

BOYCOTT WENDY'S!

HOW TO TAKE CREATIVE ACTION

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 around the Wendy's Boycott.

THE PLANNING PROCESS



When developing your action begin by thinking through your goals and options. Consider how your action relates to the CIW's larger Wendy's Boycott 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? Your congregation? 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?
- **What is the tone of your action?** Is it fun and energetic? Does it raise participants' morale? Will it garner media coverage?

A GUIDELINE FOR ALLIES COORDINATING CIW PROTESTS & EVENTS

For over 25 years, the Coalition of Immokalee Workers has held itself to the principles of creative non-violent action for systemic change. The CIW's victories have depended on a persistent alliance with consumers who have stood side-by-side with farmworkers. Therefore, those considering organizing with or on behalf of the CIW, whether a march, a letter delegation, or any other form of activity for the campaign, should follow the CIW's guidelines for peaceful protest.

This includes not engaging in any sort of civil disobedience, being respectful to a company's employees (including managers) and law enforcement during any protest, not engaging in any verbal or physical altercations or situations that could easily escalate to an altercation, and following any and all local and federal laws, including obtaining permits whenever they are required.

Most importantly, the CIW works to create spaces that are safe and welcoming to all supporters, especially families. Thus, it is critical that our environments are created to protect the safety of participants (i.e. designating security marshals, crossing streets safely and legally, not blocking any driveways or vehicular traffic).

If you are planning to coordinate an action, to get in touch! The CIW and the Alliance for Fair Food have a team of organizers in Immokalee who lend support needed for actions, including planning logistics, providing materials, and sharing resources.

You can contact us at 239-657-8311 or organize@allianceforfairfood.org.



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 the U.S. agricultural

industry through the Fair Food Program, portray Wendy's refusal to join the Program and complete disregard for human rights, 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 – [Name of Group/City] boycotts Wendy's! – for example. Notify the press and be ready to give them details on the Wendy's boycott and why you're supporting the campaign. Hand out flyers to passersby. Amplify the affect of your banner drop by creating a social media plan to spread the image throughout your community and the AFF network.

Vigils

To strike a more reflective and serious tone, consider gathering in the evening outside a Wendy's establishment or an important community location. Provide participants with candles (don't forget wind guards – 10 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 Wendy's Boycott. 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@sfalliance.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@sfalliance.org and use [#BoycottWendys](https://twitter.com/BoycottWendys) 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.

ACTION CHECK LIST

This check list is a helpful tool to make sure you are prepared. Depending on your action, part of this list may not be needed.

- ☐ Outreach plan: Make a list of people you can reach out to.
- ☐ Make list of materials you'll need and organize an art-making hangout session.
- ☐ Sign in sheet so you can follow up with people who come to the action!
- ☐ Make sure you have all the materials you need: Manager letter, megaphones, camera, art, flyers, buttons, sign in sheets...etc.
- ☐ Interpretation before and during the action: anticipate this and prepare.
- ☐ Chant/ánimo leaders: Have printed chant sheets so people can follow along. Assign chant leaders to begin first chants and hype up the team. BE EXCITED!
- ☐ Assign a photographer, videographer, and social media point person.
- ☐ Flyering: Have point people to flyer around the action so viewers and passersby know why you're there and know about the Wendy's Boycott!

- ❑ Media contact: Designate a person who will reach out to media and who will be prepared for possible interviews. This person should also send out several press releases. Make sure everyone who is present at the actions knows that they should direct media to that designated person.
- ❑ If possible, have a DRUM TEAM! Or great music on a speaker or live for example jaranas, guitars, trumpets, or old-fashioned pots and pans!
- ❑ Report backs: Have a point person write a report to send to the Alliance for Fair Food staff at ogranize@allianceforfairfood.org. about details regarding the action so your action can be featured on the CIW and AFF websites!

SPREAD THE WORD ABOUT YOUR ACTION

All of the suggestions below can work great for group tabling or community meetings to bring awareness to your Wendy's Boycott action and help you do outreach!

Tabling: Set up a table at a central location on your campus, at your congregation or a strategic location in your community. Encourage passersby to pledge to boycott Wendy's and have them sign the CIW's pledge right then and there. Make sure to give them information on the upcoming action or meeting – and don't forget to take down their information so you can stay in touch about the action and future events.

Flyering: Create a flyer for your action and pass them around town or on campus to spread the word about your action. Reach out to the AFF staff for general Wendy's Boycott flyers, stickers, buttons and more!

Photo Drives: Set up photo booths and have a photo/selfie drive. Create signs or face cut-outs with Wendy's image and a Boycott Wendy's message. Encourage people hold it to take a picture and have them post it on social media using [#BoycottWendys](#)!

SOCIAL MEDIA

Let the Fair Food Nation know that your Wendy's action is happening. Share with thousands on social media by tagging your posts and tweets with the following hashtags and handles. Also, whenever possible include images and links in your posts to boost interaction!

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| • #BoycottWendys | • #FairFoodNation |
| • @Wendys | • @ciw |
| • @FairFoodProgram | • @sfalliance |
| • @alliance4ff | • @WSRNetwork |