**FED UP! Rally Toolkit – Part One**

**A Guide to Planning your 2016 local FED UP! Rally**

**(on International Overdose Awareness Day, August 31)**

Thank you for requesting information about organizing a FED UP! Rally in your local area on August 31st, International Overdose Awareness Day. The mission of The FED UP! Coalition is to create one voice calling for an end to the epidemic of addiction and overdose deaths attributed to opioids (including heroin) and other prescription drugs. [**http://feduprally.org/**](http://feduprally.org/)

International Overdose Awareness Day (IOAD) is a global event held on August 31st each year that aims to raise awareness of overdose and reduce the stigma of drug-related deaths. [**http://www.overdoseday.com/**](http://www.overdoseday.com/)

Your local Rally, in combination with our annual FED UP! Rally in Washington, D.C., will help us create one loud voice calling for immediate federal action to end our nation’s epidemic of addiction and overdose deaths.

**We need One Loud Voice Across One Big Continent!** We are expecting to have dozens of simultaneous local rallies from coast-to-coast in towns and cities in both the U.S. and Canada. Our philosophy behind this is simple: STRENGTH IN NUMBERS. The more of us who rally, the louder our voice will be, and the greater the impact we will have. Some states/provinces will have multiple rallies while others will have one in which independent advocates and organizations will join forces in a peaceful demonstration. Our messages are meant to educate and ask for the changes that are so desperately needed: SOLUTIONS to the raging opioid epidemic.

An effective rally can be as basic as several folks standing outside of their federal building, holding signs to show where they stand on an issue. Or it can be much more involved -- to include a full program of speakers, a hefty recruitment effort, and partner organizations. We are leaving it up to you to make your local rally your own, with just one requirement … that your Rally include a focus on the actions requested in the [**platform of the FED UP! Coalition**](http://feduprally.org/wp-content/uploads/2016/03/2016-Fed-Up-platform_final.pdf).

We are grateful for your willingness to help with a FED UP! Rally in your local area, and we want to help you make your rally a success. While we are unable to help you with all of the details of planning your Rally, this Toolkit is meant to serve as a supportive guide in planning for and executing your local International Overdose Awareness Day rally. We understand that the capabilities of local rally organizers will vary, so we have created a step-by-step process that is flexible and that includes many options.

**“How To Be FED UP!” On International Overdose Awareness Day -- Initial Steps:**

1) Tend to the details!

2) Learn about the Fed Up! Coalition and International Overdose Awareness Day. Familiarize yourself with the Fed Up! Coalition Platform and International Overdose Awareness Day by visiting the website links shown above.

3) The recommended date is Wednesday, August 31st

4) The recommended time is 1:00-3:00 p.m., but anytime will work. If there will be a Vigil in your area on this day, you may want to coordinate with the organizers of the Vigil.

5) The FED UP! Coalition is calling for a federal response to the opioid epidemic, so the recommended location is a federal building near you. You can find the locations of federal buildings in your state with a Google search of “federal buildings in \_\_”. If there is not one nearby, or you prefer a different location, please feel free to choose a location that will work for you.

6) Many locations, specifically federal buildings, will require a permit to gather publicly. Once a location has been selected, call the building administrator to determine the process for obtaining a permit. Please complete this process early in order to secure the location, as sometimes this can take weeks.

7) **Please confirm your Rally with us as soon as possible.** We will help you promote your Rally … on our website, our Facebook page, etc. We will also let you know if we have heard from others in your area who may be interested in helping with a Rally. Please send the following information:

**Your name**

**Your email address**

**The name of your organization**

**The date, time and location of your Rally.**

Please send this to [**feduprally@gmail.com**](mailto:feduprally@gmail.com).

**Things to consider:**

**Volunteers:** Don’t go it alone! There are many other individuals or organizations in your area that are like-minded and want to do something to end this epidemic. These people could include treatment facilities, government workers, healthcare providers, impacted families, and beyond! Find those who are motivated and ready to act to help you plan, organize, promote and execute on the day! Depending on the size and details of your event, a Steering Committee might be helpful to you with the planning and staging of your Rally. A draft of a letter/email that could be sent to those you think might want to help can be found as **Appendix A of this Toolkit on the FED UP! Rally website at:** [**http://feduprally.org/wp-content/uploads/2016/03/Appendix-A-of-FED-UP-Rally-Toolkit.docx**](http://feduprally.org/wp-content/uploads/2016/03/Appendix-A-of-FED-UP-Rally-Toolkit.docx)**.**

**Sponsors**: You may want to find sponsors for your event to help cover any costs. If you decide to do this, please remember that FED UP! Rally does not accept financial support from entities that could be perceived as a conflict of interest, including companies that manufacture or distribute opioid analgesics and non-profit organizations that receive funding from these companies.

**Speakers and Special Guests**: By creating a small speaking area and having a few speakers and special guests, your Rally will have a greater impact. Depending on the size and location of your Rally, staging and a sound system may be necessary. Reach out to your government officials such as your State Attorney General, Governor and legislators who might be willing to attend and/or speak at your Rally. A draft of a letter/email that could be sent to legislators and/or other special guests you might want to invite can be found as **Appendix B of this Toolkit on the FED UP! Rally website at:** [**http://feduprally.org/wp-content/uploads/2016/03/Appendix-B-of-FED-UP-Rally-Toolkit.docx**](http://feduprally.org/wp-content/uploads/2016/03/Appendix-B-of-FED-UP-Rally-Toolkit.docx)

**Media Coordinator:** A press release template with instructions will be provided in Part Four of this Toolkit. It is really important to get the media to cover your event. News coverage educates other constituents on the issue and puts additional pressure on our target audiences.

**Greeter**: You will have a lot to do -- so it's good to designate someone specifically to attend to the people who come to your event, greeting them as they arrive, talking with them, making them feel welcome, and signing them in. This will help you enroll more people in your important work.

**Emcee**: This person starts and concludes the rally, introduces speakers, and keeps the program on time. Think of this person as the "master of ceremonies."

**Cheerleader**: This person identifies chants and cheers and leads them at the rally.

**Visuals & Sign Coordinator**: This person is in charge of coordinating those who will make or print signs and other visuals for the event.

**Food/Drinks:** If your Rally will be outside you will need to consider the weather and ensure you have water available for your speakers and volunteers. Depending on your location, reach out to local food truck vendors and ask them to be in the area. This will draw additional people and give your attendees a place to buy food and drinks.

**What comes next?**

This Part One of the FED UP! local Rally planning Toolkit should help you get started on the planning of your Rally, and more help is on the way. We will soon be posting and sending the following:

Toolkit: Part Two – Promoting your Rally

Toolkit: Part Three – Planning the Program and Activities for your Rally

Toolkit: Part Four – Getting Press coverage for your Rally

We are excited about the opportunities that these local FED UP! Rallies will bring for change, and for federal action to end the opioid epidemic. We are available to help in any way we can. Please feel free to contact us with any questions.

Thank you very much!

Emily Walden

Emily Walden, Co-Chair, FED UP! International Overdose Awareness Day Committee

[**Emily.walden@feduprally.org**](mailto:Emily.walden@feduprally.org)

Cindy Koumoutzis

Cindy Koumoutzis, Co-Chair, FED UP! International Overdose Awareness Day Committee

[**Cindy.koumoutzis@feduprally.org**](mailto:Cindy.koumoutzis@feduprally.org)

Judy Rummler

Judy Rummler, Chair, FED UP! Coalition to End the Opioid Epidemic  
[**judy.rummler@feduprally.org**](mailto:judy.rummler@feduprally.org)