

# NEVER ★ AGAIN ACTION

See our full #ReleaseThemNow action toolkit [here](#).

## PLANNING A COVID-SAFE CAR RALLY

Get out into the streets and demand your governor to #ReleaseThemAll now.

### STEP 1: MAKE A PLAN

#### Get your team together:

1. Get ~3 people who can help hold down essential roles.
2. Connect with existing orgs/groups who could help collaborate & publicize
3. Get on a planning call, so you can...

#### Choose a location:

- **Detention Center**  
*(NOTE: If you plan something at a detention center please make sure to communicate with frontline organizations already working to free people there to ensure your action will not do harm or harm their efforts)*
- **Governor's residence**
- **State House**
- **If you're not near a state capital:** Mayor or county executive's residence or office.

**Make sure to designate an address where cars should meet at the beginning of the action.**

#### Choose a date & time.

### STEP 2: PUT OUT THE CALL

#### 1. **Create a Facebook Event**

**Title:** [Your Governor], Release Immigrant Detainees Now | COVID-Safe Car Rally

**Cover Photo:** [Graphics Folder](#)

#### **Sample Description Text:**

Right now in Essex County, just 30 minutes from New York City, immigrants in detention are on hunger strike. There are hundreds of people inside the detention center, terrified and afraid for their lives, begging to be released before COVID-19 sweeps through and kills them.

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This is a COVID-safe, car-only rally! We are going to drive in circles around the detention center area, honking and showing our support for the people inside. \*\*If you can't make it, invite everyone you know in NY/NJ to this event\*\*

More Info: [INSERT the link to your action info google doc. Details below]

We need to bring attention to this TODAY so Governor Murphy can use his emergency powers and influence to get everyone out of this detention center, before it's too late. It's only a matter of time before someone working at the detention center exposes everyone inside.

We are fighting to slow the spread of the disease and save lives, so only drive with people you are already living with!

If you can't come yourself, PLEASE call friends and family in the NJ/NYC area and ask them to come on your behalf. This is literally a matter of life and death.

## **Other text:**

Twin Cities Never Again Action demands that Governor Tim Walz release all immigrants in detention centers in MN, before COVID-19 turns the detention centers into death camps.

Lives are at stake - both in detention centers, and on the outside. Please only carpool with people you're already co-quarantining with, join us on zoom, and be ready for updates and flexible on tactics. This is for everyone's safety during the COVID-19 pandemic.

Collective action looks different now. If you have any symptoms or have been exposed to someone who does, PLEASE STAY HOME. Unless you are coming in a car, alone or with people you've been isolating with, PLEASE STAY HOME.

Message our page if you have questions, or if you would like to show up in your car.

## **2. Add your action to the action tracker**

**If you are planning an action in your area, help us coordinate support and publicity by [logging it here](#).**

## **STEP 3: PREP CARS & PARTICIPANTS**

### **Communication Channels**

1. Use a public, view-only Google doc to keep participants updated as information changes. Be sure to include:
  - Time
  - Date

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- Location, including meet up address
- Map of the route
- Driving guidelines
- Documentation information

You can adapt this [action information template](#) (with [Spanish translation](#)) for your action.

2. Create a Whatsapp group for attendees to communicate with each other before and during the action and share photos and videos. Include the link to join the Whatsapp group in the Facebook event. **There will likely be people who show up to the action and are not in the Whatsapp group. Be sure to have them join it before leaving the meeting location, to ensure ongoing communication throughout the action.**

## Art & Materials:

- **Make signs/art** that you can display out of the windows of your car and on **TOP** of your car! Things you can write on your signs include: “#ReleaseThemNow”, “#DetentionIsDeadly”, “#FreeThemAll”, “Governor [Name]: Release Them Now” and more. For more inspiration, check out [our messaging guide](#).
- Roles:
  - Car Coordinator(s):
    - At least 2 is desirable: One to follow the route, and one to stay parked near the front of the location
    - The car coordinator(s) will serve as tactical lead(s), making final decisions on driving route, when to stop/start/leave, etc, and communicate to the group in the Whatsapp thread accordingly.
  - Lead Documenter(s)
    - Ideally multiple people, especially for actions with larger turnouts. Take as many photos and videos as possible, especially of folks in their cars, employing COVID-safe guidelines.
  - Art Coordinator
    - Ideally brings pre-made signs to distribute, and tape to attach the signs to cars.
  - Sound lead(s)
    - Ideally someone can bring a megaphone or air horn, for sound amplification and chanting!

## STEP 4: DOCUMENT & SHARE

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The main impact from these actions will come from using social media and the press to put the pressure on governors and demonstrate our power. *The bigger this action gets online, the more likely it is that governors feel the pressure and detainees are released.*

## Photos and Videos

Documentation is crucial. Take good photos and videos! See examples of good videos on [this Twitter thread](#). Good photos and videos do at least one of the following:

- Capture the size of the action (and make it look like lots of cars are there!)
- Capture the honking and noise
- Display a message or sign clearly
- Show the location of the action (state capitol, detention center, etc)
- Don't display anyone violating the 6ft distance between people rule!

## Social Media

- Share photos and videos to your local Never Again Action Twitter and Facebook.
  - If you don't have your own local account yet, now is a great time to make one! Designate one or two people who are not driving to post while the action is happening if you can.
  - Use the #ReleaseThemNow hashtag
  - DM us on Twitter ([@NeverAgainActn](#)) and Facebook ([Never Again Action](#)) so we know your action has started and can uplift your posts
  - Refer to our [messaging guide](#) for guidance when drafting content
  - Example of a good [Twitter thread](#)
- Add Never Again Action ((617) 971-8185) to your Whatsapp group so we can access photos and videos during the action and share them on national accounts. *(Note: This phone number can only receive messages, not send. Please don't contact it for any other use.)*
- For any additional assistance, post in the #digital channel in the NAA Slack!

## Press

Telling a clear and powerful public narrative is one of the most important parts of any action. The job of the comms team is to ensure that the action is on message and gets as much press coverage as possible. Below are some resources for the Comms team:

- [Comms Lead Role Description & Checklist](#)
- [Example Press Advisory](#)
- [Example Press Release](#)
- [Messaging Guide](#)
- For additional assistance, post in the #comms channel in the NAA Slack!

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## STEP 5: ASSEMBLE AND ACT

- **15-30 min. before public start time:** Car Coordinator(s), Lead Documenters, arrive at the meeting point near route.
  - Sets up a WhatsApp group for all cars.
- **Assembling time:** Cars arrive, put on signs/art, get connected to WhatsApp group.
- **Go time:** Car Coordinator(s) decides when there are enough cars to leave meeting point and start loop.

### ACTION TIME:

- Cars follow driving directions laid out in action information template: slow driving, coordinated noise-making, etc.
  - **TIP:** If possible, one Car Coordinator(s) and one Lead Documenter should stay parked in front/with view of the location.
- Make noise! Coordinate art on tops of cars!

### DRIVING GUIDELINES:

- **Drive slowly and safely:** We recommend you maintain a speed of at least 5 MPH
- **When in the loop, drive with hazard lights on.**
- **Do not obstruct/block** entrances/exits by stopping.

## STEP 6: ASSESS, COMMUNICATE, CLOSE

- **Changes of plans?:** Coordinate through the WhatsApp group (using voice messages is safest!) to share relevant information. Car Coordinators should help coordinate changes or stoppages if necessary.
- **Ending:** People will come and go, but there should be a clear conclusion to the action communicated through the WhatsApp group by the Car Coordinators when it seems like the crowd is not going to grow and energy is ebbing.
- **Regroup**

## STEP 7: DEBRIEF & NEXT STEPS

- For anyone who is still around at close:
  - Find a space to regroup (original meeting point if applicable)

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- Do some quick recognition, appreciations, celebrations.
- Decide next steps
  - Make sure people send photos and videos to WhatsApp group
  - Decide if and when there could be a repeat
  - ID coordinators for next action

## \*\*NOTES ON INTERACTIONS WITH POLICE\*\*

- **Assign a police liaison, even if you don't expect to need one. This is especially important to have as folks assemble at the designated meetup point before starting your route.**
  - Communicate to your group who the police liaison is.
  - Make it clear to your group that ***no one should be talking to cops if they don't have to; that is the police liaison's job.***
    - Police may appear to be chummy and friendly; don't fall for it. It is a classic tactic to gain information. They also can and will lie; don't take what they say at face value.
- While driving on the route, it is very possible they will target and pull over individual drivers. **If you see that happen, pull over, and start documenting when possible. Stay with them until the interaction is over.**
  - **Communicate to your group that if someone is pulled over by the police, everyone in line should pull over and document, to mitigate any potential consequences, legal or otherwise.**
- As with any action, you should make calculated decisions around escalation, de-escalation, or non-escalation.
  - Remind participants that they should be careful about traffic laws, including hands-free driving and any other state/municipal laws or ordinances that they should be aware of.
    - Clearly mark routes and restricted areas that cars should not enter and share a visual with the group.
  - People should not be arbitrarily challenging, and therefore escalating, police.
    - Arrests are **not** a goal of these actions.
- When deciding to end the action, make sure all cars have left the area safely.
  - Participants should have at least one organizer's phone number in the event that they are followed/stopped on their way home from the action.