Organizational Playbook

September 2020 | Version 2

Thank you for considering leading a procession and rosary rally to help bring unity to our country. This book has been written by the people who organized a successful rally in Madison, Wisconsin on August 15, 2020. They are sharing all of their experiences to make it easier to organize your event.

If you agree to be a leader and plan a rally, we ask that you follow our gameplan very closely. We think you'll find these plans simplify the process and will answer most of your questions. Should you have any questions as you go through the process, you can reach us at info@uniteournation.net, and we'll be happy to help.

Our prayer now is that through the sharing of our formula for success captured in this playbook, that the Holy Spirit will ignite fires nationwide to Unite Our Nation. Will you be the one to lead the effort where you live?

All for the greater glory of God, through our Immaculate Mother.

The Eight Key Steps for Success

1. Read through this Organizational Playbook
2. Create a great leadership team
3. Commit to praying for team success
4. Identify the date for the Eucharistic Procession/Rosary Rally
5. Register your procession on UniteOurNation.net
6. Develop a coalition of sponsors to help spread the word
7. Create and implement a plan
8. Develop a timetable and stick to the due dates

The Eight Key Steps for Success

Throughout this playbook you will see we refer to our website, UniteOurNation.net. Make sure you utilize our Resources tab for free templates, letter samples, poster art and social media tools.

We also want you to encourage your participants to register through UniteOurNation.net, so you know how many are attending. You will also be able to send reminders to those who register. They can register in the Events tab.

Timeline
The Madison, Wisconsin group organized a successful rally with 3,000 participants in roughly 3 weeks, so know that this can be done! “God will not be outdone in generosity.”

Why is this led by the laity?

We have awesome church leadership throughout our country, but they can't do it all. They need all of us to step up—to show support for our church, our Bishops, Priests, Deacons and Religious, and to get the laity energized. We are many parts, but one body. Right now, in our current climate, we need courageous men and women to lead these Eucharistic Processions and Rosary Walks to pray for our country. Your church leaders will come, they will speak and they will be forever thankful to your group for standing tall.

What if I feel I can't really organize a big Eucharistic Procession and Rosary Walk?

Every prayer is important right now. You can also scale down this plan and lead a patriotic rosary walk at your local parish, or in your community. We still want you to register it on our site, and we will help you promote it in your local community.

Create a Great Leadership Team

- Leadership Team Characteristics
  - Sacrificial hearts, willing to work hard for the glory of God
  - Self-motivated with a sense of urgency
  - Practicing Catholics who put their faith into action. An attitude of “I can…and we will get this done”
- Assign and distribute duties appropriately across the team to ensure accountability

Create a Great Leadership Team

- Suggested Leadership Team Skills & Responsibilities
  - **Leader** – The voice of the team, responsible for leadership and guidance, may be called on to do interviews and speak with priests and bishops
  - **Communications** – Handles communications with parishes, dioceses, radio, newspapers using our tool kit
  - **Social Media** – Spreads the word effectively through social channels using our tool kit
  - **Project Management** – Event planning, note taking and action item tracking
  - **Videography & Photography** – Captures the spirit of the event, liaison with the AV company you hire
  - **Law Enforcement Pro** – Liaison who understands the channels of local law enforcement agencies

Schedule Your Event

- ❑ Pick a date—Feast days are preferable, but not necessary (remember, every Sunday is a feast day)
- ❑ You will need a Spiritual Director—Priest, Bishop or Deacon—to sponsor the event. The Spiritual Director will lead the planning of the Eucharistic Procession
- ❑ If possible, solicit a host parish close to the event location, preferably with a large parking lot to simplify parking issues
- ❑ Notify the bishop(s) serving in the event location and surrounding dioceses and try to gain his/their commitment. Their attendance is preferred because it guarantees communication to a broader audience
- ❑ Remember, the more priests invited, the more their flocks will attend

Schedule Your Event

- ❑ Notify and invite police/security and ensure compliance with or understanding of all permits—you may have to work with city governments to get a permit. Make sure to do this early in the process. There may be elements of a permit (e.g. “social distancing”) with which you may not be able to comply. It’s better to acknowledge non-compliance than to knowingly violate a permit granted
- ❑ **Stress to everyone that this event is a peaceful, prayerful, public profession of our Catholic Faith. It is non-political, and no political signs or attire will be allowed. The focus is on the Eucharist and prayer.**

Develop Coalition of Sponsors

- Reach out to Catholic organizations for event promotion and prayer—you are going to ask them to promote the event through their email lists and on their websites. You could also ask them for monetary donations if needed. Use the solicitation letter templates on our site in the Resources tab
  - E.g. Youth groups, men's groups, Knights of Columbus, women's groups, pro-life groups, religious orders
- Sponsors are a critical part of spreading the word to their mailing list. The more sponsors, the more credibility and communication for your event
- You may also solicit local businesses for donations and sponsorships to help defray organizational expenses—remember, no amount is too small!
- Share collateral (marketing materials, etc.) with sponsors to post on websites, email their team, and contact via phone or text

Promote Your Event

- Use **FREE** resources available at UniteOurNation.net
- Events like this thrive on personal connections. Invite people via a “tap on the shoulder”, text or phone call—this is CRITICAL. Your leadership team should be doing this, and asking supporters to do this, too
- Download the PDF promotional flyer—you’ll be able to edit it to add your event details, and other collateral from our site, in the Resources tab
  - You’ll find sample letters for soliciting local sponsors, clergy and bishops; law enforcement; local municipality communication; and press releases (pre-event and post-event)
  - Signs for day of event: Work with a local printing company to print signs that you can download from our site. THIS IS A KEY UNIFYING ELEMENT OF THE EVENT

Promote Your Event

- Send press releases to local media and your diocese publications, see the Unite Our Nation Resources tab for templates
- Special Press release options available
  - We have partnered with Metric Media
  - You and your leadership team will receive an email asking about your involvement
  - They will write several press releases we can use to promote your event
- Send bulletin announcements to all parishes in your area, see the Unite Our Nation Resources tab for templates

Promote Your Event

- Broadcast event through your social media accounts, and solicit team leaders, sponsors and supporters to share and spread the word through their social media
  - When you register your event we will send you event-specific social post graphics
  - Use social media posts from the Unite Our Nation Resource page and create your own
  - Remember to tag UniteOurNation to get maximum visibility on your posts; use these tags
    - Instagram: @unite.our.nation
    - Twitter: @unite_our
    - Facebook: Unite Our Nation

Promote Your Event

- Encourage participants to register on UniteOurNation.net so you have an idea of how many will attend. You can post links to take them directly to your event page.
- Radio
  - Contact local Catholic radio stations, offer to be interviewed
- Prominent Catholic support
  - Ask a Bishop and/or Catholic authority to create a radio or video spot—we'll give you the script that can be modified
- Reach out to all Catholic media, specifically communication directors of dioceses and diocesan newspapers and websites and your local parishes. Provide them with press releases, social media links, and event information

Audio/Video

- Hire audio/video professionals and make sure the principals/experts will be attending
- Size audio system to anticipated turnout and ensure it is mobile if procession is taking place.
- Wireless mics are tricky, especially if there are buildings or hard structures in the way, discuss this with your A/V professionals
- Be aware that drones require permitting and licensing
- A good photographer or two can capture the spirit of the event—this can be a skilled amateur or professional

Infrastructure Needs

- ❑ Event location
- ❑ Permits (if required)—check with your municipality before you do any promotion
- ❑ Insurance (if required)—municipality may require insurance
- ❑ Parking—KEY!—make sure you communicate where attendees should park—utilize your social media to communicate this information
- ❑ Restroom access if possible
- ❑ Security notification and presence (if desired, required)
  - ❑ City police, sheriff, capitol police (if applicable)
- ❑ Route Map with restroom location

Infrastructure Needs

- ❑ Ushers with identifying hats, vests, or shirts—order items such as white/red hats to make identifying ushers easy
- ❑ Detailed script for participants and ushers—sequence and content, sample is in the Resource section on the website
- ❑ Walkie Talkie and/or other intra-team communication devices
- ❑ AV Support—talk to your AV professionals for best results
- ❑ Budget expectation. AV, Restroom, Giveaways, Signs, etc. $1,500-$2500, check to see if you can get donations to offset the costs

Ceremony Needs

Under the direction of your spiritual director, you'll need the following for the event

- ❑ The Eucharist
- ❑ Statue of Mary (if available and approved for procession)
- ❑ Altar
- ❑ Processional items: Canopy, monstrance, incense, flags, etc., your Spiritual Director will guide you on this
- ❑ Recruit priests, deacons, seminarians, altar boys to assist
- ❑ Altar servers (trained and instructed by Spiritual Director)
- ❑ "Unite Our Nation" Banner, if approved for procession
- ❑ Girls in First Communion Dresses with rose petals (not necessary but nice)
- ❑ Boys in First Communion suits (not necessary but nice)

Suggestions on What to Provide Attendees

COVID-19 Precautions

Be aware of and follow your local and state mandates. Encourage attendees to follow social distancing when possible, and wear masks outdoors when social distancing is not possible.

We recommend you have large bottles of hand sanitizer available and disposable face masks for those who forget or would like a mask.

These are items you might want to have available for all attendees

- Signs
- Event map, including parking, route and restrooms
- Rosary

Tips to Ensure Success

- Commitment to prayer
  - “Pray as though it all depends of God, work as though it all depends on us”
- Clearly identify action items and owners and let the owners deliver
- Follow-up is critical, keep your due dates and ensure items are delivered on time
- Post-event communication via print, pictures, video, etc.
- You can post your event photos and report how your event went through the UniteOurNation.net site in the Blog/News tab

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NATION
Let's Unite Your State!