

Moral Mobilization: Host Guide.

Welcome Aboard! We are thrilled that you want to host a Moral Mobilization event! Before getting into specifics, here is a broad vision of what success looks like, and what the overall goals of hosting an event

Vision of Success:

Moral Mobilization: The Climate Movement Embraces the Pope's Message

The Pope came and went, and apparently instigated something quite new in American politics. 100 city council people, 25 mayors, and 10 congress people have taken the Pledge to Mobilize, a public pledge, committing to help instigate a WWII scale mobilization against climate change.

These elected officials took the Pledge to Mobilize as part of dozens of public demonstrations across the country. Events primarily occurred in front of local Congressional offices. Not "protests" but rather respectful, even spiritual events, in which community and political leaders read sections of Laudato Si, the Encyclical aloud and Pledged to Mobilize themselves against the climate crisis. The Pledge calls for a WWII-scale response to climate change, that brings the USA to carbon neutrality by 2025, and creates full employment.

The Pledge's is firmly in line with the Pope's stern comments to congress: We, the people, demand true leadership from those charged with leading us. The climate is in crisis, we are in danger, and we demand a WWII scale mobilization to restore a safe climate

Making the Vision, Reality: Overarching Themes

We have a compelling narrative, now we need strong execution. 3 key ways to do this:

Recruit Respected Leaders

We need to accomplish ecological conversion on a mass scale, RAPIDLY, if we are going to save ourselves from climate change. The best way to accomplish this is by recruiting respected leaders across fields. These leaders who you are recruiting will bring the Pledge to Mobilize to their constituents. They have the ability to create a significant and quick impact in their sphere of influence.

If an event has (for example) a congressional candidate, two city council people, a retired military officer, a priest, a university dean, the owner of a well known business, this will generate a lot of attention and interest!

If there is a strong reason (such as the Host having a very strong network in a certain area), you can pursue a more focused strategy—such as recruiting the ENTIRE city council, or ALL the community’s religious leaders or a group of top retired military officers.

This will be your main work in the coming weeks. To do outreach to leaders, asking for meetings to discuss the Pledge and their role in the Moral Mobilization. You will utilize your networks and those of other organizers in order to get introductions.

To Build Turnout, Partner with Other Organizations.

Turnout takes work, especially for weekday events! To ensure a good turnout (and to entrench the Pledge much more deeply in your community) try to build a “mobilization coalition” among existing environmental groups to take part in this event. (One tool for building this coalition is to invite the leaders of local environmental organizations to be honored guests who take Pledge and give a speech.)

Create, and CAPTURE strong visuals.



We are aiming to hold 30–50 Moral Mobilization events, with a turnout of 20–50 “audience” members at each weekday event and 100–200 for weekend events. Hopefully, we will exceed these projections. But the point is: the vast majority our potential allies will NOT be in attendance at these events. However, through the Internet, we can reach hundreds of thousands of people. (Millions, if we get into the National Media.)

Thus, creating compelling visuals—photo and especially video—of your event, is utterly essential to success. Planning for video and photo should be a top priority throughout the planning process.

Act Up! AIDS activism group, demonstrated with extremely compelling visuals—they would burn members of the FDA in effigy, and dumped ashes of their friends and family who had died of AIDS onto the Whitehouse lawn. They also had excellent chanting. Larry Kramer (Act Up’s Founder) I was trained in the movie business,” Kramer says. “You call it direct action; I call it putting on a show.” (Check out “Larry Kramer in Love and Anger for a terrific documentary.)

The Moral Mobilization is different from Act Up! in tone. Our tone is not angry, but rather urgent, respectful, and proud. We are driven by a deep sense of responsibility, and an acute understanding of climate truth.



But what is absolutely similar is the need for “a show” with strong visuals. Some implications of this: make finding a talented photographer and videographer a priority; think about location very carefully; make sure everyone is “in costume” meaning anyone who has a uniform (Clerical robes, a police or military uniform) should absolutely wear it. Professional dress if no other “uniform” exists. Mobilizers should be in T-shirts.

Step by step organizing guide:

As a Moral Mobilization Host, you will have a variety of responsibilities. The most important one, that you should spend the most time with, is recruiting. You will recruit: 1) Team members to help you organize this event; 2) Allied organizations to take part in this event; 3) Community leaders to take the Pledge to Mobilize Publicly.

Step 1: Make an Organizing Team. If you are a crackerjack organizer with lots of experience and contacts you might be able to get your team set up before you do anything else. But if that isn’t possible, you will need to assemble your team as you go. Here are the roles people on your team should fill:

1. Host
This person is responsible for event logistics (including videotaping) and coordinating with team members and TCM central. The buck stops here. This person will also probably take a leading role on recruiting.

- Head Press Contact.
2. *This person will handle the event's press. This will require: 1) researching and reaching out to reporters and producers, 2) maintaining a spreadsheet of media contacts 3) Customizing national press release for this locality 4) Answering press questions/ or assigning who will take interviews. Assign who will do radio and TV appearances before and after event.*

3. Head of Social Media.
This person will promote your event on Facebook and Twitter. They will create a Facebook "event" for the event. They will also handle and process PHOTOS and VIDEOS that are captured on the day of the event.

4. Head Recruiter
This person takes on the responsibility of reaching out to leaders within the community as well as other allied organizations. This person will take meetings with interested people, and potentially make presentations to interested organizations.

Step 2: Reach out to Allied Organizations. This will probably help you put a team together. It can also help you find Community Leaders to take the Pledge publicly. (I.e., the directors of some of these organizations.)

Contact 15+ organizations. Tell them that you are planning to host a Moral Mobilization Day event, and Including:

- **Local Climate Organizations** (Your local chapter of 350, CCL, Sierra Club, league of Conservation Voters, other local organizations)
- **Catholic Organizations** :especially Catholic Climate Organizations or Franciscan organizations.
- **Other Religious Organizations:** including Unitarian, Buddhist, and Interfaith organizations. Also Humanist and secular organizations.
- **Local Political Parties:** Dem, Repub, Green, Other) and political clubs
- **Local Civic Organizations** such as Rotary, NOW chapter, ACLU chapter
- **Student Groups:** Climate Activism groups (such as Divest), Catholic student groups, and Environmental Studies departments at local universities
- **Labor Unions**

Step 3: Choose a Date and Time, and Location (Weekday or Weekend?)

The most important decision here is: Will you have your event on a Weekday or Weekend (or both!)

If you have your event on a WEEKDAY you can:

*Have it outside of your local congressional reps office, creating an exciting political

event.

*More easily attract press (reporters have weekends off too!)

If you have your event on the WEEKEND you can:

*More easily turn people out/ build an audience.

Rule of Thumb: If you think that you can get a **crowd of 20+** people on a weekday, we think you should hold the event on a **weekday**.

If you think that you won't be able to manage a turnout of 20+, then you should hold the event on a weekend.

Step 4:

Choose a Location:

Weekdays:

*Hold your event at your congressional representative's local office. (GO SCOUT OUT THE OFFICE and plan specifically where the demonstration will happen. On the sidewalk? In a parking lot? Is there a lawn nearby that you might be able to use?)

*If your organizing team has more than one possible congressional representative to choose from, hold it at the congressperson's office who you feel is MOST LIKELY to sign the Pledge, or to be influenced by the Moral Mobilization. (Consider their statements about climate, and also whether they or their district is Catholic.)

Weekends:

*Choose a public, civic site. Ideally, one with a strong visual or symbolic impact that is also comfortable for attendees.

Also think about logistics. Where will the speaker stand, and where will the audience sit or stand?

(Steps 5-10 Coming Soon!)