



# EFFECTIVE ASSEMBLY

THE AMERICAN HUMANIST ASSOCIATION DEFINITIVE GUIDE TO

MARCHES,  
DEMONSTRATIONS,  
PARADES,  
& RALLIES





# MARCHING

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!

- 1) Check the newspaper for upcoming marches/parades.
- 2) Google everything. You can find local event calendars on the internet!
- 3) Stay up-to-date with Town Hall stuff so you're in the loop
- 4) Any event where other people are marching, you can too!

## Which ones would be a good fit?

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.

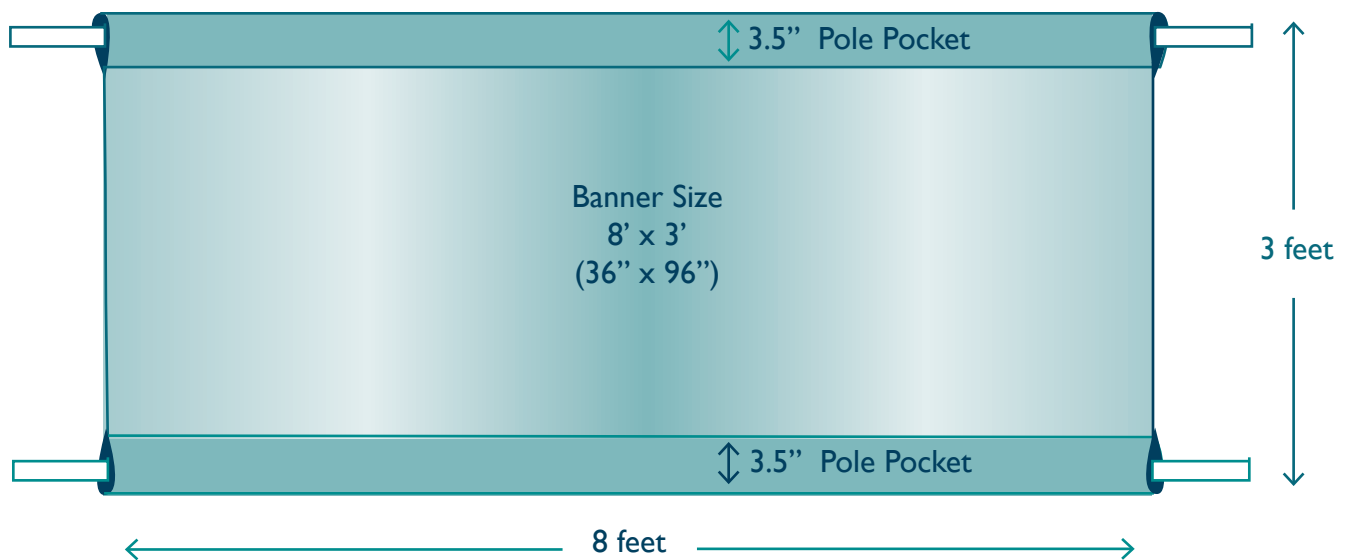
# CREATING YOUR BANNER

## STEP ONE

Choose a good sign vendor. Here is a company that we have used before for parade banners: MVP Visuals ([mvpvisuals.com](http://mvpvisuals.com)).

## STEP TWO

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



## STEP THREE

Some marches have specific rules regarding banners. Therefore, be sure to check the march's website to ensure that your banner will be permitted in the march!

## STEP FOUR

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. 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 will then hang from the rod and it will only take two marchers—one on each side—to carry the banner (see next page).

# CREATING YOUR BANNER

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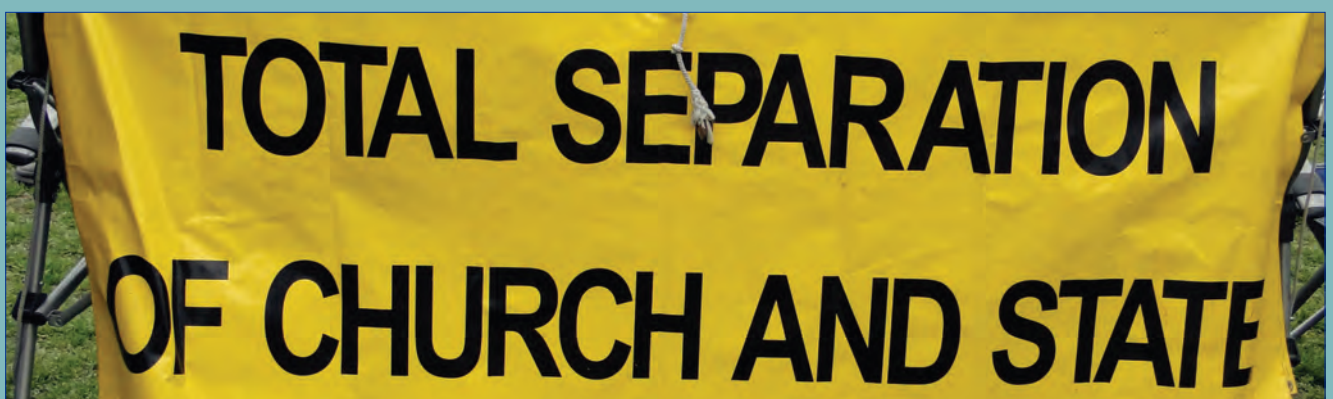


So that the banner won't blow too much in the wind, it is good to add weight to the bottom by taping weights on the inside near the bottom or zip tying a similar rod, the width of the banner, along the bottom. Order end caps for PVC pipe so the open ends will be closed, giving a more professional look.

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 relieved by other marchers.

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

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





# ABOUT SIGNS

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 plan a Meet-up event to make handmade signs or find a local printer for a reasonable cost.

Here are some examples of signs used in recent rallies/marches.



- 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. 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 you will be attending 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 online community where people can come and feel safe. You can get a head count for events, have dialogue about what to do next, and have a sign-up sheet for volunteers.
- Advertise in the local newspaper, online community calendars, and put fliers up all over town. Your message can be simple, “Come and meet your friendly neighborhood atheist!” or “We’re good without god, you can be too!”
- If you or a friend are speaking at the event, get them to plug your organization while they’re on stage and have the ear of the crowd.



We are your local  
humanist group and  
we are active social  
justice supporters!





# SOME GREAT BANNERS

**Fredericksburg Coalition of Reason**  
**FredericksburgCoR.org** 

**Don't believe in God?**  
**Join the club!**

**Omaha CoR**  
OMAHA COALITION OF REASON

**OmahaCoR.org**  
**OmahaCoR@gmail.com**



**Secular**  
Party of Australia

Ethical values are derived from human need  
and interest as tested by experience.

**HUMANISM WORKS!**

HumanistsofthePalouse.org

## EXAMPLES OF EFFECTIVE BANNERS & SIGNS



### MAKE SURE YOUR BANNER



**HAS THE NAME & LOGO  
OF YOUR GROUP**



**IS AESTHETICALLY  
PLEASING  
AND EASY TO READ**  
(can it be read from  
a distance?)



**IS CARRIED BY AT  
LEAST TWO  
PEOPLE TO HOLD  
IT STRAIGHT**



**IS BEING CARRIED BY  
VOLUNTEERS/STAFF  
WEARING YOUR ORG'S  
T-SHIRT OR  
COORDINATED  
OUTFITS**





## EXAMPLES OF INEFFECTIVE BANNERS AND SIGNS



### ARE MY SIGNS WORKING?



#### CAN YOU HOLD YOUR BANNER STRAIGHT?

(If it's going to be a windy day, even the most beautiful sign will not be readable if it's not secure enough)



#### ARE YOUR SIGNS TOO SMALL TO READ?



#### DID YOU JUST REMEMBER TO MAKE A SIGN ON THE WAY TO THE EVENT?

(be sure your sign or banner looks professional and well-thought-out)



#### DOES YOUR SIGN STAND OUT IN A CROWD?



#### UH, OH. DID YOU LEAVE YOUR BANNER/SIGNS AT HOME IN THE BACKYARD?





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THANKS TO FRIENDS, STAFF, AND SUPPORTERS WHOSE PICTURES APPEAR IN THIS GUIDE.