

# Dividing Tasks and Coordinating Jobs in a Mobilization

Adapted from Rise for Climate

## Why divide tasks?

- Gives more people opportunities to contribute
  - More engagement
  - Helps people develop leadership skills
- Prevents a few people from getting burned out

## Things to consider for coordination

- Break areas of work into different committees. Have one or two people from each committee act as a point person
- Have one or more people or a steering committee act as the overall coordinator who meets with the point people
- Make sure you have effective communication with all members
  - Decide on and use decision-making protocols
  - Relay information to all members in a timely manner
- Create a communication system
  - Maintain contact lists
  - Select and use a platform like Google Groups, Facebook, etc.
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## Areas of work / Roles

### 1. Coordination and planning

- Overall coordination of the action - decision making, coalition, committees, etc.
- Develop and share messaging for the action
- Manage partnerships
- Volunteer coordination

- Recruit, engage, coach and train volunteers
- Delegate and oversee tasks, including tracking status
- Organize planning meetings, work parties, and other efforts

## **2. Promotion**

- Prioritize and divide up contact lists
- Write phone scripts and emails
- Design and produce promotional materials - printed, images, videos, etc.
- Plan where and when to use flyers and posters, organize teams to do the work
- Maintain website, social media - update frequently and encourage sharing
- Sign-in volunteers at the event
- Contact all volunteers after the event

## **3. Traditional media**

- Contact and update media outlets/reporters
- Write media advisories, releases, blogs, etc.
- Train and coordinate spokespeople to speak to the press
- Train and coordinate media catchers

## **4. Arts**

- Help in the design of flyers, posters, t-shirts, etc.
- Design themes, visuals, theater, music and other arts for the action and promotion

## **5. Coalition / partners**

- Invite other organizations to partner in developing and organizing the action
- Coordinate meetings and decisions by email
- Provide partners with sample content, images, etc. and printed materials
- Ask coalition partners to share in the approval of location, speakers, messaging, etc.

## 6. Logistics

- Scout and secure venue and/or facilities
- Plan for and acquire supplies and equipment (sound, stage, furniture, etc)
- Handle permits, coordinate with police, provide first aid, water, refreshments
- Identify transportation options and assist with arrangements
- Plan layout of event
- Train and organize volunteers to keep safety a priority
- Coordinate set up and clean up on the day of the action

## 7. Program

- Identify, invite, and handle speakers and MC
- Plan activities
- Arrange for musicians

## 8. Documenting the action

- Arrange for photography and videography at the event
- Writers
- Plan for distributing stories by web, social media, email, etc.

## 9. Fundraising

- Identify potential donors and ask for donations (via email, phone, sm, etc)
- Make a pitch at your event
- Hold fundraising events prior to your action

# Day of Action Jobs

People may take multiple roles, and some of the items below require multiple people. Smaller events may only need 3-5 volunteers to do everything. Large events could easily use 100 volunteers to do all of these jobs on the day of the action.

### 1. Overall coordination

- Make sure all the pieces fit together
- Serve as the go-to person for questions / things that come up
- Make last minute / emergency decisions

## **2. Logistics**

- Setup (tables, canopies)
- Equipment rentals (pick up, manage, return)
- Partner table manager (directs partners where to set up)
- Takedown/cleanup
- Sound (including speakers for a rally, megaphones for marching, etc) / stage hands
- Counters - a few people placed strategically to count the people participating so you can average to get attendance
- Bike valet
- Signage coordinator / set up / take down (for parking, restrooms, etc)
- Safety
  - Leads / police liaisons (could be same/different)
  - Marshalls
  - First aid
  - Water station(s)

## **3. Arts**

- Visuals assembly, placement, coordination
- Distribution and collection of signs
- Choreography / arrange marchers, etc
- Photography and videography (taking, editing, sharing, planning, etc)
- Chant leaders / drummers / singers / musicians - and coordination of

## **4. Program**

- Speaker handlers
- MCs

## **5. Fundraising**

- Treasurer (to handle, collect, count funds)
- Donation collectors (send folks out with bags/jars)
- Cash/Credit card reader coordinators at each table
- Someone to do a pitch

## **6. Kids**

- If you have any special arts / tables / activities for kids - coordination and doers (for example, face painter, child care, etc)

## **7. Volunteer coordination**

- Volunteer check in, assignment, training, oversight, support, recognition (not to exclude any pre-training for specific volunteers)
- Folks to manage each area so volunteers go to them

## **8. Greeting**

- Check in tables - sign in participants, give them info, get them involved

## **9. Media**

- Social media creators / posters
- Media catchers
- Media spokespeople
- Media follow up (send press release, get media there, send thank yous, etc)
- Media capture and sharing