



AHA Guide FOR MARCHING



MARCHING GUIDE

Humanists support reproductive freedom, women’s rights, scientific integrity and human right for all. We can demonstrate our support for these values by actively participating in both local and national marches and parades.

Where is the event?

- First off, you’re probably wondering: how do I find upcoming marches and parades to participate in? Good question!
 - (a) Check the newspaper for upcoming marches/parades.
 - (b) Google everything. Local calendars on the internet!
 - (c) Stay up-to-date with Town Hall stuff so you’re in the loop
 - (d) Any event where other people are marching, you can too!
- Examples of marches and parades your local group should consider participating in:
 1. Local PRIDE parade
 2. 4th of July parade
 3. Martin Luther King Jr. parade
 4. Environmental marches, such as “People’s Climate Change March 2014 in NY”
 5. Light the Night walk
- When you’ve found out where the event is, you can plan! Plan accordingly with your choice of clothing, and bring materials that can withstand the weather.

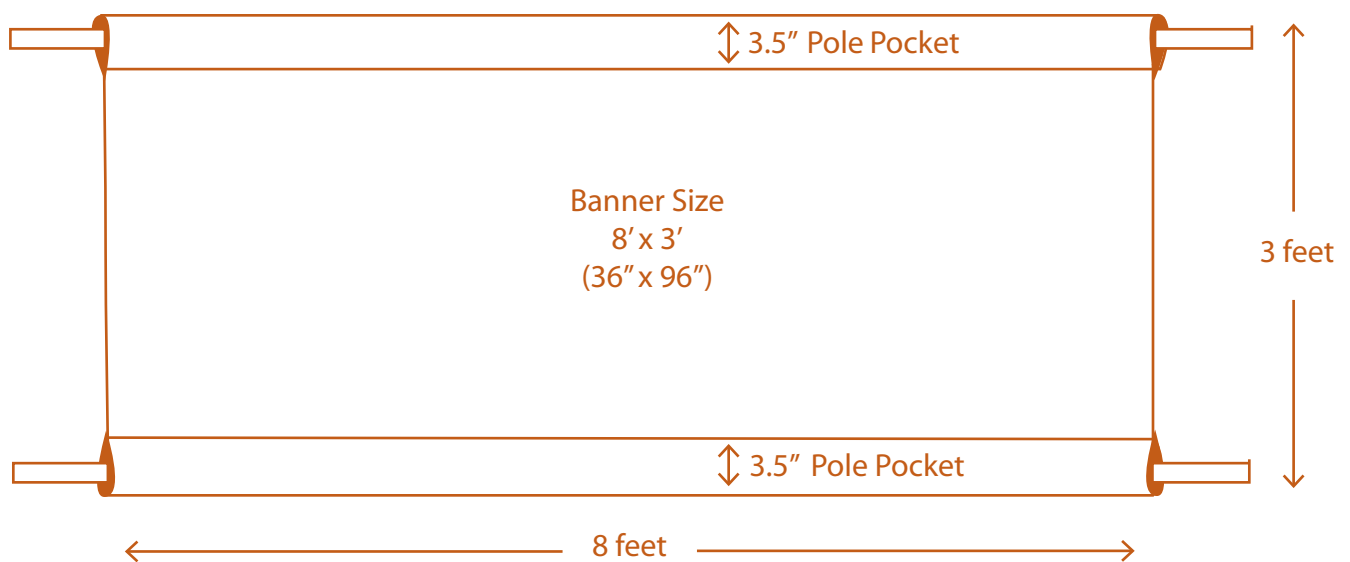
What should you bring?

- It is crucial that your local group has large banners and/or signs for every march and parade.



BANNER INFO

1. Here is a company that we have used before for parade banners: MVP Visuals.
2. The banner you order should be 3 feet tall by 8 feet wide (36" x 96") and have a 3.5" pocket or sleeve along the top and the bottom for inserting horizontal poles



3. Some marches have specific rules regarding banners. Therefore, be sure to check the marches website to ensure that your banner will be permitted in the march!
4. Once your parade banner is printed you'll want to make it so you have an easy time carrying it in the parade. Go to Home Depot or a similar outlet and spend about \$4 on a length of white, grey, yellow, or orange 3/4 inch PVC pipe. (Dowling like that used to make a clothes hanger rod in a closet can also be used.) Make the banner rod the length of your banner plus 2 feet. This will give you a foot to spare on each side when you mount the rod over the top of the banner. To connect the rod, buy large zip ties in the same color as the rod and run them through the grommets along the top of the banner, tying them tightly to the rod. The

BANNER INFO

banner will then hang from the rod and it will only take two marchers--one on each side--to carry the banner, like this.



So that the banner won't blow too much in the wind, it is good to weight the bottom by taping weights on the inside near the bottom or zip tying a similar rod, the width of the banner, along the bottom. Order end caps for PVC pipe so the open ends will be closed, giving a more professional look.

Of course you can do it the other way and order two vertical poles at least six feet long and, with enough zip ties, affix the banner by the grommets on each side. But to keep the banner from slipping down you will need to drill holes in the poles and run the ties through those. This allows you to hold your banner higher, but it would be more tiring for your marchers, who might need to be spelled off by other marchers.

In any case, when it's all done, be sure to get parade pictures and send some to American Humanist Association.

You can also always use a local banner maker in your city.

SIGN INFO

1. Individuals participating in the march or parade that are not holding the banner, should be holding a sign. The more professional the signs the better. You can make a meet-up event to make the signs or you can find a local printer for a reasonable cost.

Here is an example of the signs used by local humanist groups for the People’s Climate March in New York this summer:



- Some parades, such as PRIDE, also have exhibitor tables at the event. Therefore, check every parade and march to see if exhibitor tables are available. You can read AHA’s “Guide to Effective Tabling” for tips.
- Bring sunscreen, a hat, and an umbrella!
- Wear your local group’s t-shirt (if you have one).
- Bring snacks to munch on. Marching is hard work, so get your protein in!

ADVERTISE!

- Promote the event your group will be participating in on any and all forms of social media. Example: Facebook, Twitter, Instagram, Meet-up, your website. They are the BEST spaces for advertising anything and will ensure a healthy on-line community where people can come and feel safe. You can get a head count for events, have dialog about what to do next, and have a sign-up sheet for volunteers.
- Advertise in the local newspaper, on-line community calendars, and put fliers up all over town. Your message can be simple, "We're good without god, you can be too!"

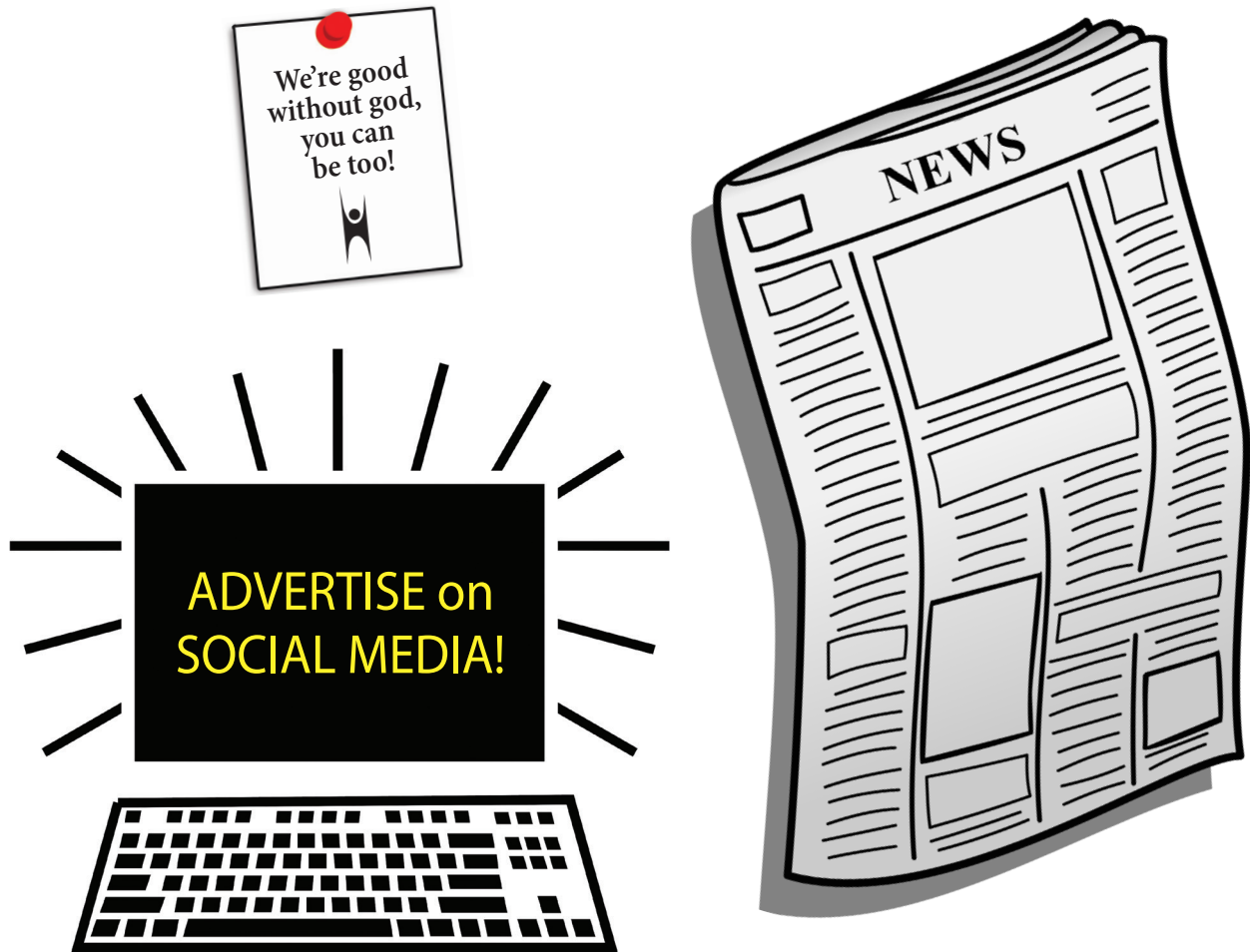


PHOTO APPENDIX

OTHER BANNER EXAMPLES



SIGN EXAMPLE





AMERICAN HUMANIST ASSOCIATION

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