

# HOW TO TAKE CREATIVE ACTION IN THE CAMPAIGN FOR FAIR FOOD!

We utilize creative actions to engage the public in a manner that is fun but also informative and imaginative. Creative actions can occur in varied shapes, sizes and forms from street theater to vigils. Below you'll find some ideas and helpful tools for getting started on developing your own creative actions.

## THE PLANNING PROCESS

When developing your action begin by thinking through your goals and options. Consider how your action relates to the larger Campaign for Fair Food strategy, your campus and/or community. Develop a clear understanding of what you are trying to communicate and to whom.

These are some questions that can be useful to guide your planning process:

- What is your goal for this action? Is it to inform or build consciousness? Is it to escalate pressure on decision makers? Is it to bring visibility to your campaign? Is it to persuade a certain constituency of people?
- Who is your audience for this specific action? Is it an administrator? The student body? Local Wendy's management?
- What messaging, style, and mode of delivery will be most effective in engaging that particular audience? What does your audience care about? What do you want them to take away from your action?
- Is the action fun? Does it raise participants' morale? Will it garner media coverage?



## TYPES OF CREATIVE ACTIONS

### Pickets

Pickets are one of the most common actions in the Campaign for Fair Food and can be a very effective means of communicating a message and building or maintaining pressure. Effective pickets take careful planning. Choose a place that is symbolic (a storefront, a prominent campus building), visible and preferably with high pedestrian traffic. Create plenty of colorful signs based around a single, simple message, including at least one large banner that clearly communicates your demand. Be sure to designate point people for flyering, talking to press,

communicating with police or security officers, and leading chants. Think through how you will end your picket. Will there be speakers or a delegation? It is also important to research your city's regulations regarding the use of sidewalks and make sure that they are clearly communicated to all participants.



### **Street Theater**

Street theater is an engaging and innovative way to communicate your message in public spaces: short skits performed on sidewalks or street corners, pageants, parades, costumed processions, accompanied by puppets and music are common forms of street theater. Through street theater you can create metaphors that embody

the dynamics within the tomato supply chain, educate others on the changes taking root in Florida's fields, portray the refusal of current campaign targets to join the Fair Food Program, or illustrate the role your university/community can play in supporting farmworker justice. Effective street theater surprises and intrigues an audience, brings in passersby, garners media attention, and, importantly, energizes your group internally.

### **Marches**

Marches are also a classic, and for good reason: a well-planned march gets your point across and energizes the crew. Much like pickets, marches require a careful division of roles and responsibilities. Ensure that you have chant leaders, water distributors, and a team of people who know the march route well and will keep things orderly. In the days leading up to the march, make sure you walk the route, investigate any necessary permits, and think through the pre and post-walk plans. And don't forget: the very best marches are full of color! Bring people together and design some eye-catching art that succinctly communicates your message.



### **Banner Drops**

Banner drops are a great way to communicate a simple message quickly and directly. Scout a prominent location on campus or at a public venue and take the appropriate measurements. Design a banner with a simple message – Wendy's profits from farmworker exploitation! – for example. Notify the press and be ready to give them details on the Campaign for Fair Food. Hand out flyers to passersby and/or collect petition signatures. Amplify the affect of your banner drop by creating a social media plan to spread the image throughout the network.

## Vigils

To strike a more reflective and serious tone, consider gathering in the evening outside a campaign target's establishment or an important community location. Provide participants with candles (don't forget wind guards – 01 oz clear plastic cups work well!) and incorporate some music and songs if possible. Identify and invite speakers to share reflections regarding particular aspects of the Campaign. Reflections can highlight how speakers are personally connected to the Campaign and why its important to them. Vigils are also a great opportunity to highlight the participation of community-based faith groups.



## Press Conferences

Press conferences are an effective means of harnessing the power of media to broadcast your message to a larger audience. An effective press conference takes careful planning. Start by identifying what you want to communicate and the “hook” that makes it relevant to journalists. Craft a press release and create a press outreach plan. Identify who will speak and what each person will say. Plan the location and create attractive

visuals that reflect your speakers' message (think: What will photograph well? There's a reason they say a picture is worth 1,000 words...) For more support in planning and executing a press conference, email us at [organize@allianceforfairfood.org](mailto:organize@allianceforfairfood.org)!

## ENHANCE YOUR ACTION

### Documentation

Always document your action through photography or film. You don't necessarily need a professional photographer or filmmaker – many smart phones can take high quality pictures and videos. Amplify your message via local media, CIW media, and social media by sharing pictures and videos from your action (be sure to also shoot us your media reportback at [organize@allianceforfairfood.org](mailto:organize@allianceforfairfood.org) and use [#FairFoodNation](https://twitter.com/FairFoodNation) when posting to social media!).

## Visuals

Integrating art into your campaign strategy and actions through bold, eye-catching visuals is an important part of every creative action. They help to amplify your message, unify your group, and provide a visual story through symbols to capture your issue. Holding an art party to develop and create visual materials can be an event that brings people together and helps build support and excitement for the action! Banners, signs, and informational flyers for leafleting are important visuals to include in your action.

## Music

Music infuses life and energy into an action. It sets the event apart from the surrounding environment and helps attract a crowd. Drumming on a bucket, shaking a tambourine or having everyone clap as you chant are easy, effective ways to incorporate music in your action. Do you play a musical instrument or know people that do? Invite them out and have them play a simple, rhythmic chord progression under your chants – it'll make a world of difference! Looking for something more involved? Try re-writing the lyrics to a popular song to fit your campaign. Make copies of the lyrics and hand them out so participants can join in.



**ALLIANCE FOR FAIR FOOD**  
[WWW.ALLIANCEFORFAIRFOOD.ORG](http://WWW.ALLIANCEFORFAIRFOOD.ORG)