerabilities lie. There are many modalities through which you can do individual work. Ask community members or healers you trust for suggestions on what might work best for you and your goals for healing.

INTEGRATING HEALING JUSTICE

Reflect on what you learned from this action about your chapter, your own needs, and what you can implement to more deeply build trust, relationship, and care into your work. Reach out to staff for ideas and support on how to implement healing justice.

OTHER GREAT RESOURCES:

<https://justhealing.files.wordpress.com/2012/04/emotional-physical-safety-in-protests-blm.pdf>

<https://justhealing.files.wordpress.com/2012/04/self-care-for-trauma-grief-and-depression-blm.pdf>

<https://justhealing.files.wordpress.com/2012/04/practices-for-moving-through-grief-blm.pdf>

BLACK LIVES MATTER HEALING JUSTICE WORKING GROUP

Who We Are

Black Lives Matter Healing Justice Working Group is a space for BLM chapters to build a shared analysis of healing justice, build skills around healing justice interventions, develop network wide healing justice campaigns, and offer cross chapter support. We hold this space together as sacred to our learning and practice of how to collectively enter into an embodied, restorative and transformative practice towards Black liberation.

We hold a vision of an intersectional, interdisciplinary, and holistic approach to Black healing and wellness. We believe in many paths to our wholeness and the vastness of Black spirituality. We also work to remember and to create ritual and culture to sustain us in and beyond struggle, and bring us into our rightful connection with the Earth, each other and our collective purpose.

What We Believe

Black Healing and Wellness are essential to our Liberation - State violence and systems of oppression traumatize us and our communities, and make it simultaneously impossible for us to fully heal. We have the inherent right to access healing and be free of institutions and systems that explicitly harm and undermine our capacity to live with our full humanity, connection and purpose.

Liberation is in Our Practice

Loosely defined, liberation is freedom from limitations. Liberation is not gained by the outcomes of a singular political event or destination, its roots live deep inside us and in all of our relationships.

We know that our politic is revealed in our practice, in our intimacy and communication with one another. Through healing, we free ourselves from the oppression of respectability, and ground our interactions in love and accountability.

Black Wellness is Self-Determination

We recognize the sacredness, brilliance, and inherent worth in every Black body. Healing justice calls us to be changed in our consciousness and transform the internalized practices of ableism, heteropatriarchy, classism and all other forms of oppression that place value and order on our bodies. We see Black self-determination as bringing our communities into our whole, varied and vibrant expressions.

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04a Script Template

Roles:

- MC's
- Song Leaders
- Ritual Leaders (can be song leaders or MC's depending on comfort with Jewish ritual)
- Storytellers
- Crowd Hype

Supplies:

- Megaphones
- print out of script - copies for MC's, song leaders
- print out of songs/big posters with song lyrics

A note about stories: personal stories relating to the moment are key to a powerful action. Having a handful of folks ready to tell their stories will pull the action together. Get a sense of what each person is going to share and insert their stories after a section that relates. Transition back to the script with a chant or a song.

Opening song suggestion: Somebody's hurting my people* [**LINK:** www.youtube.com/watch?v=-QlhizB8wsU] note: recording says "brother", replace with "people")

Welcome. We are here today to say that never again, means never again for anyone. The anti-immigrant crisis is happening all over the

country — not only at the border. Detention camps like this one are right here in our own backyards. We're here to take local action against ICE's detention and terrorizing of immigrant communities today.

What is happening with ICE now

Right now, families are being torn apart. Right now, ICE is terrorizing our neighbors and communities with increased raids and traffic stops. Right now, children are being imprisoned in concentration camps at the border by CBP. They're being denied toothpaste, soap, proper food, medical attention, and the safety, community, and dignity that all people need.

Right now, we know of tens of people who have died — who our government has killed, through neglect — in these concentration camps. We also know of thousands of people who have reported experiencing sexual violence while in government custody. And these are only the stories we know of. We can assume there are so many more. This crisis is not new, nor is it limited to the borders. For decades, the immigrant community has been experiencing a daily crisis. Including ICE raids, labor exploitation, family separation and millions of deportations. ICE and their deportation machines are attacking immigrant communities across the country.

We have seen this before. We know what happens when average people look the other way or wait and see. We refuse to be complicit. We refuse to sit back and hope for change. Never again is now! People

are being detained in horrific conditions, ICE raids targeting our communities, and people dying under CBP watch at the border while seeking safety in the US — we know these are the signs of a mass atrocity. We refuse to wait any longer to see what happens next. We are taking action because when we say never again, we mean it.

SONG suggestion: WHEN THE WORLD IS SICK [LINK: www.youtube.com/watch?v=G8UTL3zgs9M]

Jews won't stay silent

In the past month, we've heard a lot of politicians — most of them not Jewish — claiming to speak for our Jewish community about this crisis, expressing more outrage about the words used to describe conditions in camps like those on the border and in our own backyards than they ever have about the conditions themselves.

Jews won't stay silent while our historical trauma is weaponized to distract from the trauma being unleashed on immigrant communities right now.

As Jews, many of us have grown up with the stories and messages of the Holocaust deeply ingrained in our people's history. We have survivors in our families and communities. We read books about their lives and visit the places where they died. And throughout all, we are taught the message- Never Again.

Also in the past few weeks, thousands of Jews have taken action against ICE in cities across the country to say never again means never again for *anybody*.

We don't say never again, we don't remember and teach each next generation about the Holocaust, for the sake of remembering alone. It is our responsibility to carry this message forward in history and never let anything like the Holocaust happen again. We have a moral obligation as Jews to call out loud and clear that never again means never again for anyone.

We say this, too, recognizing that Jewish communities and immigrant communities are not mutually exclusive. Our Jewish community is diverse and vast. We carry with us the history of the Holocaust along with experiences of displacement and persecution from around the world. We encompass the stories of those whose families immigrated here generations back as well as those who are facing the violence of the immigration system today! Our fight for immigrant justice is bound with the continued fight against anti-semitism.

DEMAND

We are here today demanding human rights, safety, care, freedom, and permanent protection for all undocumented immigrants, refugees, and asylum seekers.

We are here today because, instead of defunding ICE and CBP, Congress just voted to give them MORE funding.

We are taking matters into our own hands.

We join our friends at Movimiento Cosecha [**LINK: <http://www.lahuelga.com/>**] in calling on everyone — Jews and non-Jews

alike — to take action. We need to make it impossible for ICE to continue with business as usual. That means closing camps. That means blocking raids. That means material support for the 11 million undocumented people living in constant fear.

It means knowing where the nearest ICE detention center is to where we live and making sure our neighbors do too. It means putting constant pressure on our elected officials, whose districts include these camps. And it means holding every member of Congress who just voted for a package that gives additional funding to DHS accountable for that shameful decision.

When we say Never Again, we need to mean it. Never again is now, and never again means never again for anyone! Never again para nadie!

We refuse to be complicit // We refuse to be complicit
Never again is now // Never again is now!
Close the camps // close the camps

Some Added Historical Context - US

These atrocities are not new in the United States. These are not the first concentration camps on US soil. From mass incarceration of today to Japanese internment camps during World War II, to boarding camps and ethnic cleansing of indigenous people, to the kidnapping and enslavement of Black people, this country has a long and painful history of violently imprisoning and tearing families of color apart. Some of us hold these experiences in our own families' memories and histories. Will we allow this moment to be yet another chapter in American history or will we disrupt it with every tool that we have?

We refuse to be complicit // We refuse to be complicit

Never again is now // Never again is now!

Close the camps // close the camps

Connect to more in Jewish history

We are here today to say never again for anybody.

We say this too, knowing our Jewish community is made up of many experiences, that Jewish communities and immigrant communities are deeply connected.

We carry with us experiences of expulsion, displacement, slavery, and genocide, from around the world, in the past and the present.

We carry with us histories of the violence of White Supremacy.

In addition to many other stories, our Jewish communities include the stories of those whose families immigrated to the United States generations ago as well as those who are facing the violence of the immigration system today.

We are here because our liberation is bound up with each other's. Anti-immigrant rhetoric in our media and from political figures is often deeply intertwined with antisemitic rhetoric. This is not an accident. Trump and the Republican party's white supremacist rhetoric hurts us all.

We know from our own history the importance of solidarity, and of communities taking risks to support each other in times of danger. We know what hateful rhetoric can lead to, and we know how high the stakes are. Our history, and this present moment, compel us to act, to

show up as a community in solidarity.

REPEAT DEMAND

Repeat after me:

NEVER AGAIN means abolish ICE!

NEVER AGAIN means close the camps!

NEVER AGAIN means never again for anyone!

NEVER AGAIN is now

RITUAL

(Option 1) In times of distress, it is a Jewish custom to recite psalms, or tehillim, as a call and response. In this psalm, Psalm 121, we pray for the protection and safety of those detained at the border:

Shir lama`alot. Esa einai el heharim:

me'ayin yavo ezri?

Ezri me'im Adonai

ose shamaim va'aretz.

Al yiten lamot ragleicha

al yanum shom'recha.

Hineh, lo yanum velo yishan

shomer yisrael.

A-donai/hashem shom'recha

A-donai/hashem tzil'cha al yad yeminecha.

*Yomam hashemesh lo yakeka
veyare'ach balailah.*

*A-donai yishmor'cha mikol ra'ah
yishmor et nafshecha.*

*A-donai yishmor tzetcha uvo'echa
me'ata ve'ad olam.*

(Option 2) We will now recite the mourner's Kaddish for the 7 children killed we know in US custody in recent months. We remember them along with all the immigrants, refugees and asylum seekers who have died seeking safety, including so many whose names we do not know. May both the memories of those we come to this place to honor, and the memories of these children whose deaths should have been prevented, propel us to take action.

This is a Kaddish of defiance as well as one of grief.

As we recite, whether or not we know the words, let us commit to doing everything we possibly can to stop this right here and right now. We will not let any more names be added to this list.

Juan de León Gutiérrez, 16,
Felipe Gómez Alonzo, 8
Darlyn Valle, 10
Carlos Gregorio Hernández Vásquez, 16
Jakelin Caal Maquin, 7
Mariee Juarez, 1
Wilmer Josué Ramírez Vásquez, 2

Yitgadal v'yitkadash sh'mei raba

b'alma di v'ra chirutei,
v'yamlich malchutei,
b'chayeichon uv'yomeichon
uv'chayei d'chol beit Yisrael,
baagala uviz'man kariv,
v'im'ru: Amen.

Y'hei sh'mei raba m'varach
l'alam ul'almei almaya.
Yitbarach v'yishtabach v'yitpaar
v'yitromam v'yitnasei,
v'yit'hadar v'yitaleh v'yit'halal
sh'mei d'kud'sha b'rich hu,
l'eila min kol birchata v'shirata,
tushb'chata v'nechemata,
daamiran b'alma, v'imru: Amen.

Y'hei sh'lama raba min sh'maya, v'chayim aleinu v'al kol Yisrael, v'imru:
Amen.

Oseh shalom bimromav, Hu yaaseh shalom aleinu v'al kol Yisrael, v'al
kol yoshvei tevel, v'imru: Amen.

Moment of silence, reprise of When the World Is Sick

REPEAT DEMAND

This past week we watched 20 candidates for the democratic nomination for president take the stage. We heard them debate immigration plans, DACA, the crisis at the border. No doubt over the coming months, they will continue to put out statements and plans. But none of that matters if we don't hold our elected officials accountable- and that starts with the people in office right now, because we cannot wait until 2020! The lives and futures of countless people are at risk every day. Just the other day, Speaker Nancy Pelosi, allowed a bill to

pass which *increased* funding for CBP rather than take action to dismantle and abolish CBP and ICE. This is appeasement, and appeasement does not work. Appeasement of violence is complicity with violence.

*We refuse to be complicit // We refuse to be complicit
Never again is now // Never again is now!*

We know that the problem extends far beyond Trump's wall, the attack on Dreamers, and family separation at the border. This problem touches the lives of each of the 11 million undocumented immigrants in this country who live in constant terror of ICE violence, their loved ones and their communities.

We therefore call not only on our elected officials, but each and every one of us to not be complicit. We must do whatever is in our power to disrupt ICE, to close these camps, to provide permanent protection, and to ensure that Never Again means Never Again. For some of us today, that means putting our bodies on the line. But we need everyone to take action.

*We refuse to be complicit // We refuse to be complicit
Never again is now // Never again is now!
Close the camps // close the camps*

CLOSING SONG:

04b Song/Chant List

Chants:

NEVER AGAIN means abolish ICE

NEVER AGAIN means close the camps

NEVER AGAIN means never again for anyone

NEVER AGAIN para nadie

NEVER AGAIN is now

THE WHOLE WORLD IS WATCHING-- used while folks are code red

Hey Hey

Ho Ho

Racist ICE has got to go

Up Up with Liberation

Down Down with Deportation

What do we want?

JUSTICE

When do we want it?

NOW

What do we want?

JUSTICE

When do we want it?

NOW

If we don't get it

SHUT IT DOWN

If we don't get it

SHUT IT DOWN

If we don't get it
SHUT IT DOWN

SONGS

We've got ancestors at our backs
We've got generations forward
We've got land and spirit in our bones
Never Again
Para Nadie

When the world is sick
Can't no one be well
But I dreamt we were all beautiful and strong

We're gonna rise up, rise up til its won
We're gonna rise up, rise up til its won

Oye mi gente traemos la fuerza
la libertad es la unica bandera

listen my people my condor my people
no human being can ever be illegal
Sh'ma yisrael adonai eloheinu
Sukkot shlomecha ufros aleynu

- Somos la voz del corazón - Cosecha
- Corazon fuerte para amar. El pueblo unido remix lol - Cosecha
- Peace Poets - I did not come here alone...
- I Am Not Afraid - Peace Poets

- Pray With Our Feet - Paul Vasile
- Solid As A Rock - Highlander Folk Center
- No nos moveran ("we shall not be moved")
- Somebody's Hurtin' My Brother (Sister/Children/etc) - Yara Allen
- Walk With Me - Maggie Wheeler
- People Gonna Rise Like the Water - Peace Poets
- Something in Yiddish/Hebrew/Ladino?

People gonna rise like the water
We're gonna face this crisis now
I hear the voice of my great grandmother
Saying "Never Again Is Now"

- "we're gonna rise up, rise up 'till its won

when the people rise up,
the walls come down
they tried to stop us
but we keep comin back"
- courage..... my friend....
- one foot in front of the other
- ahava v'rahamim chesed v'shalom

04b Song/Chant List

- we rise (batya)

in hope and prayer, we find ourselves here
in hope and prayer, we're right here (X2)

and we rise... all of the children.... rise
elders with wisdomrise
ancestors surround us.... rise

in hope and prayer, we find ourselves here
in hope and prayer, we're right here (X2)

and we rise.... up from the wreckage... rise
with tears and with courage.... rise
fighting for life we rise

in hope and prayer.... X2

and we rise.... humbly hearted... rise
we won't be divided rise
with spirit to guide us... rise

- we will outlive them/mir vel zir iberlebin
- we are all just walking eachother home
-

04c Social Media Toolkit

#NeverAgain Social Media Toolkit

Never Again Accounts

Facebook Event

Action Livestream

Absorption Hashtag & Links

Sample Twitter Posts

Sample Facebook & Instagram Posts

Graphics Folder

Accounts to follow, tag & share:

- Facebook
 - <https://www.facebook.com/NeverAgainAction/>
 - Or search “Never Again Action”

- Twitter
 - <https://twitter.com/neveragainactn>
 - Or search @neveragainactn

- Instagram
 - https://www.instagram.com/never_again_action/

- Or search “never_again_action”

Facebook Event

****Register Your Facebook Event** to add your facebook event to the national Never Again Action Facebook Page and Website**

Cover Photo



Example Description

Jews are shutting down ICE, because when we say never again, we mean it.

We will be taking action on [YOUR DATE] in [YOUR CITY], alongside other cities around the country. To join an action or plan your own, sign up on this link here: [LINK REDACTED; no longer active]

As Jews, we've been taught to never let anything like the Holocaust

happen again. Now, with children detained in unacceptable conditions, ICE raids targeting our communities, and people dying at the border while seeking safety in the US, we are seeing the signs of a mass atrocity. We refuse to wait and see what happens next.

During this next week #JewsAgainstICE across the US will take action to fight back against ICE and to remind the world that Never Again means Never Again for Anyone.

This crisis isn't happening just at the border. It's happening in our communities all around the country, and we need anyone and everyone to throw themselves into the gears of the system. We need our politicians to take drastic action to shut down ICE immediately and ensure safety for people fleeing to the United States. Until they do, we're going to make it impossible for ICE to do business as usual.

#NeverAgainMeans never again.

#NeverAgainMeans abolish ICE.

#NeverAgainMeans close the camps.

#NeverAgainMeans never again for anyone.

Livestream

Livestream tips and tricks:

- Sample caption (prep it before you go live): ***HAPPENING NOW:*** [X Number] of Jews are taking a stand against [ICE OR the Democratic Establishment who allows ICE to continue its campaign of terror unchecked OR enabler who allows ICE to continue its campaign of terror unchecked]. We were taught to never let anything like the Holocaust happen again. We know from our own history what happens when a government targets, dehumanizes and strips an entire group of people of all their civil and human rights. Join our movement to learn how to continue the fight for against ICE and this reign of terror → <https://>

www.neveragainaction.com **#NeverAgain #NeverAgainIsNow #JewsAgainstICE**

- Act like a journalist live reporting and narrating the action for the audience.
- Average watch time is 10 seconds, **so talk a lot!** It's OK to be repetitive!
- When there is a dull moment feel free to do an interview with attendees asking them who they are and why they are at the action.
- You should constantly be asking viewers to do these two things:
 - **Share the video** (“Share this video so that more people can see what the power of students looks like!”). This is how we get views -- when these streams go viral.
 - **Join our movement** to learn what is coming next in our fight for dignity, respect and permanent protection for the undocumented community. **Click the link shared in the description and comments** <https://www.neveragainaction.com/>
 - **Donate!** We are a group of individuals, not organizations, who are putting our bodies on the line. Jews are taking risk across the country, help support our bail fund [local bail fund link will be provided! If you don't have one yet, contact your digital coach]

- Have a **full battery and battery pack** prepared! Live streams take up all your cellphone's juice.
- Hold the **camera horizontal** (landscape, TV-shaped).
IMPORTANT: take your phone OFF portrait orientation lock before you start streaming, and keep your phone landscape the entire time.
- Don't get discouraged if there are not a ton of people watching -- live streams get most of their views after it ends (like 50x the views).

Hashtags and links to add to your posts (to amplify visibility and absorb more people)

- #JewsAgainstICE
- #NeverAgainIsNow
- <https://www.neveragainaction.com/>

Here are some messages we are trying to convey with these actions:

- As Jews, we know where this is going. We know what happens when we sit and wait. Are we going to let it happen? Or are we going to act?
- Resist. Put our bodies on the line. Never again. Make it impossible for ICE to function. Shut it down — everyone (not just Jews) needs to be acting right now, showing up and answering the call of directly impacted communities.
- The crisis is not just happening on the border; it's in our backyards.

- Congress isn't defunding these agencies or closing these camps — they just voted to give them MORE money.

Here are some social media post templates you can use during the week of these actions:

- For Twitter:
 - #NeverAgainMeans never again.
#NeverAgainMeans abolish ICE.
#NeverAgainMeans close the camps.
#NeverAgainMeans never again for anyone.
<https://www.neveragainaction.com/>
- #NeverAgainMeans calling out what the U.S. government is doing at the border and in immigrant communities all around the country for what it is: a mass atrocity. <https://www.neveragainaction.com/>
- As Jews, we were taught to never let anything like the Holocaust happen again and that's why we are taking action against ICE and CBP. #NeverAgainMeans Never Again For Anyone. <https://www.neveragainaction.com/>
- For Facebook/Instagram:
 - #NeverAgainMeans _____ (If you want to photograph yourself holding up a sign with this language on it and tag or message one of our social media accounts, we can share it widely)



◦ **Example:**

- Concentration camps are denying children basic necessities like toothpaste, diapers, and soap. Kids are detained in unacceptable conditions, ICE raids target every single community within the US, and people are dying at the border while seeking safety in the US. We refuse to wait and see what happens next. #NeverAgainMeans putting our bodies on the line because when we say never again, we mean it. neveragainaction.com
- This crisis isn't happening at the border alone. ICE is terrorizing and detaining immigrants in every state and community within our

country.

- Congress isn't doing a thing to stop this — the House and Senate just voted to give ICE and CBP more funding. It's on all of us to do everything we can to stop the deportation machine.
neveragainaction.com



- As Jews, we've grown up learning about the Holocaust. Holocaust survivors are part of our families and communities. We were taught to never let anything like the Holocaust happen again and that's why we are taking action to stop ICE and CBP.
#NeverAgainMeans Never Again For Anyone (Artwork by [NAME REDACTED]) neveragainaction.com



- ICE raids around the country are increasing in frequency and severity, instilling fear and terror into immigrant communities. People are literally dying at the border as they flee for their safety. Our government refuses to recognize immigrants' humanity, but the American people can take a stand. #NeverAgainMeans taking a stand. (artwork by [NAME REDACTED]) neveragainaction.com



NEVER AGAIN
MEANS NEVER AGAIN

04d Comms Action Guide

(Cover letter)

Dear comms coordinator,

One of the most important elements of any action, big or small, is communications. When we say communications, we mean all outward-facing messaging for an action; the messaging that reaches the general public, largely via the press. As far as the public is concerned, an action that received no press coverage never happened at all. And similarly, if an action ended up smaller or messier than the tactical team planned -- but still resulted in a great photo or interview -- then that action was a great success.

We're excited to help you develop the communications strategy and game plan for your next action. Attached is a checklist to help you keep track of the main elements of planning for great communications; this checklist includes links to other documents and resources that you can review if you want more background for completing these tasks. You'll also have me, your communications coach, for talking through any items on the checklist that may be more unfamiliar or challenging, or if you just want to bounce some ideas around.

Additionally, I've attached a worksheet that you can use to help the entire action-planning team to hone your action's messaging and narrative. The best way to get coverage that meaningfully reinforces your action's messaging is to have really well-defined messaging that extends through every element of the action. This means that everyone -- not just the folks working on communications -- needs to understand who we are, why we are here, what we are doing, what we want, and

how we are getting there. Everyone making decisions or speaking for Never Again Action should be on the same page for these questions. The tactical team for your action might have a really solid narrative already grounding their plans, but if they don't, then your first task will be to work with the leaders for your action to define the story that you will be telling to the public, via the press.

I recommend working through the attached messaging worksheet with a few other members of the action planning team, including folks working on tactical and digital, as well as one of the MCs or scriptwriters. You might find that you all already agree on the answers, in which case your work is done! Or you might need to talk for a while to decide how to define your answers to each item. If this happens, as the communications lead you should facilitate the group to ensure that the message and narrative of the action gets defined clearly and powerfully.

(messaging questionnaire)

Who is Never Again Action?

Why Jews?

What is our target for this action and why are we targeting them?

What are we asking of the target?

What are we asking of the public?

Who is the audience for this action?

Why is this action happening now?

How does this action support immigrant organizers / organizations?

What do we hope to accomplish via this action?

Never Again Action Comms Checklist

The role of the comms team is to ensure that the action is on message and that the action gets press coverage. This is vital work that spans before, during, and after the action! Depending on the size of your action, you may wish to divide these comms tasks among several coordinators (someone to focus each on spokespeople, press release, and general messaging coordinating, for instance).

Pre-Action:

- **Messaging:** Ensure that the tactical action plan & script are on message. Review the master narrative & talking points **[04e]** and make any adaptations necessary for your action.

- **Spokespeople:**
 - Recruit 3-5 spokespeople who can be available to speak to press during and especially after the action. How to find a great spokesperson
 - **Connect with partner organizations to ask them to provide a spokesperson as well.**
 - Prep spokespeople on the talking points. **[04f]** See tips for spokespeople. **[04g]** Do a practice interview with each spokesperson if they are new to the role.

- **Press List:**
 - A press list is a list of all the journalists you will send your media advisory and press release to.
 - Create a new tab for your city/location in the Never Again

Press Lists spreadsheet. *[In the interests of privacy, this link is redacted. Briefly, it is a Google Documents spreadsheet of reporters, with columns for their beat, location, first name, last name, what media outlet(s) they work with, email, job title, MuckRake URL, Twitter screen name, Twitter URL, Twitter follower count, Phone number, Facebook URL, LinkedIn URL, date added, whether they've covered IfNotNow, and if there's some kind of a relationship — ie, if any IfNotNow staffers know the reporter personally (there are only a few of those). There's one tab for national reporters and more tabs for various localities, though many of the latter are blank. Boston, California, Chicago, Upstate NY, Philadelphia, and Rhode Island are the places where local journalists are actually represented.]*

- Places to start building your press list:
 - Local journalists who cover relevant “beats” (subject areas). Relevant beats for Never Again actions may be: immigration, religion, politics, or local news
 - Reach out to other local organizing groups to see if they have press lists that they can share with you.
- **Media Advisory:**
 - Draft a media advisory. This is an announcement letting members of the press know that an action is going to be happening, and explaining why they should cover it. See [Media Advisories and Press Releases] for a media advisory template and some sample advisories.
 - Send out the media advisory to your press list 24-48 hours before the action
 - Follow up individually with journalists to invite them to cover the action.

- **Press Release:**
 - Draft a press release. The purpose of a press release is to provide all the information a reporter needs to write an article about your action, regardless of if they attend or interview anyone. A great press release will suggest the angle that you hope a reporter will take. **You should also include quotes from both Never Again and from an immigrant partner organization.**
 - Check out this resource here *[04h]* if you need support for writing your press release, and reach out to your coach for support or feedback.
 - You may not be able to finalize your press release until after the event is over, to include details of what actually took place. It's still helpful to have at least a skeleton of your release drafted in advance so that you will be able to send it out quickly once the action has taken place.

- **Local News Outreach:**
 - Call local news stations early in the morning (before 7am) to notify them about the action.

- **Red Team comms:**
 - Identify members of the red team who are willing to talk to the press after the action, and coach them on the talking points and on their personal stories ahead of time if possible
 - In smaller media markets you may be able to place op-eds by those arrested; identify members of the red team who may be interested in writing an op-ed after the action, and pitch to local newspapers. If any members of the red team are students, their school's newspaper may also be a good

place to pitch an op-ed.

- If op-eds are being pitched or planned, connect with [NAME REDACTED] from the national comms team for support.

During the Action:

- Help spokespeople identify themselves to the crowd and the media with a piece of brightly-colored tape, a vest, or other signifier.
- Tell marshals how to find spokespeople and ask them to help connect reporters to spokespeople.
- Encourage spokespeople to exchange contact information so that they can keep each other--and you, as the comms lead--informed about interviews they've given. (Often, a reporter will be happy to speak to multiple spokespeople, so if one spokesperson has given an interview to Channel 5, they should make sure the other spokespeople know where they can find the Channel 5 reporter as well.)
- Ask the MCs identify the designated spokespeople. Suggested language for MCs to crowd: "If you are approached by a reporter, feel free to talk with them if you'd like! If you would rather not be interviewed, you can point members of the press towards one of our designated spokespeople; these are folks who have volunteered to talk to the press during today's action. You can find spokespeople by their (arm band / stickers / etc) or just flag down a marshal and they'll connect the press to these volunteers."
- Have an eye on the action visuals -- make sure that the message is being captured through signs, banners, formations, etc. Have on message signs placed with people standing behind speakers and story-tellers, and flanking the red team if possible, so that any photographs or videos of the action will always have the top-line

messaging visible on signs.

- **If something big happens, reach out to your coach and [NAME REDACTED] for support.** Not everything that happens at an action can be planned. If something happens that you think might result in this action getting a lot more press than anticipated, the national comms team is ready to support you.

Post Action:

- Update and send out the press release immediately after the action. You should be able to include information such as number of attendees, reaction from the target of your action, additional speakers, or anything else that you think is important to the messaging for the action..
- As requests come in, connect press with spokespeople. If you find that you are receiving a lot of media requests, reach out to your coach and the national comms team for support.
- Track your action's media hits, and share them with your digital coordinator to make sure any good coverage is retweeted and shared.
- Add your action's media hits to the general Never Again media spreadsheet.

04e Master Narrative

#NeverAgainIsNow Master Narrative Doc

Goals

1. Leverage our unique position as Jews to redirect the conversation away from semantics and refocus on the crisis.
2. Reframe the narrative that the immigration crisis isn't just a crisis at the border -- it's everywhere.
3. Move people to take action in cities across the country targeting detention centers and the Democratic establishment who enables Trump's reign of terror.

Narrative

Top-Line Message:

Jews are shutting down ICE, because when we say never again, we mean it.

#NeverAgainMeans

#JewsAgainstICE

#NeverAgainIsNow

#NeverAgainParaNadie and other languages

Talking Points:

What the U.S. government is doing at the border and in immigrant communities all around the country is nothing short of a mass atrocity.

- Children are being separated from their families at the border and imprisoned in concentration camps. ICE raids are increasing in frequency and severity, instilling fear and terror into immigrant communities. They are locking up individuals indefinitely. They are depriving people of water, food, access to proper hygiene and medical care. They are inflicting countless means of physical and psychological torture. People are literally dying at the border as they flee for their safety.
- We are standing with Movimiento Cosecha against ICE and the entire immigration deportation machine because we know that when a government targets one group of people, it is only a matter of time before everyone's freedom is under attack. **This is not an immigration policy. This is a dehumanization policy.**

We've seen this groundwork laid before. We were taught to never let anything like the Holocaust happen again.

- We refuse to wait and see -- we know from our own history what happens when a government targets, dehumanizes and strips an entire group of people of all their civil and human rights. **Never again is now.**
- Many of our ancestors narrowly escaped from conditions like what we are seeing today in concentration camps at the border and detention centers around the country. We repeated the phrase "Never Again" within our synagogues, day schools and summer camps. We learned our history so that we, as Jews, would never allow for this scale of injustice and horror to occur again.

We refuse to allow politicians to use Jewish trauma to deflect away

from their support of the mass atrocities being perpetrated by ICE and CBP at the border and across the country.

- Jews stand with undocumented people, not politicians who try to weaponize us.
- Elected officials have expressed more outrage about the language used to describe the treatment of immigrants than the treatment itself. They claim to speak for Jews, but they don't.
- Many of the same politicians who protested the use of the term "concentration camp" to describe ICE and CBP prisons just voted to give more funding to ICE and CBP.

This crisis is happening all over the country — not only at the border — and Congress is doing nothing to address it.

- The current crisis is not new. It is the result of a decades-long, bipartisan attack on immigrant communities. While Republicans fan the flames of white nationalism, the best Democrats can do is vote to give more funding to concentration camps.
- Democrats gave Trump the tools to make this crisis happen, but they can also be the ones to end it.
- **We demand that Congress take immediate action to shut down ICE** and ensure freedom and permanent protection for all undocumented immigrants, refugees, and asylum seekers.
- Until Congress steps up, we are making it impossible for ICE to do business as usual.

Thousands of people are currently taking to the streets to protest the atrocities facing immigrants at the border and across the country. In this moment of public reckoning, it's time to put forward a new vision on immigration that recognizes the dignity of all immigrant families.

- The problem goes far beyond family separation and inhumane conditions in concentration camps at the border, and therefore the solution must go beyond simply addressing the camps.
- We demand better because every single human being deserves to be treated with dignity and respect. Opposing Trump's policies and returning to a status quo of silent deportations is not good enough.
- We must create a future that:
 - Prioritizes the full and immediate legalization of all 11 million undocumented immigrants
 - Puts an end to all detention and deportation
 - Heals the pain of the immigrant community by reuniting the millions of families that have been separated in the last two decades. (Read more about Cosecha's Dignity Plan here ***[LINK: <https://web.archive.org/web/20200317130747/https://dignityplan2020.com/>]***)

Demand:

- Congress: Shut it down. Close the camps, abolish ICE, abolish CBP

- Until they do: the public is taking matters into our own hands. We are making it impossible for ICE to function.

Messages for Visuals:

- Never Again Means Never Again
- Never Again Means Abolish ICE
- Never Again Means Close the Camps
- Never Again Means []
-

Facebook Event description sample text:

Jews are shutting down ICE, because when we say never again, we mean it.

As Jews, we've been taught to never let anything like the Holocaust happen again. Now, with children detained in unacceptable conditions, ICE raids targeting our communities, and people dying at the border while seeking safety in the US, we are seeing the signs of a mass atrocity. We refuse to wait and see what happens next.

During this next week #JewsAgainstICE across the US will be taking the streets to publicly protest ICE and to remind the world that Never Again means Never Again for Anyone. To join an action or plan your own, sign up on this link here: paste link

This crisis isn't happening just at the border. It's happening in our

communities all around the country, and we need anyone and everyone to throw themselves into the gears of the system. We need our politicians to take drastic action to shut down ICE immediately and ensure safety for people fleeing to the United States. Until they do, we're going to make it impossible for ICE to do business as usual.

#NeverAgainMeans never again.

#NeverAgainMeans abolish ICE.

#NeverAgainMeans close the camps.

#NeverAgainMeans never again for anyone.

More Text:

As Jews, we've grown up learning about the Holocaust. Holocaust survivors are part of our families and communities. We were taught to never let anything like the Holocaust happen again. Now, with kids detained in unacceptable conditions, ICE raids targeting our communities, and people dying at the border while seeking safety in the US, we are seeing the signs of a mass atrocity. We refuse to wait and see what happens next. We are putting our bodies on the line because when we say never again, we mean it.

This crisis isn't happening just at the border. It's happening in our communities all around the country, and we need anyone and everyone to throw themselves into the gears of the system. We need our politicians to take drastic action to stop ICE (+ CBP) immediately and ensure safety for people fleeing to the United States, and until they do, we're going to make it impossible for ICE to do business as usual. We won't let up until our government guarantees freedom and permanent protection for all undocumented immigrants, refugees, and asylum seekers.

04f Spokesperson Talking Points

ICE is everywhere. What they are doing to immigrants at the border and in our communities all around the country is nothing short of a mass atrocity.

- Undocumented people around the country live in constant fear. People are being detained indefinitely in inhumane conditions and then deported, separating them from their families and communities. ICE's is a reign of terror.
- The extent to which immigrants are terrorized is a direct result of the fact that ICE has been given the ability and power to access people everywhere they go: schools, workplaces, while they're just going about their lives.

We have seen this before. We won't let it happen again.

- Many of our ancestors narrowly escaped from conditions like what we are seeing today in concentration camps at the border and detention centers around the country. We repeated the phrase "Never Again" within our synagogues, day schools and summer camps. We learned our history so that we, as Jews, would never allow for this scale of injustice and horror to occur again.
- We refuse to wait and see -- we know from our own history what happens when a government targets, dehumanizes and strips an entire group of people of all their civil and human rights. **Never again is now.**
- We are doing what wish everyday people in Europe had done

before the Holocaust, taking direct, relentless, and immediate action to stop ICE and its enablers. We refuse to be bystanders to impending genocide.

We are going after ICE at every point we possibly can.

- ICE has slithered its way into almost every sector of our society: local law enforcement, tech companies, banks, private prisons, and medical companies enable ICE to carry out its reign of terror.
- This makes them powerful, but it also makes them vulnerable. We are going to take down ICE from more angles than they can defend.

We will keep coming back until ICE is shut down or can no longer function. Until that happens, we will continue to make it impossible for ICE to do business as usual.

- We demand that all ICE enablers — from tech companies like Amazon and Palantir to businesses like Wayfair and Concord Coach to banks like UMB Bank — cut their ties with the agency.
- We demand that Congress take immediate action to shut down ICE and ensure freedom and permanent protection for all undocumented immigrants, refugees, and asylum seekers.

Never again means we fight as one.

- When a government targets one group of people, it is only a matter of time before everyone's freedom is under attack. We are not going to wait for Trump to ramp up attacks on immigrant communities or use antisemitic dog-whistles to rile up his white

nationalist base. Jews, immigrants, and allies are going to stand side-by-side with all those targeted by white nationalism and white supremacy because **never again means never again for anyone.**

- We must create a future that:
 - Prioritizes the full and immediate legalization of all 11 million undocumented immigrants
 - Puts an end to all detention and deportation
 - Heals the pain of the immigrant community by reuniting the millions of families that have been separated in the last two decades. (Read more about Cosecha's Dignity Plan here ***[LINK: <https://web.archive.org/web/20200317130747/https://dignityplan2020.com/>]***)

04g Tips for Spokespeople

TIPS FOR SPOKESPEOPLE:

- **Prepare what you're going to say**
- Prepare your personal story, be really grounded in what you're doing, what's your stake, and why you're there in this moment, and keep your answer grounded in that.
- **Practice!**
- **Choose one or two clear points**
- **As best you can, answer in clear and complete sentences.**
- **Remember, you are in charge! You don't have to respond to every part of an interviewer's question if you don't feel ready to. You can always circle back to your main points.**
- **Be aware and assume you are always being recorded**

04h Media Advisories and Press Releases

Never Again Action Press Releases & Media Advisories: Tips & Templates

(This resource was adapted from 350.org's media training, which can be found here [**LINK: <https://trainings.350.org/resource/media-advisories-and-press-releases/>**])

Media Advisories

Media advisories inform the media about an upcoming event, whether it's a march, a rally or a press briefing. Think of it as an invitation. Just like an invitation, the goal of an advisory is to grab the reader's interest and make them want to come. *What's the hook that makes this the do-not-miss event?* No need to get caught up in long descriptions; keep it to one page, this is more of a teaser. It is sent between 24-48 hours before your event. Follow it up with a phone call to really sell your event a couple of days beforehand to be sure journalists have enough time to include it in their schedule.

It should include:

- **Who is organising the action, including what makes them interesting**

- **What the event or activity is, including your hook** (for example: A nonviolent direct action! Street theatre! Students and elderly people riding bikes together! A study release!) If pitching to TV or radio, make sure to give a description of what might be interesting in terms of visuals or sounds.
- **Where the event is** (just the name and address is great)
- **When it is** (date and time)
- **Why it's newsworthy** (re-state hook, why it matters, brief background and why this is happening now - especially if it is part of a broader movement or mobilization, give the context)

EMBARGOED PRESS RELEASES: If your action is going to include civil disobedience, or information that you don't want to be disclosed to the public or law enforcement prior to the action, you can *embargo* the press release until the time that the action is set to begin. This means that you are asking the media to refrain from making any information included in the press release public until that time. This is useful because it allows you to give media the information they need to prepare to cover the event. Generally, journalists will respect the embargo (because their goal is to get a good story!), but it is always a risk to disclose confidential information, so be thoughtful about your choices here, making sure the embargoed release is going to trusted, established media sources.

Media Advisory Example

EMBARGOED UNTIL 4PM Tuesday July 2, 2019

JEWS IN BOSTON TO RALLY AGAINST ICE, SAYING NEVER

AGAIN PARA NADIE

Monday, July 1, 2019

Contact: NAME REDACTED: PHONE NUMBER REDACTED, EMAIL REDACTED

Never Again Action: Website, Facebook, Twitter

On **Tuesday, July 2, at 4:00 pm**, Jews, immigrants, and allies with many identities are following a national call for action against ICE and CBP, and the crisis of concentration camps and mass atrocity at our borders and around the country, saying #NeverAgainParaNadie, never again means never again for anyone. This comes following a protest on Sunday in Elizabeth, NJ where 36 young Jews were arrested for stopping business as usual at the Elizabeth Detention Center (Newsweek [[LINK: https://www.newsweek.com/over-30-jewish-protesters-arrested-after-blocking-access-ice-facility-1446751](https://www.newsweek.com/over-30-jewish-protesters-arrested-after-blocking-access-ice-facility-1446751)], JTA [[LINK: https://www.jta.org/quick-reads/36-jews-arrested-protesting-at-ice-detention-center](https://www.jta.org/quick-reads/36-jews-arrested-protesting-at-ice-detention-center)], Teen Vogue [[LINK: https://www.teenvogue.com/story/36-jewish-activists-arrested-protesting-ice-detention-center-new-jersey](https://www.teenvogue.com/story/36-jewish-activists-arrested-protesting-ice-detention-center-new-jersey)]), and in tandem with protests happening this week across the country.

Who: An unaffiliated group of immigrants, allies, and Jewish activists, clergy, and laypeople across the religious and political spectrum.

When: This Tuesday, July 2, rally at 4pm, march at 5:30 pm, including civil disobedience.

Where: The New England Holocaust Memorial, 98 Union Street, Boston

We demand dignity and permanent protection for all immigrants and

migrants and safe pathways for those seeking refuge from places beleaguered by colonialism and violence. We demand an end to detention and the abolition of ICE. As Jews, we've seen this before. We know how it ends. It is our duty, both as Jews and as moral human beings, to stand up and take action. We will not stop until the camps are closed.

Press Release

Press releases are what your ideal article for an event would look like. The goal is to give reporters all the information they would need to write a story, even if they didn't show up. Aim to keep your press release to one page. Here's a basic guide to how you can structure your press release:

- At the top include the date and a media contact's information
- **Headline:** Include the most important/interesting news, in no more than 7 words. This is your chance to grab attention!
- **Introductory paragraph:** Short, with a hook. Should explain who did what, when, where, and why.
- **Second paragraph:** Provide more detail on the above. It should include a quote from your key spokesperson: pack in your most interesting information, the punchline, and your most compelling story (as concise as possible) to influence the feelings of readers.
- In the following paragraphs, present and explain the solution – i.e. why you are taking action, how we will solve the problem, and more forward looking information to give context of where this work/campaign is headed. Use additional quotes or paragraphs to

reiterate the political context and your demand: What are you asking for? What is your goal?

- Traditionally press releases end with “###” (from the days of faxes) and after it you may want to append short paragraph (maximum 5 lines) about Never Again Action. information that might not be of priority to include in the body of the text but would be of relevance to the journalists who decide to write a full story on the topic of the release.
- Whenever relevant provide a link to photos if you are sure to have high quality photos from the event/action, and a link to the livestream.

Once it's written, send the press release individually — or if not, at least make sure to use bcc! When sending out the press release to your contacts via email, the subject line is your headline. Copy and paste the rest of your release into the body of the email, and bring print copies to your event.

Press Release Example

FOR IMMEDIATE RELEASE: TWO HUNDRED JEWS SHUT DOWN [REDACTED] DETENTION CENTER, 36 ARRESTED, SAY “NEVER AGAIN IS NOW”

Watch the livestream here. [LINK to livestream footage]
Photos and videos available here [LINK to Google Drive folder specific to this action, containing an overview video and folders for photos and videos available for press use; the folder for photos is divided into subphotos by photographer so the press

knows who to credit].

CONTACT:

NAME REDACTED

phone number redacted | email address redacted

NAME REDACTED

phone number redacted | email address redacted

CITY REDACTED, STATE REDACTED — On DAY REDACTED, DATE REDACTED, at TIME REDACTED, two hundred Jews from across the country shut down the ICE FACILITY REDACTED [**LINK TO FACILITY’S OFFICIAL WEB PAGE REDACTED**], one of the largest detention centers in the Northeast, to demand that our elected officials close the camps at the border, defund ICE and CBP, and provide permanent protection for all undocumented immigrants, refugees, and asylum seekers.

“I’m a Jewish Latina. The military camps where my people are being held today are concentration camps; just like the camps my people were held in 75 years ago were concentration camps,” said protestor and performing artist **NAME REDACTED**. “That’s why I’m here. That’s why we’re here.”

36 Jews were arrested shutting down the road that provides access to the detention center. The protestors sang Jewish prayers of healing and mourning to grieve for those who have fallen ill or lost their lives because of ICE and CBP’s inhumane policies.

“I have to do whatever is in my power to disrupt ICE, to close these camps, to provide permanent protection, and to ensure that Never Again means Never Again,” said **NAME REDACTED**, who was arrested during the protest.

Further actions are being planned in cities across the country, including [CITY REDACTED], [CITY REDACTED], [CITY REDACTED], and [CITY REDACTED]. **NAME REDACTED**, an organizer for the [CITY REDACTED] action, said “Jews, immigrants, and allies are responding to the courageous call to action in [STATE REDACTED] and planning

our own action in [CITY REDACTED]. We will meet at the [LOCATION REDACTED] on [DAY AND DATE REDACTED] at [TIME REDACTED], and begin to march at [TIME REDACTED]. The atrocities occurring at the border are things we have seen before. Never again means Never Again Para Nadie, for anyone. Now is the time for action and we need mass participation to shut down business as usual. Never Again is Now.”

Movimiento Cosecha released the following statement after the action:

“Never again means never again. We are inspired by the Jewish community who today sent a bold statement of solidarity rooted in their past struggles. As families continue to be separated, as children continue to be caged, and as thousands of immigrants are forced to make a life-threatening journey crossing borders out of desperation, every American should be called to stand up and take action. We must stand up for the thousands immigrants and refugees in detention and demand that our institutions stop profiting and collaborating with ICE. We must stand up alongside the millions of undocumented immigrants living in American cities and communities who wonder when they might be ripped away from their families as they continue to be criminalized. For the millions whose dignity has been ripped away and we're exiled from their loved ones through deportation. These times will not be defined by the actions of our enemies but rather the actions of those who feel compelled to do something and demand that immigrants be treated with dignity and respect.”

Who: Two hundred American Jews shut down the [FACILITY NAME REDACTED] Facility to say Never Again is Now and make it impossible for ICE to do business as usual.

When: [DAY REDACTED], [DATE REDACTED]

Where: [FACILITY NAME REDACTED]

Visuals: Jews holding signs reading “Never Again Is Now” “Never Again Means Close the Camps” “Jews demand freedom for immigrants,” and blowing shofars.

04i How to Make a Really Good Banner

How To Make a Really Good Banner(using a projector)

First of all, **congratulations!** You are making the messaging of our Movement available to the public through the vehicle of Art! There is a deep tradition of doing this and you are a part of it! *Shkoyakh!*

For some inspiration, here is a short presentation [**LINK: Good banner / bad banner**] on banners of our times.

>>Decisions to make before getting started-- Picture the action:

- What visibility does this banner need to have? Who or what else is there? Should your banner be horizontal or vertical? Will someone be holding it, or will it be hanging somewhere?
 - **If holding, are you standing somewhere that has visibility at human height?** *Is anything blocking your view if you are holding the banner at chest height (i.e. are you standing at the head of a march where no one is standing in front of you, or you in a crowd with other people blocking the view at the height of your body?)*
 - **If YES**, visible at human body height→ Great, you can hold it at chest level and the banner can go so far to the ground as your height allows.
 - **If NO**, visibility at human height is obstructed→

How will you hold it? Will your hands get tired? How might someone be able to comfortably hold it for a long period of time? Consider keeping your arms and hands comfortable, especially if this banner needs to be held above your head.

- For above the head, attach dowels longer than height of banner (3 feet extra of dowel below bottom of the banner).
- **If dropping:** Are you walking away after you drop it ?
 - **If NO**→ Consider: are you willing to risk getting caught and confronting the consequences? but see below:
 - **If YES**→ **Do you care about seeing this banner ever again (and saving it for the INN resistance art retrospective show of the future B"H!!!)?**
 - **If NO**→ Consider: Does anyone want a part of the banner back at the end? (Did you borrow your roommate's rock collection to weight it down, do you need the tent pole at the bottom back before your camping trip next weekend, etc)
 - **If YES** → Come up with a plan to save your banner!
 - Designate a person to grab it.
 - Are the people holding the banner risking arrest? Make sure they are the last people to get arrested and have someone on deck to grab it from them before arrest.

- Have someone have the role of keeping an eye on the banner at all times and paying attention to moments when they might need to grab it.
 - **How will you attach the banner to the place from which it is being dropped?** Is there a railing or a ledge? How thick is it? Are you attaching the banner to the top or bottom of it.
 - *****EXTREMELY IMPORTANT:** Securely attach the banner **before** you drop it.
- **Are you trying to hide the fact that this banner exists?**
 - **If YES**→ You probably want cotton muslin or something even more high-tech.
 - **If NO**→ Canvas will do!

Step 1: Preparation

Make sure you have a working projector.

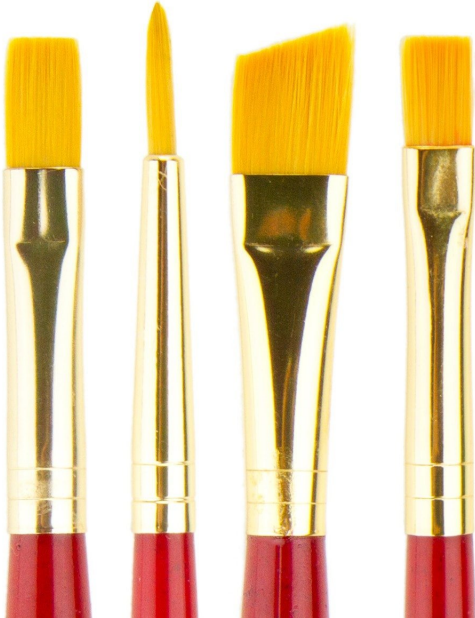
- Find a space large enough to accommodate your projecting, tracing and painting needs. The banner might also need time to dry after you make it, so be sure to account for that!
- Gather materials. You can find most of these at your local art/fabric/craft supply store. Our favorite in Boston is Blick.
 - Acrylic paint (not water-base, like Tempera!) OR colorful tape (electrical, duct tape or gorilla tape or off-brand versions of those).
 - Use the bristly kind, not the foam kind. You probably

04i How to Make a Really Good Banner

will need a few sizes depending on your banner design.
Like these:



04i How to Make a Really Good Banner



04i How to Make a Really Good Banner



- Primed unstretched canvas is the best all-purpose banner material.
 - Cotton muslin is super thin and really good if you are trying to conceal it but otherwise can be too thin.
 - *Do not **under any circumstances** use dropcloth canvas-- the stuff is tempting because it's cheap but your banner will look so bad you might as well not do the action. Seriously.*
- 🧑🏻 Use a wooden dowel and a staple gun to weight the bottom of the banner or give it handles if you are carrying it (you can find these at your local hardware store or Home Depot). Large binder clips also work in a pinch, but dowel+staple method is better. Make sure you secure the ends so the dowel doesn't slip out and fall on someone's head!!
 - *Does it need to fold up? Use a tent pole!*
- 🌈 Other miscellaneous supplies:

- Pencils for tracing.
- Containers for mixing colors and for water to clean your brush (empty quart-sized yogurt containers work really well for this).
- Small cups to put paint into so everyone can have their own paint cup close to where they're painting to avoid drips.
- Newspaper and tape (preferably blue painters' tape, could also use masking tape) to protect your surfaces! Paint WILL seep through the banner while you're painting, so fully cover the floor under the banner with a few layers of newspaper to keep from painting the floor!

Step 2: Making the banner

1. Setting up:

- Find a working projector.
- Pin the banner up on the wall using pushpins (the surface needs to be totally flat, so like not on top of windows or something), make sure that the fabric is level *Are you working with a vertical or horizontal file? Make sure your banner orientation matches the orientation of the file.*
- Find a solid surface that is a safe, stable place for the projector to sit while you trace the image onto the fabric using pencil. Human hands can't do this.
- Make sure you have enough space to project it from the right distance so when you project it onto the wall, it looks like a beautiful banner.

- Project the image on the banner such that it is in the center of the fabric, and accounts for the margins you want on the final product (think about whether you want to attach weights, poles, or rope).

2. Getting started:

- Use pencil to trace the image. If the fabric has some pull to it, hold it in place with your nondominant hand so your lines are sharp. Pro tip: start by using short sketch marks, if the material is sturdy enough you can use lines.
- As you go, check your work to make sure that what you have already traced is in line with the projection and the fabric hasn't moved.
- After you have traced the whole thing, put newspaper down on the floor (if you are using paint), then place the banner on top, and tape the corners of the banner down.

3. Go for it!

- Think about the order in which you are painting the letters- make sure there is a way for your body to reach all the letters when there is wet paint involved! It's easier to bring the paint container to the letter you're painting rather than dipping your brush and moving the brush over the banner (you don't want paint drips!)
- Suggestion: *People who are good at crisp lines (detail oriented, artsy, have steady hands) should do the outline of the letters with a small and sturdy brush, then people with less steady hands can fill in the letters. You can stagger the*

art-making time so that more skilled people are there at the beginning, and then anyone can help later in the process!

- Don't forget: *This is going to need to dry for ~12 hours, and should definitely be 100% dry before you roll it up.*
- Use a dowel (a long, thin wooden rod) or meter sticks to weight it or to give yourself a handle:
 - Put the dowel on top of the fabric's edge, roll it up so there are at least 2 layers of fabric tightly surrounding the dowel, then use a staple gun to staple every 3 inches along the length of the of the dowel.

Step 3: Using the banner

- Assign someone the role of Protecting Banner Visibility. They should be looking at the people dropping/carrying the banner at all times and instructing the banner holders to adjust their position for banner to most photogenic, readable, and displayed in its full glory.
- GOOD LUCK!!!

04i How to Make a Really Good Banner





**Good banner for the Jews or
bad banner for the Jews?**





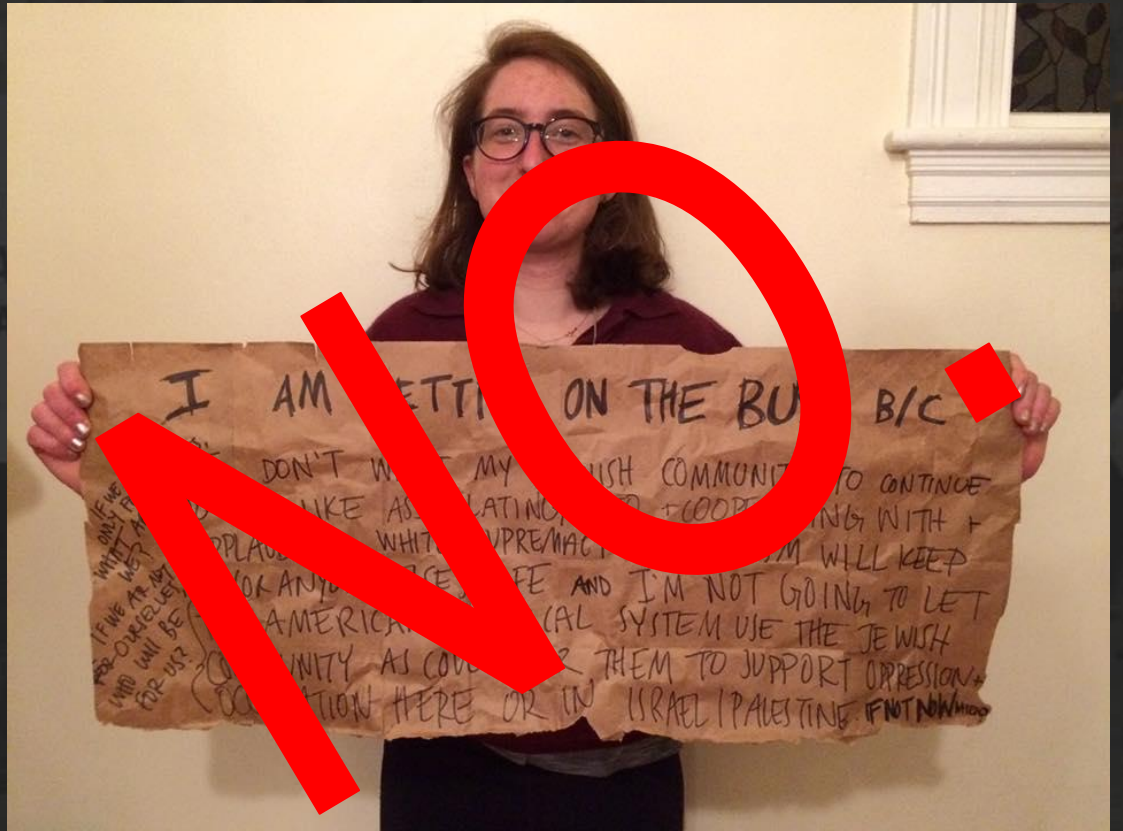
Elements of a high quality banner drop:

- 1) Message
- 2) Location
- 3) Timing
- 4) Mechanics
- 5) **Design**

Strategy Refresh: What's our Phase 2 goal?

1. Make it the new common sense in the American Jewish community that our generation stands up for freedom and dignity of Israelis and Palestinians.
2. A 10,000 person noncooperation with youth-focused institutions that support the occupation.

Is this going to
get us there?



Rules of Good Banner/Bad Banner:

- 1) Focus on design/aesthetic, not message/content.
- 2) Remember that all of these were excellent actions in their moment, and we are now leveling up our aesthetic to reach 1000s more people, so we get to continue to learn from them.









**BLACK
LIVES
MATTER**



187



Beth Israel Deaconess Medical Center



FOXWOOD
RESORT & CASINO

YOUNG
JEWS
RED SOX
HATE

| AST | | |
|-----|----|-------|
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| 35 | 28 | 4 |
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WHO BUT
W.B. MASON
SINCE 1898

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| 49 PHLA | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 2 | 0 |
| 24 BOSTON | 1 | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | 6 | 0 |
| AT BAT BALL STRIKE OUT (H) (E) | | | | | | | | | | | | | |
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| AMERICAN LEAGUE | | | | | |
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| 66 LAA | N | | 44 MIN | 2 | |
| 51 BAL | 2 | 0 | 22 TEX | 2 | |
| 45 CWS | 1 | 0 | 41 HOU | 5 | |
| 34 TB | 5 | 6 | 21 ARI | | |
| 25 TOR | 5 | 0 | 45 DET | | |



RACISM
IS AS
AMERICAN
AS
BASEBALL



FOXWOODS®
RESORT ♦ CASINO

COLLEGE FOOTBALL RETURNS - REDSOX.COM/GRIDIRON

| FENWAY PARK | | | | | | | | | | AMERICAN LEAGUE | | | | | | | | | | NATIONAL LEAGUE | | | | | | | | | |
|-------------|---|---|---|---|---|---|---|---|---|-----------------|---|---|---|----|-----|---|----|-----|---|-----------------|-----|---|---|----|-----|---|----|--|--|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | R | H | E | P | IN | R | P | IN | R | P | IN | R | P | IN | R | P | R | | |
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| BOSTON | 1 | 0 | 1 | | | | | | | | 2 | 5 | 0 | 52 | CLE | 5 | 69 | KC | 5 | 32 | STL | 1 | 0 | 46 | ARI | N | 45 | | |
| | | | | | | | | | | | | | | 43 | HOU | N | 34 | NYN | 5 | 58 | MIA | 4 | 1 | 33 | NYM | 1 | 64 | | |
| | | | | | | | | | | | | | | 45 | LAA | 2 | 28 | TB | 2 | 27 | PHI | | | 34 | CHC | 1 | 31 | | |
| | | | | | | | | | | | | | | 39 | BAL | 4 | 8 | SEA | 4 | 24 | PIT | | | 64 | SD | 1 | 0 | | |

BAT - BALL - STRIKE OUT - (H) - (E)



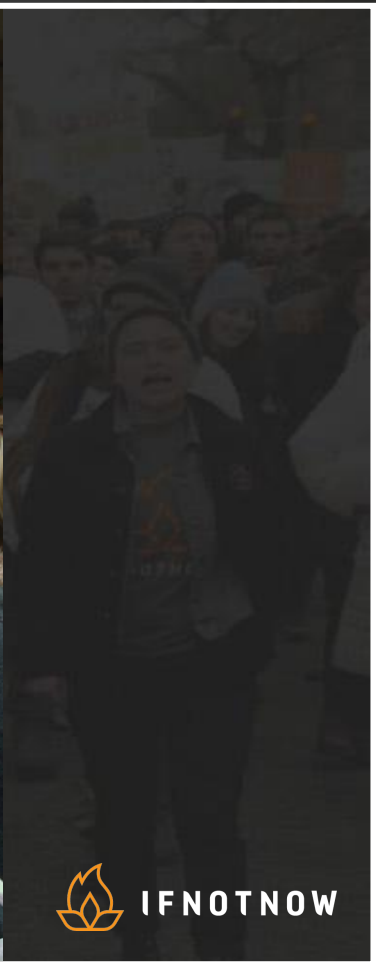


JEW'S WON'T BE FREE
UNTIL PALESTINIANS ARE
REJECT AIPAC. REJECT OCCUPATION.



IFNOTNOW







Pastor Victor Styrsky

HAGEE: 'HITLER WAS SENT BY GOD'
BIBI: 'CUFI IS OUR GREATEST ALLY'

 IFNOTNOW















NATIONAL MUSEUM OF
AMERICAN JEWISH HISTORY

1967
American Jews
Begin Supporting
Israeli Occupation

2017
American Jews
Must Decide:
Is 50 Years
Too Many?



IfNotNow

JEWS WON'T BE FREE
UNTIL PALESTINIANS ARE
REJECT AIPAC. REJECT OCCUPATION.



IFNOTNOW



**JEWS WON'T BE FREE
UNTIL PALESTINIANS ARE
REJECT AIPAC. REJECT OCCUPATION.**

 **IFNOTNOW**





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What makes a good banner?

Who makes a
good banner?



Movement Banner Masters



Liz

212



Aaron



And Now...
YOU!!!

