

Guide to Hosting a March

Why Host a March?

Involving your UNA-USA chapter in a march can be a great way to get involved in your community and advocate for issues you care about!

Choosing a March Topic

Awareness marches can be a great way to promote global issues on a local scale.

- You can pick a Sustainable Development Goal that aligns with members' interests.
- Marches have become a popular way to advocate in communities. Instead of organizing your own march, consider joining one that's been organized by another organization or advocates.
 - Examples include: International Women's March; Global Climate March
 - Remember that if you are attending a march as a UNA-USA Chapter that you should remain as bi-partisan as possible! If you feel the march is politically motivated or does not represent the values of UNA-USA, then you should not attend as a chapter.

When to Start Planning

- **If you're organizing your own march, begin planning 3-4 months in advance.**
 - As a chapter, brainstorm ideas for a community march.
 - Once you have selected a date, time, and location for your march, you can begin to advertise!

Where to March

- **Understand your right to a peaceful assembly and read all of your town's local laws before marching.**
 - Public sidewalks, parks, and streets are all spaces where you can assemble.
 - While you can march just to march, it's beneficial to have a meeting destination and route planned. Call ahead to local governmental offices and ask if councilmembers or representatives would be willing to speak to your group briefly. [This resource](#) from the Library of Congress will help you better understand your rights.
 - Check your local laws to see if you need to apply for a permit for your march.

How to Promote

- **Promote your march on social media!**
 - Create a public event and invite your friends and members of your community!
 - Using Facebook can be helpful, as people can RSVP to your event and you will be able to gauge the number of attendees. Don't forget to encourage people to share the event to their networks, too!

What You Will Need

- **UNA-USA Swag Items**
 - Bring your UNA-USA pens and SDG postcards to pass out during the march! Additionally, bringing a piece of paper to collect email addresses for those who are interested can be a great way to foster new members.
- **Scrap cardboard**
 - Ask a local recycling center or go to a local store and ask if they have any extra cardboard! Write your message as big as possible and hold it up during the march.
 - Examples: "Support Sustainable Development!" or "Support the UN's Climate Goals!"
 - Reminder to think big picture and make sure your message is something everyone can get behind. Using puns or a catchy phrase can help to attract attention.
- **Photographer**
 - You don't need a professional photographer to get some great promotional shots! Ask your members to see whether anyone's interested in taking photos during the march.
 - You can also let media outlets new you know that you are going to be hosting a march. Your local newspaper may be interested in covering the event!
- **(Optional) Megaphone/Microphone**
 - When speaking to large crowds it is crucial to make sure everyone can hear you. Ask your local community center or put the word out on social media to find one!
 - Examples: Have a small sign-up sheet and have members sign up for short 2-minute speeches. You can talk about your personal connection to the topic you've chosen or explain why it matters to UNA-USA and your community!

Safety and Legality

Understanding your right to a peaceful assembly and as safety should be your number one priority.

- Call your local city commission or mayoral office to review local procedures. The American Civil Liberty Association has great resources that can be accessed [here](#).
- You must stay out of traffic and remain on a sidewalk so you're not blocking anyone's access into buildings. Sound levels must also be contained and should not be overly disruptive.
- When you march as a member, you represent UNA-USA, which means the values of the march should align with the code of conduct of UNA-USA. Aim for non-violent, peaceful, bi-partisan (meaning no political affiliation or neutral), events that promote the Sustainable Development Goals in any form!
 - Examples include but are not limited to; avoiding any event with a strong political agenda such as presidential campaign events, politically charged rallies, protests of any kind, and especially any event that may promote violence in any form.
- In case of emergency have a predetermined safe spot for you all to meet, create a text group chat, and a specific point of contact.