

Black Friday ACTION PLANNING Guide

Action Goals:

- Show support for Walmart workers on Black Friday, the biggest shopping day of the year, as they stand up to Walmart and call for an end to retaliation against those who bravely speak out and a real wage of \$25,000/yr.
- Demonstrate to Walmart that community members and customers stand with OUR Walmart.
- Let Walmart know that it must treat its workers well year round to have a successful holiday season.

Step 1: Choose your store

Pick the store you know is most convenient to you, or use the zip code search at blackfridayprotests.org to view a list of stores near you. You can also register your action here so that others in your area can participate. Once you've created an event, you'll be able to check back to see who's rsvp'ed and send email updates to your guests.

Step 2: Plan and prepare your action

We have two suggested action plan options, depending on how many people you think will be able to participate. Use the action planning guides on the following pages to plan and prepare the action that is best for you. These are just sample actions, so feel free to be creative! Last Black Friday groups did street theater, flash mobs, caroling, and much more.

All the materials mentioned in the guides are available online here:
<https://actionnetwork.org/groups/making-change-walmart/files/1024>

Please make sure to check out the "Tips for a Successful Store Action" document:
<https://actionnetwork.org/groups/making-change-walmart/files/1070/download>

Step 3: Tweet and post during your action

Post updates on photos of your action to twitter, instgram and facebook using the hashtag #walmartstrikers – that way your posts will show up on blackfridayprotests.org in real time!

You can also submit photos to changewalmart.tumblr.com

Step 4: Report back on your action

Please take a moment to submit a quick report online so we can track total numbers of actions and participants across the country, and learn best practices. You can submit a report here:
<https://actionnetwork.org/forms/tell-us-how-things-went>

Action option 1: Delegation and leafleting

Number of participants: 3 to 10

Suggested time: 1 hour

Action Scenario

Beginning (15 min):

- People gather at meet-up location. Team leader leads introductions, passes around sign-in sheet.
- Assign or ask for volunteers for roles (see list below).
- Distribute materials
- Role play how delegation will go.
- Make sure everyone signs the letter!

Delegation: (15 min)

- Enter store together and head to managers office.
- Delegation leader asks to speak with Store Manager. If unavailable, ask to speak to another manager.
- Delegation leader states purpose to manager: *"We're members of the community/x organization who are concerned about Walmart's practices and how they affect our community."*
- Delegation leader lets members introduce themselves briefly (name, affiliation or where you live) and presents the letter:
"We're here today because we believe Walmart jobs are not good enough for our community. We're joining members of OUR Walmart in calling for Walmart to pay all workers at least \$25,000 per year. Please accept this letter."
- Delegation leader thanks manager for their time and lets them know that community is watching this issue.

Leafleting: (25 min)

- Exit the store and briefly discuss how the delegation went.
- Divide up and leaflet customers entering or leaving the store. Be careful not to block access to parking lots, traffic lanes, store entrances or any area inside stores. If police or a store manager asks you to leave, explain that you are exercising your First Amendment rights. If a manager insists that you leave, ask if they are the individual in charge of the store. If they are not, ask to speak to that person. If police insist you must leave, ask them to clearly show you where the store's property ends and continue to leaflet customers from there. Please see "Tips for A Successful Store Action" for more guidelines.
- Message to customers:
"We're asking that Walmart pay all workers a minimum of \$25,000 a year. Please take a moment to show your support for workers making a living wage."

Closing: (5 min)

- Team leader thanks everyone, collects leftover materials, and says good-bye.

Key questions:

Where do you want people to gather? _____

What time do you want people to meet? _____

What are the best places for people to leaflet? _____

If we're asked to leave store property, where are the next best places to leaflet? _____

Materials check-list:

- Copy of community letter to Mike Duke
- Leaflets for customers
- Sign-in sheet and pens
- Signs (optional)
- Camera (optional)

Outreach plan:

Who do you want to invite?	How will you reach them?	Notes

Potential Tasks:

Task	Person Responsible	Due Date
Register action online		
Scout location		
Outreach		
Prepare materials		
Send press release		
Promote on social media		

Day of Action Roles:

Role	Responsibilities	Name
Team Leader		
Delegation Leader		
Sign-in		
Press liaison		
Security/Police liaison		
Photo or social media		

Action option 2: Protest and Delegation

Number of participants: 10 or more

Suggested time: 1 hour

Action Scenario

Beginning (15 min):

- People gather at meet-up location. Team leader leads introductions, passes around sign-in sheet.
- Assign or ask for volunteers for roles (see list below).
- Divide into 2 groups: delegation and leaf-letters.
- Leaflet leader practices talking points and hands out materials.
- Delegation leader rehearses delegation.

Part 1: Delegation/Leafleting: (15 min)

Delegation group:

- Enter store together and head to managers office.
- Delegation leader asks to speak with Store Manager. If unavailable, ask to speak to another manager.
- Delegation leader states purpose to manager: *"We're members of the community/x organization who are concerned about Walmart's practices and how they affect our community."*
- Delegation leader lets members introduce themselves briefly (name, affiliation or where you live) and presents the letter:
"We're here today because we believe Walmart jobs are not good enough for our community. We're joining members of OUR Walmart in calling for Walmart to pay all workers at least \$25,000 per year. Please accept this letter."
- Delegation leader thanks manager for their time and lets them know that community is watching this issue.

Leafleting group:

- Divide up and leaflet customers entering or leaving the store.
- Be careful not to block access to parking lots, traffic lanes, store entrances or any area inside stores. If police or a store manager asks you to leave, explain that you are exercising your First Amendment rights. If a manager insists that you leave, ask if they are the individual in charge of the store. If they are not, ask to speak to that person. If police insist you must leave, ask them to clearly show you where the store's property ends and continue to leaflet customers from there. Please see "Tips for A Successful Store Action" for more guidelines.
- Message to customers:
"We're asking that Walmart pay all workers a minimum of \$25,000 a year. Please take a moment to show your support for workers making a living wage."

Part II: Protest (25 min)

- Two groups reconvene at agreed upon spot.
- Delegation gives a quick report-back from delegation.
- Everyone takes signs.
- Chant leader leads chants.
- A few people should continue to leaflet customers.

Closing (5 min)

-Team leader thanks everyone, collects leftover materials, and says good-bye.

Key questions:

Where do you want people to gather? _____

What time do you want the action to start? _____

What are the best places for people to leaflet? _____

Where is the best place to protest? _____

If we're asked to leave store property, where are next best places to leaflet and protest?

Materials check-list:

- Copy of community letter to Mike Duke
- Leaflets for customers
- Sign-in sheet and pens
- Signs
- Chant sheets
- Camera or video camera (optional)
- Bullhorn or megaphone (optional)

Outreach plan:

Who do you want to invite?	How will you reach them?	Notes

Potential Tasks:

Task	Person Responsible	Due Date
Register action online		
Scout location		
Outreach		
Prepare materials		
Send press release		
Promote on social media		

Make signs		
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Day of Action Roles:

Role	Responsibilities	Name
Team Leader		
Delegation Leader		
Leaflet leader		
Chant leader		
Sign-in		
Press liaison		
Security/Police liaison		
Photo/Video taker		
Social media		