



HOW TO ORGANIZE A DAY OF ACTION (DoA)



Bhopal survivors staged this Die-in at the Chennai Dow office in 2009

Why plan a Day of Action?

There are multiple reasons for planning a Day of Action (DoA) in your town or on your campus:

- 1) Raise Awareness Through Education
- 2) Put Pressure on a Target
- 3) Outreach to Gain New Members
- 4) Create Solidarity with Allied Groups
- 5) Build Your Group's Activism & Leadership Skills

Depending on the type of actions you plan, you may accomplish all of these. Organizing a full Day of Action is hard work, but it's extremely rewarding and will invigorate your campaign for justice in Bhopal!

What should you include in a Day of Action?

Your day might include multiple short events or one long event. Some people are drawn to an issue after listening to a lecture or watching a documentary, while others are more attracted to a demonstration or theatrical event. A great Day of Action will **attract different types of people to the issue**. Your DoA should also **strategically plug into your larger local campaign**. For example, if you are trying to pass a local resolution against Dow Chemical, you can use your DoA to educate your town about Dow Chemical's legacy and have supportive citizens sign a petition in support of your resolution campaign. Your DoA should also have **something that attracts media**. A great DoA can also **shine a spotlight on local environmental issues** that relate to Bhopal and **give you an opportunity to strengthen ties** between your group and local allies.

See the ICJB List of Action Ideas for more –

<http://www.bhopal.net/take-action/skills-resources-toolbox/list-action-ideas/>



ICJB
International Campaign
for Justice in Bhopal



Example of a short Day of Action:

- **11:30 am: Gather at a convenient location** (indoors or outdoors, depending on the weather). Walk as a loosely formed group to your planned “Die-In” location. **Plan out your location in advance** – make sure that your action will be seen by many people but puts no one in danger.
- **12:03 pm: The Die-in** (If your start time is significant, like 12:03 to represent the anniversary of the disaster, make sure you let the media know). Ahead of time, determine how long the action will last and what signals will be used to start and end the action. **Plan enough time for media to take photos**, but don’t expect people to lie down for too long. During the die-in, have someone distribute informational flyers to people passing by.
- **12:20 pm: Vigil & Petition Campaign** – When the die-in is over, hold a vigil for the dead, with one person narrating the history of the Bhopal disaster. Gather signatures for a relevant petition or letter campaign. If you make the vigil visually engaging, this will also attract media (candles, names of the dead, etc.)
- **1:00 pm: Educational Presentation & Community Meeting:** Invite everyone who comes to the action to join you for a near-by community meeting and educational presentation about the disaster and related local environmental issues. Let them know how they can get involved and help with the campaign. **Provide snacks!**

Keep in Mind:

- ALLIES** – Local community organizations working on similar issues may be interested in helping you by getting their members to participate. Reach out and see if they are interested in taking part in your event.
- OUTREACH THROUGH EDUCATION** – The community meeting & educational presentation should focus on Bhopal as well as local environmental justice issues. By providing education to the public, you can inspire people to join your local Justice for Bhopal campaign and contribute their own action ideas.
- MEDIA** – Always think about how you can attract media attention to your event. This may be through the use of interesting visuals & props in an action, because a prominent person will be speaking at your event, etc.
- GROUP ABILITY** – Although a multi-event Day of Action is great, keep in mind how much time you have to plan, how many group members you have and what you can reasonably accomplish. You don’t want to burn out your members! If you currently only have the ability to plan a single event, that’s okay – use that event to help build up your membership and local support so that you can have a full Day of Action in the near future!

The Campaign Resources section of www.Bhopal.net has a ton of action planning tools, materials, and resources to help you plan your events. **Make sure to check out our Event Checklist & How-To Media Guide for more help with planning!**