



Caravan to the Carnival!

Two years have passed since the resolution of the Taco Bell boycott, two years of waiting patiently to see what McDonald's would do to resolve the crisis of human rights abuses and poverty wages in its tomato supply chain. Today, the CIW declares that it is tired of, in the words of Martin Luther King Jr., "relying on the good will and understanding of those who profit by exploiting us." The CIW and its allies are quickly escalating the campaign to demand McDonald's recognize the rights of farmworkers.

As the first major mobilization in this new phase of the campaign, the CIW is spearheading two national days of action in McDonald's backyard in the greater Chicago area. The CIW will hold a major rally outside McDonald's corporate headquarters in Oak Brook, IL, on April 13th to be followed by a day of colorful street protests in downtown Chicago in the Latin American tradition of *Carnaval* on April 14th.

Now more than ever, the support of communities who stand in solidarity with the CIW is crucial. We strongly urge our allies across the country to join us in Chicago April 13th and 14th, 2007, as we fight for our rights as workers and our dignity as consumers alike.

Join us for these historic mobilizations to demand a fast-food industry that doesn't rely on the endless exploitation of farmworkers.

Below is a guide with suggestions for mobilizing your community to Chicago. It is intended to be a guide, so each community will need to think through their own particular needs.

Mobilization Tips & Suggestions

Start Now; Make it Easy. April 13th and 14th are fast approaching. The earlier you have researched travel options and planned logistics, the sooner you can confirm that folks will be on the bus(es) or van(s) to Chicago. A well-researched and thought-out plan makes participants feel confident in their participation and facilitates outreach.

Research. Depending on your ambition, look into renting a charter bus or van, determining availability and the cost per person. Key areas to research include travel costs, travel route, travel time and dates, time for bathroom breaks, departure location and time, meal stops, etc. By researching your transportation options you can provide details to potential participants. For example, if a charter bus costs \$5,000 and seats 50 people, each person would need to chip in \$100 plus eating expenses and tip for the driver.

Logistics Plan. To begin, make a list of all the components of such a road trip, including transportation, schedule, housing, fundraising, food, etc. Then think of clear, concrete goals for each component with a timeline of when tasks should be completed. Delegate! Delegate responsibilities throughout your group in order to share the workload and have clearly defined responsibilities for each person. The CIW is working on providing housing for participants. We will announce the details of housing and arrival location(s) shortly. Get addresses, driving and parking directions for the event, as well as a cell phone number participant organizers can call the day of the event if they are lost. Put this information, along with Mapquest directions between events, into a packet for your traveling.

Fundraising. In order to ensure that anyone can participate regardless of financial situation, consider a

P.O. Box 603, Immokalee, FL 34143

www.sfalliance.org (p) 239.657.8311 (f) 239.657.5055 organize@sfalliance.org

fundraising plan. Universities and schools have many resources, including even making vans available to students. Churches, professors, local unions, and other supporters could also pitch in *if* they cannot attend themselves. Consider throwing a benefit that serves the dual purpose of educating and animating your community about the campaign and raising money for the trip. Most likely, participants will need to contribute toward transportation costs. But by pooling resources and fundraising ahead of time, the trip can be significantly less expensive than individual air travel. If you get contacted by multiple professors and student groups, put them in touch with each other to pool resources. **To underscore the importance of this event, the CIW is offering \$100 per van and \$500 per charter bus to help cover costs.**

Outreach. Write out all the people you and your group know who may be interested in joining the caravan. Scrolling through your cell phone, email address book, or sign-in sheets from past events may spark your memory. Once you have an idea about the travel plans start to confirm people for the caravan. Assign specific people to outreach to potential participants. Don't underestimate the usefulness of a personal phone call or face to face time. After you have made the core list, think of other potential allies in your area, such as labor organizations/unions, faith based groups, others. Contact the CIW and SFA for other area contacts, and consult (<http://www.sfalliance.org/local.html>). You may not yet have contact with such organizations or individuals, but this can be used as an opportunity to spark such relationships and build local Alliance for Fair Food networks (see allianceforfairfood.org for more info). You may also consider outreaching to organizations and individuals that may not have the resources to take a trip like this, such as a day laborers center. With planning and fundraising, this can be an opportunity to build such relationships and contribute to those organizations.

In sum, take advantage of the outreach and fundraising you'll need to do to get a caravan to Chicago to hold events, presentations, and film screenings to spread conciousness about the CIW and the campaign. It's a process that feeds and builds on itself. (Contact us for free campaign materials, including a DVD).

If necessary, the CIW can use that personal touch to encourage folks to mobilize. Contact us if you feel a phone call from Immokalee may be helpful.

Road Trip. For you students out there, there are surely folks on campus that are itching for an opportunity to go to such an amazing national mobilization. Every year, thousands and thousands of young people mobilize to DC for anti-war protests or to the School of the Americas in Georgia. Why should this be any different? Flyering and postering on campus and outreach to student organizations can reach interested people outside your usual social networks.

Follow-up; Check-up. In order to ensure a smooth caravan be sure to follow-up on your travel details. A few weeks before, and then again a few days before the leave date, re-confirm your transportation, funding, and any other details essential for a road trip. Also, after initial confirmations of participants, re-confirm their participation a few weeks out and then remind them a few days before hand. The last think you want is a to rent a 50-passenger bus and have 20 people not show up at the last minute!

Let us Know. Communicate with the CIW about your goals and how many people we should expect to arrive in Chicago. **We ask that all caravan organizers let us know how many people we can expect from their communities by March 15.** With this document please find a City Form. Please fill it out and return them to workers@ciw-online.org so that we can have an idea of how much housing we need to provide. Feel free to contact us at workers@ciw-online.org or call 239-657-1776 for organizing support and materials.



CIW 2007 Mobilization City Form

Dear Allies/supporters:

Please fill out this form and return it to workers@ciw-online.org as soon as possible, no later than March 15th. Thank you for all your work in putting this together!

City of Origin:

Main Contact Person:

Day Phone:

Evening Phone:

Cell:

Email:

Alternate contact in case we can't reach you:

Number of participants traveling:

Special Needs (ex: wheelchair, children, elderly):

Organizations/schools represented:

Expected date/time leaving city of origin:

Expected date/time arriving in Chicago:

Expected date/time leaving Chicago:

Address for arrival:

Name and address of host space where participants will overnight (if applicable):