

KNOCK DOWN THE HOUSE

IMPACT REPORT



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EXECUTIVE SUMMARY

Peace is Loud designed and executed a dynamic impact campaign for the documentary *Knock Down the House*, which premiered on Netflix in May 2019. The campaign lasted sixteen months, wrapping in September 2020.

Peace is Loud created a three-phase campaign including community screenings, in-depth partnerships initiatives, resource creation, virtual events, and capacity-building. In doing so, the campaign successfully centered the power of the grassroots and representation in civic engagement movement-building and supported the advancement of women and people of color in leadership positions.



CAMPAIGN VISION AND GOALS

The impact campaign's vision and goals were designed to serve members of systems-oppressed communities currently underrepresented in government and leadership. With this in mind, we aligned with grassroots groups advancing their civic engagement and leadership. The campaign thereby helped build power from within communities, rather than outside, and create necessary structural and sustainable change to governance.

- ① Break down barriers of access to government and civic participation
- ② Build a sustainable pipeline to a truly representative progressive government
- ③ Build power among systems-oppressed communities—in particular, women of color—organizing for justice and building a more equitable future

“

We see *Knock Down the House* as a jumping-off point for a longer conversation about grassroots mobilizing, barriers to equal participation, and how to transform loss into power. Our participants repeatedly mentioned that the film was a huge inspiration for them, demonstrating the practical applicability of organizing, and though while it is extremely tough, it is also possible. People like us have changed the world and we will keep doing so. ”

—Malikah
Partner Organization

IMPACT

Knock Down the House gained immense traction upon its Netflix release, creating an opportunity to activate and sustain civic engagement across the country. Furthermore, it opened a new window to redefine civic engagement, expanding beyond voting to center grassroots base-building and representation.

Campaign highlights included:

- **Three special pillar events in St. Louis, Missouri; Las Vegas, NV; and Charleston, WV featuring film subjects Cori Bush, Amy Vilela, and Paula Jean Swearengin**, highlighted the candidates' powerful work and engaged with local grassroots organizing efforts in each city.
- **Black Voters Matter** incorporated the film into their programming on and off their tour bus across various states, such as Louisiana, Mississippi, Alabama, Georgia, Tennessee, Florida, North Carolina, South Carolina, Virginia, Michigan, and Virginia.
- **Malikah**, a collective of trauma-informed Black and brown women trainers, organizers, and facilitators dedicated to building power for their communities, integrated *Knock Down the House* into their Organizing Institute summit at Middlebury College. Attendees learned organizing skills to help them build people power in their communities, and had the opportunity to become certified trainers.
- **MOVE Texas** and Peace is Loud hosted a special event in Laredo, Texas, featuring *Knock Down the House* and a civic engagement workshop geared towards Laredo's Latinx and immigrant student community, galvanizing support for the local grassroots political movement-building and civic engagement pipelines.
- **The Riveter**, a women focused co-working space, screened the film at their Seattle location, with a panel with Seattle City Councilmember Lorena Gonzalez, Washington State Senator Mona Das, Washington State Senator Joe Nguyen, and Lydia Lippold-Gelb, Community Organizer with VoteRunLead.
- The **Cine El Rey Theatre** in McAllen, TX screened the film and had a panel featuring a state organizer for Justice Democrats, a City Council Member, and a professor at Queens College who was an advisor to Representative Ocasio-Cortez's campaign.
- As the official partner for Phase 3 of the campaign, the **Movement School**, a nonprofit dedicated to cultivating leaders and organizers to fight for justice on behalf of their communities, integrated the film and its framework centering leadership representation and grassroots organizing via various capacity-building activities, including trainings, tailored resources, and a virtual special event, all especially valuable during the COVID-19 pandemic and crisis.
- Peace is Loud created **Knock Down the Barriers**, a civic engagement primer designed to spark engagement and provide audiences accessible methods of political participation across the spectrum, from protesting to running for office.

BY THE NUMBERS

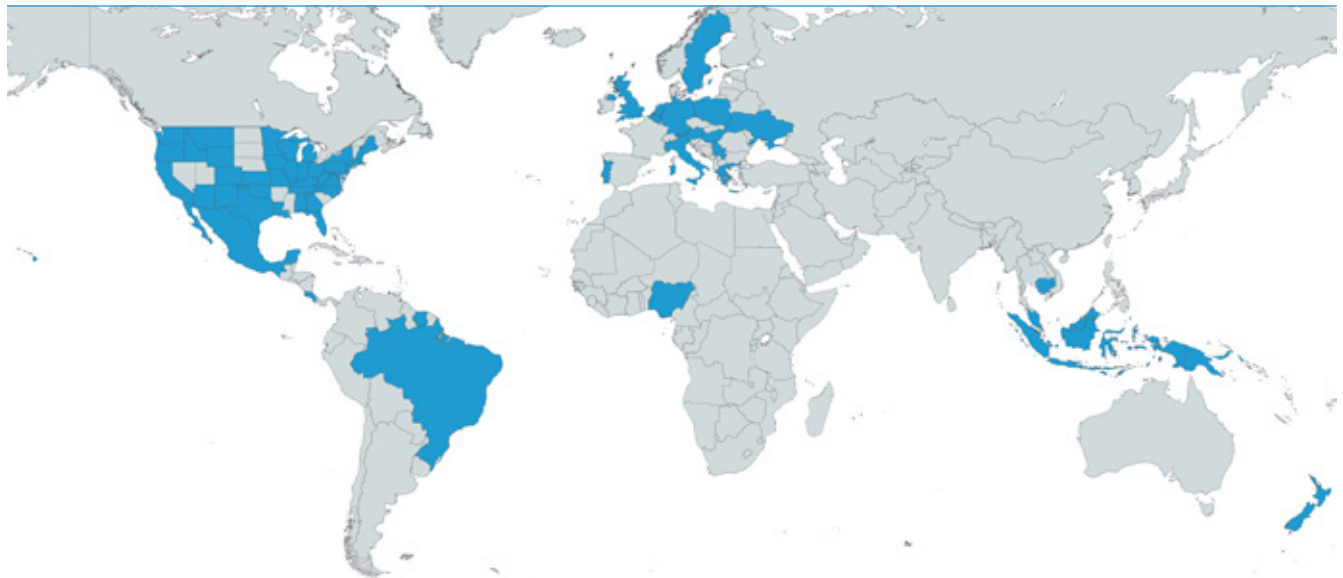
53

Partners engaged across civic engagement, leadership, and organizing spaces

369

Confirmed community screenings

SCREENINGS



41 States

Alabama	Louisiana	Ohio
Arizona	Main	Oklahoma
California	Maryland	Oregon
Colorado	Massachusetts	Pennsylvania
Connecticut	Michigan	Rhode Island
Florida	Minnesota	Tennessee
Georgia	Missouri	Texas
Hawaii	Montana	Virginia
Idaho	Nevada	Washington
Illinois	New Hampshire	Washington DC
Indiana	New Jersey	West Virginia
Iowa	New Mexico	Wisconsin
Kansas	New York	Wyoming
Kentucky	North Carolina	

28 Countries

Austria	Germany	Nigeria
Belarus	Greece	Papua New Guinea
Belgium	Hungary	Poland
Brazil	Indonesia	Portugal
Cambodia	Italy	Serbia
Canada	Malaysia	Suriname
Colombia	Mexico	Sweden
Costa Rica	Netherlands	Ukraine
England	New Zealand	Wales

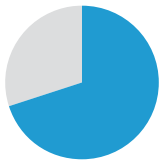
BY THE NUMBERS

Average screening audience size

87 Attendees

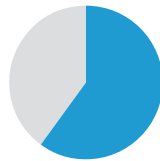
Estimated community screenings film viewership

32,000



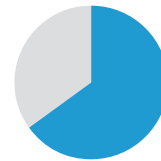
70%+

of screenings included a special introduction, Q&A, or discussion



60%+

of screenings centered grassroots political campaigns and political representation as their discussion topics



65%+

of screening hosts will consider integrating the film into their ongoing programs

Hosts are **extremely likely** to recommend the film to a friend or colleague.

1
Not likely

9.7

10
Extremely likely

SCREENING AUDIENCES



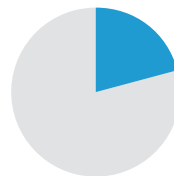
27%

Peace is Loud Community
(filmmakers, film organizations, and previous campaign screening hosts)



26%

Political Organizations & Candidates
(organizations supporting political leadership advancement)



21%

Grassroots & Movements
(focused on civic engagement)



15%

Academic

FILM SYNOPSIS

When tragedy struck her family in the midst of the financial crisis, Bronx-born Alexandria Ocasio-Cortez had to work double shifts in a restaurant to save her home from foreclosure. After losing a loved one to a preventable medical condition, Amy Vilela didn't know what to do with the anger she felt about America's broken health care system. Cori Bush was drawn into the streets when the police shooting of an unarmed black man brought protests and tanks into her neighborhood. Paula Jean Swearengin was fed up with watching her friends and family suffer and die from the environmental effects of the coal industry.

At a moment of historic volatility in American politics, these four women decide to fight back, setting themselves on a journey that will change their lives and their country forever. Without political experience or corporate money, they build a movement of insurgent candidates challenging powerful incumbents in Congress. Their efforts result in a legendary upset.



STRATEGIC VISION

Issue Background

Knock Down the House is an impact campaign dream come true: an abundance of relevant and magnetic topics that provide enormous opportunity for civic engagement, conversation, transformation, and sustained change. The release of the film on Netflix came at an opportune time, leveraging not only the tremendous visibility of Representative Alexandria Ocasio-Cortez, but also a hunger for a government that truly represents the people of the United States.

By positioning “ordinary Americans” as qualified to run for office, *Knock Down the House* sheds new light on a pervasive stereotype that only elite actors can become politicians. The film challenges the dominant narratives of what an elected official looks like, who can and should run for office, what work and life experience qualifies someone to run, and, on a broader level, who has a say in how the government runs and whose interests the government should serve.

The film also presented a critical opportunity to ignite new conversations and interventions on the corrupt influence of money and power in politics. As Representative Ocasio-Cortez says in the film, for every 100 “ordinary Americans” who run for office, only one succeeds because of the structural forces obstructing their campaigns. While the United States 116th Congress freshmen were more diverse and reflective of the population than any previous class, women held approximately 24% of seats, despite being more than half of the U.S. population, and approximately 78% of Congress was white, despite being only 61% of the general population. Through compelling personal narratives, *Knock Down the House* identifies this issue, but also illuminates the possibilities for creating a truly representative government.

The film challenges the dominant narratives of what an elected official looks like, who can and should run for office.



Campaign Strategy and Tactics

Inspired by the platforms and messages of the four candidates profiled in the film — Representative Alexandria Ocasio-Cortez, Congresswoman Cori Bush (elected in 2020), Amy Vilela, and Paula Jean Swearengin — the impact campaign centered the idea that “ordinary people” can do extraordinary things, and that the time is ripe for elected officials that can and will disrupt the systems and structures that perpetuate injustice and inequality.

In order to support systemic change, the campaign used the film to build support for a growing movement to expand access to government, leadership, and civic engagement opportunities. Drawing on opportunities in the film that are unique to this political moment — primarily the visibility, momentum, and energy behind Representative Ocasio-Cortez and the wave of increased representation in 2018 — the *Knock Down the House* campaign engaged and supported civil society, prioritizing underrepresented and systems-oppressed communities, and helped create a new narrative that it is possible, and in fact crucial, for all facets of society to participate in the political, economic, and cultural systems that shape their lives.

Understanding that meaningful civic engagement is an antidote to inequality, the campaign leveraged the rich potential to build power among systems-oppressed communities to reclaim the shrinking civic space and hold elected officials accountable. But meaningful civic engagement cannot be conceived in abstraction - the campaign rooted its efforts in local communities to directly support their momentum towards progressive change at every level of governance from local to global.

The time is ripe for elected officials that can and will disrupt the systems and structures that perpetuate injustice and inequality.



The campaign applied this strategic vision across three phases of work:

PHASE 1

Phase 1 of the campaign began with the film's Netflix and theatrical release on May 1, 2019, when the film became available for free community and educational screenings, worldwide. Peace is Loud coordinated and supported all brick and mortar community screening requests; supported grassroots activations at special Las Vegas, St. Louis, and Charleston events; and conducted outreach to organizations representing key target audiences, who promoted the Netflix release to their networks. The latter organizations then became potential core partners for Phase 2 of the campaign, helping to inform our overall strategy.

PHASE 2

Phase 2 of the campaign, from June 8 through December 8, 2019, sought to build a sustainable pipeline to truly representative government by providing the film as an organizing and capacity-building tool to partners advancing civic engagement among women and systems-oppressed communities. Peace is Loud deepened our work with core partner organizations, as we integrated the film into partner trainings and programmatic activities; co-hosted special screening events in strategically advantageous locations; produced an educational resource for digital and in-person audiences; consulted on a youth toolkit and lesson plans produced by Blueshift Education; liaised with Doc Society to share resources and information across the US and UK impact campaigns; and continued supporting screening hosts and publishing events on the film's website. The campaign connected the film's Phase 1 audiences directly to opportunities to increase their civic engagement and education, and enabled aligned organizations to use the film as a tool to further their own goals—creating not only greater reach, but also greater impact.

PHASE 3

Phase 3 of the campaign began in December and featured an in-depth capacity-building initiative with a single partner, Movement School. This phase was developed in close collaboration with our partner, with the goal of building power and strengthening leadership skills for women organizing for justice. Although the campaign was originally scheduled to end in May 2020, due to the COVID-19 crisis, Peace is Loud remained in partnership with Movement School until September 2020, in an effort to provide as much direct support as possible to our partner and its community of organizers, through a time of extraordinary crisis.

IMPACT CAMPAIGN TIMELINE

2019

JANUARY

1/27

Knock Down the House world premiere at Sundance Film Festival

MAY

5/1

- *Knock Down the House* premieres on Netflix and in theaters, and Phase 1 of impact campaign launches, featuring a robust community screening initiative, partnership engagements, and pillar special events
- Pillar event in St. Louis, MO, featuring Cori Bush and Amy Vilela in conversation with Reverend Traci Blackmon

5/4

Pillar event in Las Vegas, NV, featuring Amy Vilela, Cori Bush, and Paula Jean Swearengin

SEPTEMBER

9/24

On National Voter Registration Day, Peace is Loud distributes a custom civic engagement digital toolkit across the campaign's community of hundreds of screening hosts and partners

OCTOBER

10/3

Special event with BE HEARD Coalition in Chicago, IL, featuring Cori Bush

10/4

Special event with MOVE Texas in Laredo, TX

DECEMBER

12/3

Special event with BE HEARD Coalition in NYC, featuring Movement School Co-Founder and Director, Ilona Duverge

12/8

Phase 3 of impact campaign launches with Movement School partnership work

IMPACT CAMPAIGN TIMELINE

2020

JANUARY

1/21

First reported case of COVID-19 in the United States

MARCH

3/6

Peace is Loud hosts listening session with Movement School Reclaim Fellows

3/20

New York State lockdown begins

MAY

5/9

Movement School and Peace is Loud host Organizing 101 virtual training session as part of the Reclaim Alumni Training series, featuring Reclaim Fellow LaKeesha Taylor and Nikki Cole, One Fair Wage National Policy Campaign Director

5/16

Movement School and Peace is Loud host Personal Narrative virtual training session as part of the Reclaim Alumni Training series, featuring Reclaim Fellow Kia Thomas and Peace is Loud staff Emily del Carmen Ramirez, Marwa Eltahir, and Kaitlyn Hamby

JUNE

6/9

Paula Jean Swearengin wins Democratic primary for U.S. Senate in West Virginia

6/23

Representative Alexandria Ocasio-Cortez wins Democratic primary in New York's 14th Congressional District

AUGUST

8/4

Representative Cori Bush wins Democratic primary in Missouri's 1st Congressional District

SEPTEMBER

9/3

Peace is Loud and Movement School host pillar virtual event, The Color of the Movement: Black & Brown Women and the Fight for Political Liberation, featuring grassroots leaders Tiffany Cabán, Angela Lang, and Sandy Nurse

9/15

Knock Down the House impact campaign ends, culminating in over 350 community screenings and over 50 engaged partners

NOVEMBER

11/3

- Representative Alexandria Ocasio-Cortez wins second congressional term for New York's 14th Congressional District
- Representative Cori Bush elected to Congress for Missouri's 1st Congressional District

IMPACT

PHASE 1

April 8 - June 8, 2019

The first phase of *Knock Down the House's* impact campaign ran from April 8 - June 8, 2019. Peace is Loud was thrilled to join a team—including Jubilee Films, Netflix, Blueshift Education, and Action Kit—prepared to propel the impact potential across different activities. In Phase 1 of the campaign, we built and implemented a screenings-driven strategy with the goal of supporting grassroots movements breaking down barriers of access to government.

The campaign offered the film free of cost for community events—opportunities for organizations working to boost civic participation, fight the influence of money in politics, and inspire members of communities underrepresented in government. While the film had enormous organic interest and traction, Peace is Loud also prioritized outreach to groups representing and/or serving women, young people, and systems-oppressed communities.



Over the course of these two months, the campaign primarily focused on four tactic activities:

- 1 Grassroots community screenings
- 2 Pillar special events
- 3 Promotional partnerships
- 4 Educational resources

PHASE 1

Grassroots Community Screenings

Community screenings were a key activity in building awareness about the film’s message advancing civic engagement and galvanizing audiences to take action. Throughout Phase 1, the campaign confirmed over 280 community screenings across 40 states, working with a powerful myriad of grassroots groups, nonprofit organizations, and community organizers.

Peace is Loud led the fulfillment of community screenings, working closely with Action Kit (an online organizing hub designed to process and track events). The screenings methodology we built ensured access to the film and its resources for anyone and everyone who wanted to screen the film. By spearheading the coordination, Peace is Loud was best positioned to maximize the potential of each screening, shepherding screening hosts through their planning and providing instrumental civic engagement framework and resources for their communities. The landscape view on the film’s traction offered the Peace is Loud team crucial insight as we also began identifying potential partnerships for both short-term screenings promotion and long-term, in-depth impact opportunities throughout the course of the campaign.

Peace is Loud was grateful for Action Kit and the interactive website they created for the launch of the film in May, allowing hosts to register their watch parties and create their own “event page” where audiences could easily RSVP and find resources. In addition, the site allowed potential attendees to search and view events by region. Action Kit helped provide hosts an easy way to promote their events and seamlessly share information and resources with their communities. Peace is Loud collaborated with Action Kit to create an accompanying [screening toolkit](#), to guide hosts through the basics of accessing the film online and creating their events on the website.

“*Knock Down the House is a triumph as a film, and as a rallying cry and antidote.*

Thank you so much for bringing it about, and for the perfect way you’ve promoted it and made its energy and outreach available. It’s as if you’re keeping the community growing. We felt this last night, and everyone left talking about the people they knew who had to see it.”

— Donna Benenson, Wilton Democrats

Peace is Loud denominated four core audiences specific to the community screenings initiative, in an effort to best track the campaign's traction and offer tailored and genuine engagement throughout the course of the entire campaign:

- Grassroots & Movements (focused on civic engagement)
- Political Organizations & Candidates (organizations supporting political leadership advancement)
- Peace is Loud Community (filmmakers, film organizations, and previous campaign screening hosts)
- Academic

The community screenings initiative helped advance Phase 1's goal with the film and its resources' highly accessible nature. Groups historically underrepresented in politics were given equal access to the film, and the campaign's data shows that on average they accessed them at the same rate as other audiences. These groups also had the added resource of the Peace is Loud team to guide them on how to integrate storytelling into their ongoing work, at no cost, thus building their capacity. Skill-sharing and accessible resources gave these groups new opportunities to engage in the political process, thus moving the needle towards a more representative government. Furthermore, the entire initiative was created in such a way that it could be sustained and facilitated by Peace is Loud throughout the entirety of the impact campaign.

Trends Observed

- Screening hosts used these events as opportunities to bring together communities to increase civic engagement through dialogue, education, and action
- Strong geographic diversity, with events taking place in 40 states (plus Washington, DC) and across 22 countries
- The film's organic draw propelled traction for Phase 1, creating fertile ground for the campaign to develop relationships with screening hosts and potential partners
- Many screenings generated press, like this [Laredo, TX local news story](#), furthering the film's footprint and message promoting civic engagement

Quick Hits

284

Confirmed screenings

117

Additional potential screenings

400

Hosts and potential hosts that the campaign was in touch with

Community screenings took place in over:

40

States

22

Countries

70%

Conversion rate from preliminary interest to confirmed screening, higher than most of Peace is Loud's previous campaigns, reflecting the film's organic draw and the accessible resources and event support provided by the campaign

PHASE 1

From Our Screening Hosts

“Given all the negativity we see and hear all around us on a daily basis, it’s so important that we find renewed reason to learn from each other’s stories, forge new alliances, and work together on behalf of something bigger than any one of us.”

– **Watch party host who was subsequently inspired to run for office**

“Lots of new faces and people wanting to take action. Thank you for your help! We are looking forward to 2020!”

– **Host from local Illinois Indivisible chapter**

“The four main women and their respective stories inspired people in different ways, and there were many moments during the film that produced the audience to cheer, clap, boo, laugh and cry. The debate scenes felt like they were happening live, as the audience reacted and responded to comments audibly. We talked about how the women in the film and the filmmakers themselves shared the same type of drive and resiliency to accomplish their goals, and how it takes that type of persistence and strain to accomplish something truly great.”

– **Host from Brooklyn, NY**

“We connected with our local labour congress that ran a candidate course for women which was very on message and well received. I really appreciated how seamless our work with your tools was. Thanks for offering up a great set of tools.”

–Kate Betts-Wilmott,
Constituency Assistant for
Canadian MPP Ian Arthur



Screening hosted by Representative Ocasio-Cortez’s campaign volunteers

PHASE 1

Pillar Events

Peace is Loud took a lead role in supporting special pillar events taking place in St. Louis, MO; Las Vegas, NV; and Charleston, WV. While the events were managed by Netflix for logistical reasons, Peace is Loud played a crucial role in helping conceptualize the strategic vision for the events, identifying and securing partners to co-host or participate, and inviting aligned organizations and constituencies to fill the room, transforming the events from traditional film screenings into community-building engagements.

Special screening in St. Louis, MO on May 1

Taking place in Cori Bush's congressional district, the screening featured Cori in conversation with fellow *Knock Down the House* subject Amy Vilela. Peace is Loud was thrilled to secure Reverend Traci Blackmon to moderate this special Q&A. As a nationally renowned social justice figure and leader of the Black Lives Matter movement, Rev. Blackmon was a powerful addition to the stage, helping center racial justice as a paramount issue for the district. In addition, Peace is Loud conducted extensive research and outreach to local grassroots groups and nonprofits to build awareness of the event and offer promotional partnership opportunities. Groups including InPower Institute, St. Louis Young Democrats, National Women's Political Caucus STL, NAACP STL, and PotBangerz were either in attendance or shared the film and the event with their communities and networks. Overall, the city of St. Louis showed incredible excitement for the event and support for Cori Bush, with Landmark's Tivoli Theater being 90% full with 400 tickets sold.



Special screening in St. Louis, MO. Credit: Paul Goyette

PHASE 1

Special screening in Las Vegas, NV on May 4

The special screening featured Amy Vilela in conversation with Cori Bush and Paula Jean Swearengin, in Amy's congressional district. Peace is Loud supported the second special event by engaging closely with Amy Vilela's hometown community of partners, which included the Clark County (LV) Left Caucus, and the Stonewall Democratic Club of Southern Nevada. These partners raised awareness for the event, attended, and distributed tickets throughout their networks. Las Vegas excitedly greeted the event, with the Brenden Theater being 85% full, including many community leaders.

Special screening in Charleston, WV on May 19

The third special screening event featured a Q&A with Paula Jean Swearengin, at the LaBelle Theater in her home state. The event was presented in partnership with the Ohio Valley Environmental Coalition, a climate justice organization that Paula Jean supported throughout her campaign. The event offered an imperative opportunity to center the many environmental justice issues that local communities must face in West Virginia. Peace is Loud supported the logistics of the event by helping secure the venue and liaising closely with the presenting partner on their needs and goals.



Special screening at Labelle Theater in Charleston, WV. Credit: Vivian Stockman

For the campaign's pillar events initiative, Peace is Loud reached out to 30+ partners across the three host cities, working closely with 12 partners across the three events. The partnership work helped not only promote the visibility of the film and its subjects but also highlight each of Cori Bush's, Amy Vilela's, and Paula Jean Swearengin's core values.

PHASE 1

Promotional Partnerships

Peace is Loud conducted outreach to over 30 organizations representing key target audiences to grow awareness of the film. These key audiences included progressive organizations working to build civic engagement, groups local to the cities hosting special pillar events that were values and mission-aligned to the film, and organizations amplifying the voices of women and other systems-oppressed communities in political or film sectors. Peace is Loud conducted the tailored outreach to engage each organization in different activities as appropriate:

- We provided digital assets from the film, including stills, clips, and promotional materials, for groups to share the documentary, special events, and community screenings opportunity with their members and constituencies. Organizations that engaged in these promotions include: Fem League, Anti-Racism Collective STL, Code Pink, Girl Rising, and Global Fund for Women.
- We distributed film stills, clips, and educational resources that organizations could use as a framework for their own civic engagement or leadership development digital initiatives. Organizations that engaged this way include Oxfam America and Civil Society Working Group on Women, Peace, and Security.
- We encouraged organizations to buy theatre tickets and host community or classroom screenings. Organizations such as Run for Something, The Future of Film is Female, and Sunrise Movement engaged in this way. (One Sunrise Movement tweet alone generated three times the number of incoming screening requests!)

This outreach allowed Peace is Loud to begin cultivating unique and deeper partnerships further explored in the campaign's second phase.

Overall, as part of Phase 1 of the campaign across all partnership initiatives, Peace is Loud conducted tailored outreach to over 45 partners, and collaborated with 22 partners across the different tactics. With a conversion rate of 47%, the partnership engagement reflected the momentum of the film and its relevance among grassroots political and leadership movements.



Screenshot from Sunrise Movement Twitter account

PHASE 1

Educational Resources

The impact campaign for *Knock Down the House* featured a variety of educational resources, created by Blueshift Education in collaboration with Peace is Loud. These included:

- A [Discussion Guide](#) offering film and issue background, tips for leading discussions, and ways to spark action in local communities. The guide centered representation and the inequities in current campaign financing as paramount points of discussion.
- A [Youth Toolkit](#) providing practical information on organizing events around the film as well as resources to facilitate discussions and workshops around grassroots organizing, combating money in politics, increasing representation in government, and even running for office. (Peace is Loud secured an expert review—an organizer from the Rockaway Youth Task Force—to give feedback on the toolkit before it was finalized, to ensure it served the needs of its target audience.)
- A [Teaching Guide & Curriculum](#) offering educators at different levels ways to integrate the film into their Social Studies and English Language Arts curricula.

Peace is Loud strategically and proactively distributed these three resources to screening hosts and partners. In addition, Peace is Loud offered Netflix, who managed social media for the film, useful frameworks to share the resources on the film's digital channels.

PHASE 2

IMPACT

June 8 - November 30, 2019

Phase 2 Strategy

Phase 2 of the impact campaign allowed Peace is Loud to analyze and integrate learnings from the first phase of the campaign, as well as the current political landscape. 2018 was a year of incredible momentum for progressive government representation, with a record number of 102 women gaining seats in the House of Representatives, including the first two Native American Congresswomen and the first two Muslim-American Congresswomen. Looking ahead to 2020, a year posed for political watershed, the campaign evaluated where the film was best positioned to support the next wave of political and leadership representation at all levels.

Knock Down the House was undeniably a remarkable tool for bolstering civic engagement and galvanizing support for a new generation of leaders. With this in mind, Peace is Loud designed a strategy to offer the film as an organizing and capacity-building tool to support a pipeline to a truly representative government. The campaign prioritized organizations serving and representing systems-oppressed communities given how they have been marginalized from the political process throughout American history, including (but not limited to) Black, Latinx, LGBTQIA+, women, youth, Indigenous and immigrant communities. To ensure genuine engagement with these communities and sustainability for the movement, the campaign identified different parameters for the strategy's partnership and community screening outreach:

- Organizations serving progressive women and members of communities underrepresented in government, including but not limited to those located in three strategically-relevant regions: southern Texas, Chicago and its suburbs, and New York City
- Progressive organizations working to build civic engagement among systems-oppressed communities
- Groups offering tools/resources to run for office or other leadership positions

PHASE 2

Once the target audiences were identified, the strategy manifested through four different tactics:

- Partner organizations integrated the film into their existing programmatic work
- Partner organizations created and hosted special events in strategically-relevant cities to connect target audiences to local organizations' civic engagement pipelines
- Peace is Loud extended the life of the previous tactics via digital engagements
- Peace is Loud created and shared original resources, Knock Down the Barriers one-pager and a digital toolkit, to further support the work of partner organizations



PHASE 2

Film Integration Partnership

Movement sustainability was a paramount priority for the campaign. To help assure that the film would remain a productive tool after the campaign wrapped, Peace is Loud collaborated with organizations to integrate the film and its accompanying resources into ground and digital programmatic and curriculum-enhancement work around leadership, aspiring candidates, and community organizing training for staff, volunteers, and member constituencies. Organizations would be able to use the film right away if desired or integrate it into future work, especially looking ahead at political organizing to take place in 2020.

By leading outreach to over 100 organizations representing or serving the target audiences, Peace is Loud successfully engaged 25 partners across the United States:

Alianza Morada Cooperativa	Malikah
Black Voters Matter	Muslim Public Affairs Council
Our Blue Future	Native Women Lead/Grownup
Brandworkers	Navajo
Code Pink	NYC Human Resources Administration
Common Defense	Oxfam America
Community Resource Center	People for the American Way
Emerge America	SPEAK Mentorship
Global Fund for Women	Sunrise Movement
Healthcare NOW	The People's Forum
Ignite	YWCA
Justice for Migrant Women	+ Two community groups working on grassroots initiatives in their local communities.
Make the Road	

More than half of all our outreach led to preliminary interest in the campaign, proving the organic draw of the film and the positive traction of the campaign's messaging around civic engagement. Once engaged, the campaign's conversion rate to partnership activation was 51%, speaking to the power of the film and the current need for programming highlighting grassroots movements and candidates.

PHASE 2

Campaign Highlights:

- **IGNITE**, a movement of young women who are ready and eager to become the next generation of political leaders, featured *Knock Down the House* as part of their nationwide YoungWomenRun convenings, training together high school and college youth leaders. The film was showcased in the Denver and Chicago convenings in October 2019.
- **Make the Road**, an organization building the power of immigrant and working class communities to achieve dignity and justice, screened *Knock Down the House* for their staff, who said the film inspired them to keep persevering even when facing challenges. They also hosted a public screening where community members were inspired to canvas for Tiffany Cabán's campaign for DA in Queens.
- **The Muslim Public Affairs Council** incorporated the film and educational materials into its Congressional Leadership Development Program and its Ambassador Program, programs that work to bolster leadership development of young Muslim Americans. The organization also hosted a joint staff screening for both its Advocacy and Hollywood Bureau departments, remarking the productive platform the film represented to bring together the different arms of the organization.
- **People for the American Way's Young People For Program**, a national leadership development program for young people, featured *Knock Down the House* as part of its Civic Engagement Summit in Birmingham, AL, bringing together over 150 youth leaders, of which 70% identified as people of color, 50% as women, and 65% as LGBTQ+.
- **Our Blue Future** offered the film to its 40+ student leaders as part of their Youth Power Fund Fellowship, helping student organizers mobilize their campuses to support key state legislative races in the South. The film was presented as a resource to build students' own leadership skills and motivations, and also as a programming option to use in their school communities.
- **Oxfam America** hosted staff-wide screenings for their teams in Boston and Washington, DC, to galvanize the teams ahead of their 2020 civic engagement work. In addition, in 2020 Oxfam America hosted a week of action for its CHANGE Leaders Oxfam Club, highlighting Oxfam's Dignity for All campaign and including screenings of the film. The week of action took place in March 2020, and reached over 30 university campuses nationwide (the top performing clubs across the country). Five universities hosted successful events featuring the film: St. Norbert University, Iowa State, Syracuse University, UC Santa Cruz, and the University of Maryland. The week of action and accompanying events were unfortunately cut short due to the COVID-19 outbreak.

PHASE 2

Campaign Highlights Continued...

- **World YWCA** screened the film as part of their global summit in South Africa in November 2019, which brought together 300+ members and leaders from across the globe, working for women's empowerment, leadership and rights.
- **Black Voters Matter** incorporated the film into their programming on and off their tour bus, across various states, such as Louisiana, Mississippi, Alabama, Georgia, Tennessee, Florida, North Carolina, South Carolina, Virginia, Michigan, and Virginia. Of note, they included the film in a program in South Carolina with visiting students from Harvard supporting educational outreach work in local colleges, which took place in February 2020.
- **Malikah**, a collective of trauma-informed Black and brown women trainers, organizers, and facilitators dedicated to building power for their communities, integrated *Knock Down the House* into their Organizing Institute summits taking place at Middlebury College. The four day program offered organizing skills as a way to build people power in their communities as well as the opportunity to become certified trainers.
- **Alianza Morada Cooperativa**, a grassroots labor and immigrants rights group based in New York, integrated the documentary into their community programs. *Peace is Loud* additionally produced a bilingual social media organizing guide, highlighting *Knock Down the House* content, for Alianza to boost their digital engagement and outreach.
- **Justice for Migrant Women** hosted a community screening in Fremont, OH (close to founder Mónica Ramírez's hometown) in partnership with People for Peace & Justice Sandusky County. The event galvanized civic engagement in the area, inspiring local efforts to ensure the school board re-initiates the process of registering students to vote when they turn 18.
- **Sunrise Movement** integrated the film as part of their field fellows for electoral work onboarding and training in 2020. They estimated (pre-COVID-19 outbreak) that 50 new fellows would be onboarded by March with a goal of 300 overall new ones by June 2020. The fellows would be primarily from priority states such as Iowa, Michigan, Pennsylvania, and New Hampshire. Sunrise Movement has since moved all its training programs to virtual settings.

PHASE 2

From Our Partners:

“We see *Knock Down the House* as a jumping-off point for a longer conversation about grassroots mobilizing, barriers to equal participation, and how to transform loss into power. Our participants repeatedly mentioned that the film was a huge inspiration for them, demonstrating the practical applicability of organizing, and though while it is extremely tough, it is also possible. People like us have changed the world and we will keep doing so.”

– **Malikah**

“We want to express our gratitude and appreciation towards your team! Thank you all for taking the time to help us. We hope to be able to engage and spark power within the Port Chester community, we appreciate your help [in] getting us started.”

– **Alianza Morada**

“[Program attendees] shared that they were inspired by the real stories. Some admitted they had never thought politics or our government systems were that important, accessible, or even mattered to our community and we spent time dissecting that.”

– **Community Resource Center**

“[The *Knock Down the House* clips] were shown at the start of the conference - so it was a good way to frame and inspire the young women in advance of the conference before getting into the nuts and bolts of what it takes for young women to run for office!”

– **Ignite**

“*Knock Down the House* was a good reminder of the work our team does.”

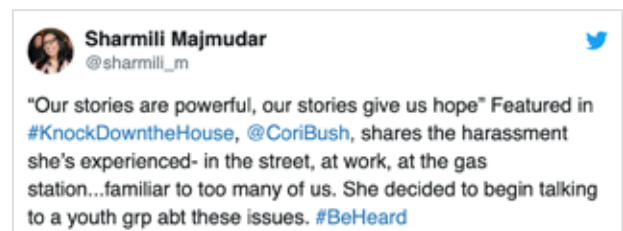
– **Make the Road**

PHASE 2

Special Events

Through the partnership initiative, the campaign created and supported special events in strategically-relevant cities to connect target audiences to local partner organizations' civic engagement pipelines. The Peace is Loud team identified three regions where local grassroots groups were working to advance leadership and civic engagement among systems-oppressed communities, and where historically these communities had been excluded from political processes and opportunities. Furthermore, the three regions presented an opportunity to highlight high-stakes Congressional races (such as Jessica Cisneros's in Texas, Jamaal Bowman's in New York, and Marie Newman's in Illinois), echoing the *Knock Down the House* subjects' stories, without making explicit endorsements or campaigning at the events. The campaign overall engaged five partner organizations in hosting and/or promoting these special events: MOVE Texas, Laredo Immigrant Alliance, BE Heard, Coalition for Change IL3, and Chicago United for Equity.

- CHICAGO, IL on OCTOBER 3 2019**
BE HEARD, a coalition of progressive organizations, partnered with Peace is Loud for an event raising awareness in support of the Be Heard in the Workplace Act. The Be Heard Coalition was created to initiate a sustained monthly action, on every third of the month, in which women can come together, tell their stories, and advocate for the Act, which sought to prevent discrimination and harassment in the workplace, and raise the minimum wage for tipped workers. The coalition includes fifteen organizations such as Time's Up, ROC United, Ultraviolet, ACLU, and 1 Billion Rising, among others. The event, hosted at Chicago's Labor Temple, engaged the local community with grassroots groups supporting local congressional races and progressive legislation, in alignment with the film's vision. As Rachel Lears commented, "We hope the film highlights [how] women can use their experiences, including traumatic ones, to build strength, power and action." The event welcomed Cori Bush as a guest speaker, who spoke about her experiences in confronting sexual harassment in and outside of the workplace.



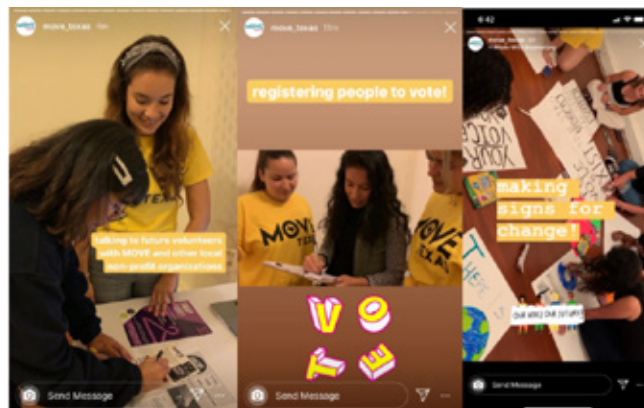
Social media coverage of 10/3 BE Heard Chicago special event in Chicago, IL.

PHASE 2

- LAREDO, TX on OCTOBER 4 2019**
MOVE Texas co-hosted with Peace is Loud a special pillar event in Laredo, TX, a Mexican border town home to large immigrant and student communities. The campaign was thrilled to support an exciting effort to boost local civic engagement, especially given that Laredo is located in Texas's 28th District, home to a high stakes congressional race. The event served as the culmination of the MOVE Texas's week-long voter registration initiative, both rewarding volunteers and inviting new audiences to join the work. The evening included a screening of *Knock Down the House* and a civic engagement workshop, geared towards Latinx youth. The event workshop was modeled after the impact campaign's resource *Knock Down the Barriers* - attendees registered to vote, wrote to their elected officials, learned about and joined local grassroots groups, and made protest signs for an upcoming immigration justice protest. In addition, grassroots Congressional candidate Jessica Cisneros made a surprise appearance as an attendee and workshop participant. The event was received excitedly by the local community and promoted enthusiastically by local immigration justice and civic engagement groups.



Special event in Laredo, TX. Credit: MOVE Texas



Stills from MOVE Texas social media

PHASE 2

- **NEW YORK CITY, NY on DECEMBER 3**
BE HEARD and Peace is Loud joined forces for a second event featuring a screening of *Knock Down the House* followed by a conversation with Ilona Duverge (Co-founder and NYC Director of the Movement School) and Halimah DeOliveira (community organizer and author of *Not Without My Hijab*). The speakers presented powerful voices in community organizing, emphasizing the themes of the film and tying them back to the need for sustained civic engagement among women and underrepresented communities. Multiple attendees expressed that they were moved to become more involved and share their stories.



Special event with BE Heard in New York City. Credit: Peace is Loud



Invitation flyer for BE Heard partnership event

From Our Partners

"The opportunity to be able to facilitate a movie screening that is about perseverance and trailblazing women of color was something truly amazing for our community. When we are able to lift up voices, voices for a long time that have been silenced and marginalized, it gives hopes to empower young folks to not only lift up their own voices, but help those who cannot speak for themselves. Peace is Loud and MOVE Texas collaborating opened up the space for those who needed to see themselves represented. Thank you to Peace is Loud and everyone associated with *Knock Down the House* for giving us such a special gift for our community."

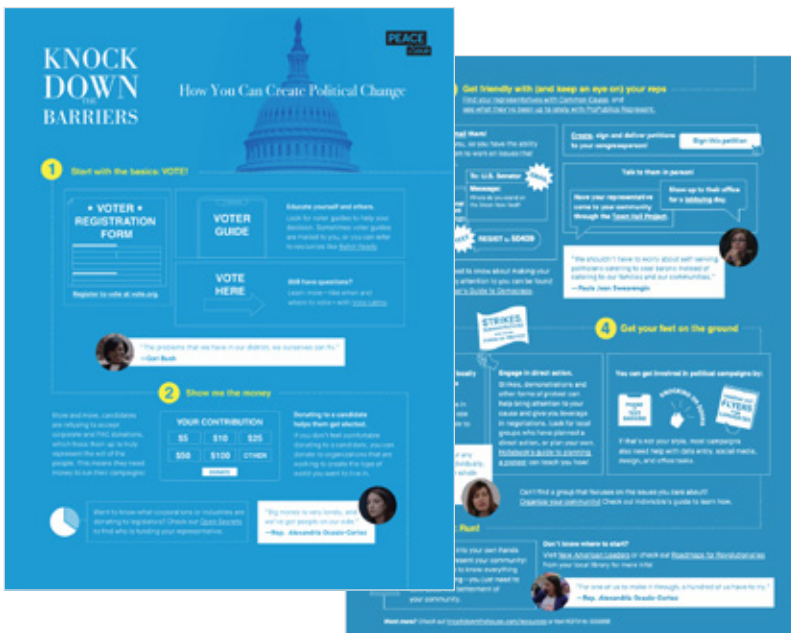
— MOVE Texas

PHASE 2

Resource Creation

The campaign sought the opportunity to generate resources that would amplify civic engagement and organizing, digitally and in person, across our audiences of film viewers, partners, and screening hosts and attendees. The campaign created:

- **Knock Down the Barriers** - a “Civic Engagement 101” educational resource in both English and Spanish, to educate target audiences and offer visibility to partner organizations. The resource was meant as an introduction to civic engagement beyond voting, with a goal of activating audiences into participants of all aspects of the political process and reframing civic engagement as an ongoing process. While the film lit the initial fire in audiences, the resource would keep the fire of organizing burning. The resource was designed with screening audiences in mind, but gained traction as well among the campaign’s partners.
- **Partner Social Media How-To Guide**
It became clear to the campaign that some of our partners who were smaller operations were in need of strategic and tactical social media support. With this in mind, the campaign produced a guide in both English and Spanish that included clear instructions on how to use social media platforms for their organizing purposes. The guide also offered go-to tips on content creation and ad buying, to help boost their digital engagement and grow their online presence and work.



Knock Down the Barriers educational resource

“Thank you for sending the discussion guide and civic engagement one-pager. The materials are fantastic and can become great resources for the American Muslim community.”
 – MPAC

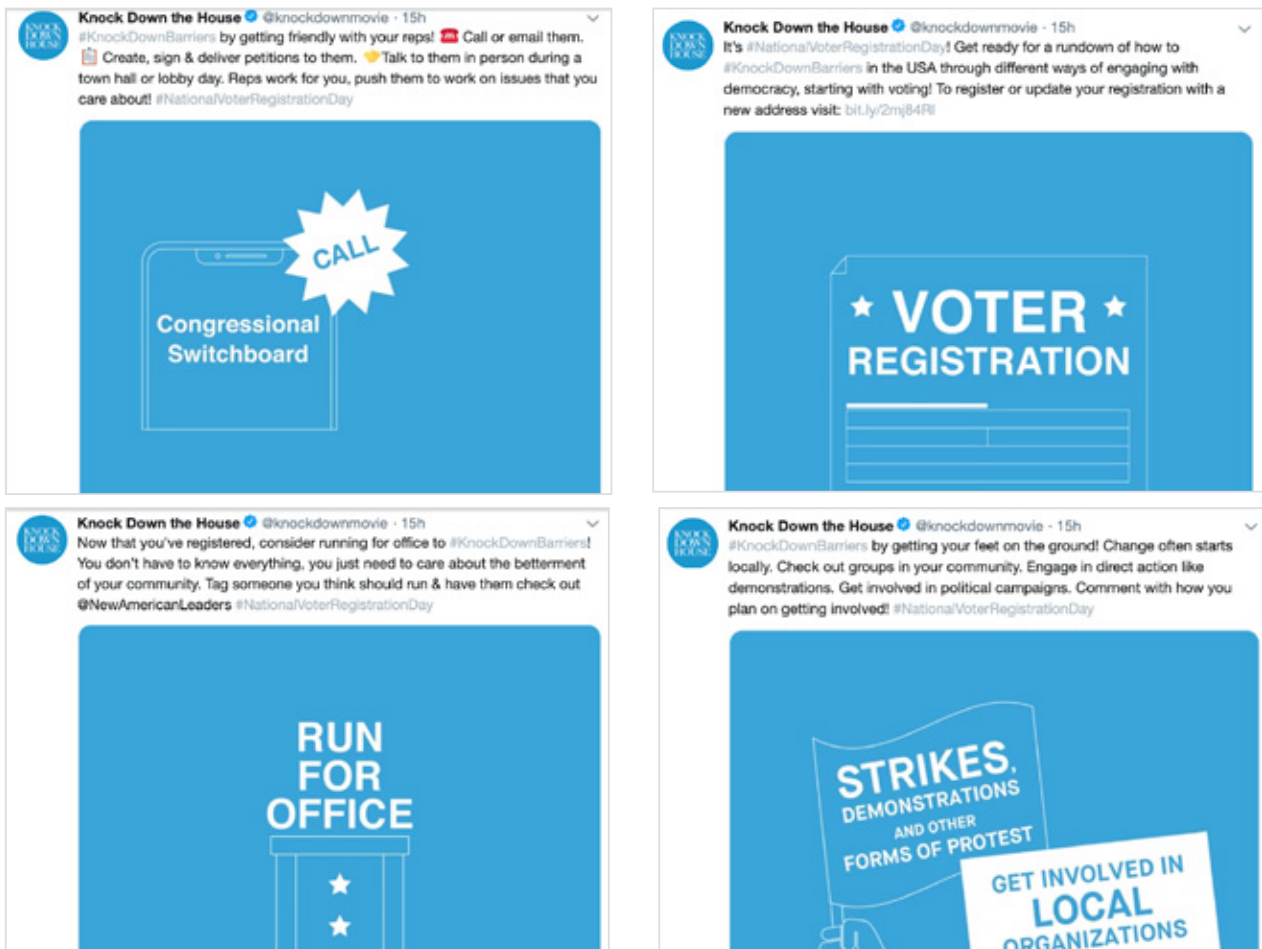
“We can and will make good use of them. Change is needed and the people have to carry it on their shoulders and in their vote.”
 – Angelic del Castillo, screening host

PHASE 2

Digital Engagement

The campaign team complemented all ground initiatives with a robust digital engagement plan:

- Knock Down the House Civic Engagement Toolkit**
 This social media toolkit amplified the campaign resource Knock Down the Barriers' reach and use. The toolkit included dynamic animated graphics, focusing on specific tactics for civic engagement, as well as easy-to-tailor sample posts. The toolkit was offered in both English and Spanish. In addition, two versions of the resource were created: one evergreen and one for National Voter Registration Day on September 24. All versions of the toolkits were widely distributed to the campaign's screening hosts and partners, as well as shared across Peace is Loud and *Knock Down the House's* social media platforms.

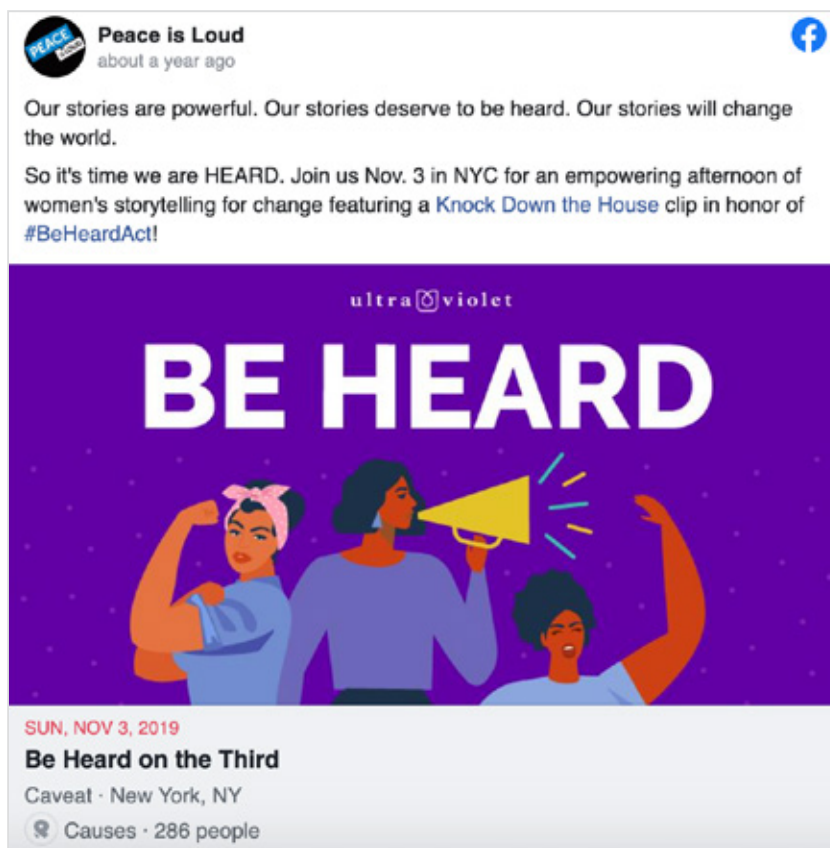


Tweets on the film's account featuring links to Knock Down the Barriers resource and toolkit GIFs

PHASE 2

- **Digital amplification of special events**

While Peace is Loud did not directly manage the official social media platforms for Knock Down the House, the campaign extended our special events' lifespans and impact across digital platforms. Peace is Loud promoted the #BeHeard in October and December to audiences interested in organizing and film, magnifying the coalition's efforts on the 3rd of each month, and taking a stance of solidarity on social media. Peace is Loud also boosted Move Texas's social media coverage of our October 4th event, and continued to promote their coverage outside of Texas.



Community Screenings

Peace is Loud continued its facilitation of community screenings throughout Phase 2. *Knock Down the House* continued to gain momentum, especially with Representative Ocasio-Cortez's rising popularity, and the campaign's traction reflected the growing hunger for a film that powerfully centered women leaders and grassroots organizing. During Phase 2, the campaign observed that many of the screening hosts integrated the film into their existing civic engagement work or trainings, rather than hosting traditional film screenings. Community screenings were collectively used as opportunities for voter registration, education, and grassroots political engagement. The campaign engaged hosts closely and ensured they had access to the many resources available to them, including the newly created Knock Down the Barriers.

Trends Observed

The conversion rate from interest to confirmed screening remained higher than the average of 50% we observe in most impact campaigns. The campaign owes this not only to the mounting momentum of the film after its release, but also to Peace is Loud's significant role in guiding screening hosts from first conversation to event execution.

Because the film was available for free on Netflix, it's likely that many of the potential hosts did indeed host an event, especially after we sent them all of the resources to do so, but just never confirmed this with the campaign.



Thank you for following up and providing those wonderful materials. The social media toolkit is especially helpful! We had a great event, and we look forward to keeping momentum up with GOTV efforts as 2020 approaches. ”

— Northwestern College Democrats

Quick Hits

343

Confirmed screenings for Phase 1 and 2

In contact with over an additional potential

470

hosts by the end of Phase 2

72%

Conversion rate

PHASE 2

Community screenings highlights include:

- [The Riveter](#), a women focused co-working space, screened the film at their Seattle location, with a panel with Seattle City Councilmember Lorena Gonzalez, Washington State Senator Mona Das, Washington State Senator Joe Nguyen (who hosted his own screening), and Lydia Lippold-Gelb, Community Organizer with VoteRunLead.
- [Housing Works Bookstore](#) in New York screened the film and hosted a conversation with young organizers for Representative Ocasio-Cortez's campaign.
- The youth-led environmental justice group **Sunrise Movement LA** hosted a screening in partnership with progressive candidate Loraine Ludquist's campaign for LA City Council.
- [Elizabeth Warren](#)'s campaign held 5 community screenings of the film during the presidential primary cycle. (Note: fundraising and campaigning were not permitted as part of impact campaign-adjacent events)
- The [Cine El Rey Theatre](#) in McAllen, TX screened the film and had a panel featuring a state organizer for Justice Democrats, a City Council Member, and a professor at Queens College who was an advisor to Representative Ocasio-Cortez's campaign.

“

We took a lot of courage and heart from the movie and put it into our work! ”

– Sarah Ulman,
One Vote at a Time



Dec 1, 2019 - Sep 15, 2020

Vision and Strategy

Recognizing *Knock Down the House's* wide reach and impact in Phase 1 and 2, Peace is Loud identified a unique opportunity to pilot a new campaign phase that sought to strengthen capacity for women of color organizers and help expand their community base. Through a deep collaboration with a single partner, Peace is Loud leveraged an array of strategic campaign and communication resources to support the partner's social impact work, translating the film's core message of meaningful civic engagement among systems-oppressed communities into sustainable action.

Peace is Loud enthusiastically confirmed Movement School as a strategic partner for several reasons. They were founded by former Alexandria Ocasio-Cortez campaign staffers and are the sister organization to *Knock Down the House's* protagonists, Justice Democrats. Movement School's values are directly connected and committed to the core messages in the film. The organization provides tools and resources to organize and advocate for justice, and galvanize grassroots political engagement—again directly aligned with the film and the goals of the impact campaign. Finally, while Movement School is ambitious and already has an impressive track record, they are a relatively new organization with a very small team, so Peace is Loud and *Knock Down the House's* partnership were able to provide meaningful and much-needed support for the sustainability of their work. In leveraging the comprehensive resources of the *Knock Down the House* campaign, Movement School would gain support in building their organizational capacity and overall impact.

““ Knock Down the House is helpful in providing context to why people should get up and fight, especially because they can see their own stories through the women in the movie. ””

— Movement School

PHASE 3

Peace is Loud envisioned and rolled out the third phase of the campaign as a six-month partnership with Movement School, beginning in December 2019 and presumably ending in May 2019:

1

Partner

[Movement School](#) - a project of Organize for Justice, a 501(c)(4) social welfare advocacy organization and the sister organization of [Justice Democrats](#). Movement School began as an organic initiative among volunteers on the Ocasio-Cortez campaign. Their mission is to cultivate leaders and organizers to fight on behalf of their working class communities by providing tools and resources to advocate for justice, achieve innovative, locally-driven solutions to key issues, and mobilize grassroots engagement in the democratic process. The organization's signature programs include: Reclaim NYCHA, Campaign Fellows Program, and Movement School Campus.

2

Goal

Build power among systems-oppressed communities—in particular, women of color—organizing for justice and building a more equitable future.

3

Strategy

Invest in deep collaboration with Movement School, utilizing storytelling to build their capacity and support their long-term sustainability and growth.

4

Tactics

Developed in close collaboration with Movement School, and originally set to include a community screenings initiative of *Knock Down the House*, a digital consultancy, participation in their Reclaim Alumni Series training program, and a large scale community event.

PHASE 3

Implementation

Peace is Loud and Movement School embarked on this exciting work, combining visions and expertise into a campaign in service of women of color movement builders. Peace is Loud prioritized compensating Movement School for their thought partnership work - a stipend for the intellectual and administrative labor of their leadership team was calculated into the campaign budget.

The partnership kicked off in 2020 with both organizations ready to dive into an array of tactics designed to support the work of Movement School's Reclaim Fellows, New York City Housing Authority, or NYCHA, public housing tenants. Activities were conceived through the lens of *Knock Down the House*, and would include roundtables with the NYCHA women organizers; a community screenings initiative tailored for NYCHA residents; a lively community event to build power and uplift the community of artists, organizers, and families in NYCHA; in-person trainings with Peace is Loud speakers and staff; and many more. The campaign was especially enthusiastic about the potential community screenings work, which would allow Movement School fellows to leverage the film to increase engagement with their own specific campaigns and focus of work.

Amidst a year already considered landmark, the COVID-19 pandemic took hold of the world in early March. Shortly after the campaign began, and only days after Peace is Loud hosted Reclaim fellows for a listening and brainstorming session, New York City came to a halt, soon to be followed by other cities and states around the country. After a state of emergency and lockdown were declared in New York, all non-essential businesses, transportation, and activities shut down. Peace is Loud paused as well, in order to best serve Movement School and its community of organizers, and respond, rather than react, to the moment.

“
The Peace is Loud team was extremely compassionate and focused on supporting me through complicated times and strategic decisions. They 1000% helped provide capacity in a time in need. We were able to train folks throughout a pandemic successfully when other orgs were struggling to adapt to the digital space. ”

—Movement School



PHASE 3

Peace is Loud engaged Movement School leadership to learn about the wellness and organizing needs of the Reclaim Fellows, and from there quickly pivoted the tactics and activities to best serve the community in a safe manner. The campaign was subsequently extended to September 2020, to best accommodate and pace the work needed, including updated tactics:

1. RESOURCE CREATION

The toolkit introduced ways to share the film without gathering, so that the organizers could continue integrating the film's power into their work.

Peace is Loud created tailored resources for the Reclaim fellows and their communities:

- **COVID-19 NYC Resource List**
This first resource was created to directly support the fellows and their families during the crisis. Movement School informed our team that while the resource was imperative, their staff just did not have the bandwidth to produce it. The campaign offered a comprehensive list to access food distribution, remote education resources, unemployment filing instructions, know your rights information, and more - all tailored to the public housing community of NYC.
- **Community Screenings Outreach Toolkit**
While the original partnership plan had included a robust community screening initiative, Peace is Loud altered the campaign's screenings toolkit to instead emphasize the film's messaging and present the film as an accessible tool for NYCHA tenants, while still adhering to social distancing guidelines. The toolkit introduced ways to share the film without gathering, so that the organizers could continue integrating the film's power into their work. In addition, the toolkit included best practices for future in-person screenings events, making it an evergreen resource for after the pandemic crisis ends and in-person organizing can resume.
- **Digital Events Toolkit**
Understanding the digital organizing skills that the Reclaim Fellows needed, the campaign created a new toolkit for hosting digital screenings and events, which included details on different platforms to screen and watch *Knock Down the House*, as well as other content. The toolkit was created to ensure that the organizers' momentum wouldn't be lost during the shutdown, and provided innovative and creative ways for the fellows and their communities to gather online and use different platforms and streaming services as springboards for virtual engagements and organizing. The Digital Events Toolkit was created within two weeks of the shutdown, and ensured that the film remained

PHASE 3

By the time the campaign wrapped, these toolkits had been downloaded over 1,300 times.



Screenshot from Representative Ocasio-Cortez's social media

a productive tool for organizers. While screenings had mostly slowed down, the campaign did observe an increase in virtual screenings requests after the toolkit was made accessible on the film's website.

- **Digital Advocacy Toolkit**

As in-person community organizing came to a halt, all activities moved to the digital realm. This was a dramatic shift, given that organizing in NYCHA communities has traditionally depended on interactions in person. The toolkit was thus created to support NYCHA organizers in seamlessly translating their day-to-day actions and engagements to digital settings, leaning primarily on free tools, such as texting through platforms like WhatsApp, personal email accounts, and social media. Applying the use of familiar and free platforms to a digital organizing strategy allowed the campaign to create a guide that is accessible to people at various levels of digital literacy. The Digital Events Toolkit and Digital Advocacy Toolkit were also added to the *Knock Down the House* website, providing the film's audiences with resources to further flex their online organizing efforts. On April 30, Representative Ocasio-Cortez promoted the resources on her social media accounts, causing an immediate uptick in downloads - over 250 downloads of the organizing toolkits in just 24 hours, showing the hunger for resources of their kind across organizing communities. By the time the campaign wrapped, these toolkits had been downloaded over 1,300 times from the website, which does not even account for the many other ways they were shared across organizing spaces.

- **Digital Strategy for Movement School & Reclaim**

Similarly because of the shift to virtual work, the campaign collaborated with Movement School leadership on identifying core organizational goals that needed to be converted to the digital realm. This digital strategy focused on the goal of base-building, particularly for public housing residents around the country and others who are in solidarity with the movement for housing justice. As the Green New Deal for Public Housing is a core area of work for Movement School and Reclaim especially, the campaign used it as a contextual example to base build across movements and across the country.

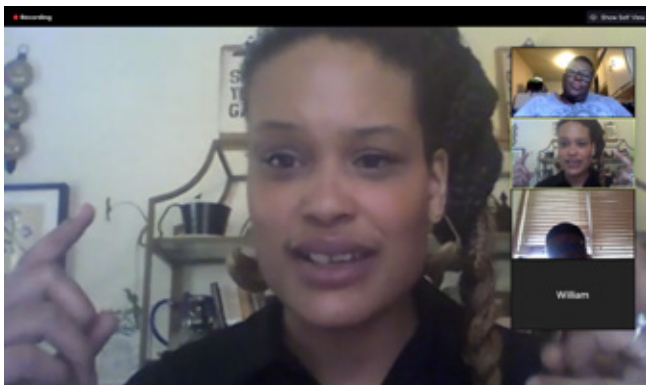
PHASE 3

2. RECLAIM VIRTUAL TRAININGS

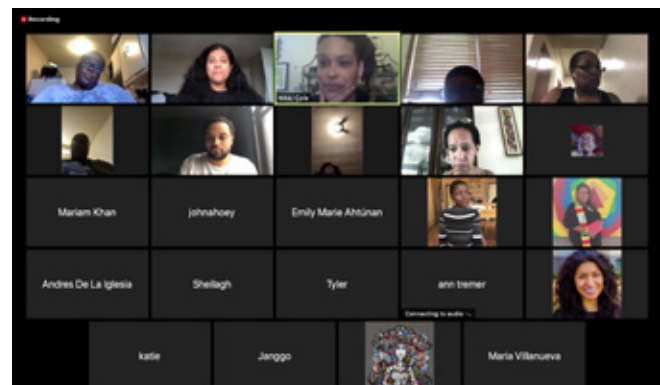
For safety reasons, Movement School made the decision to move all its programming and trainings online, including the Reclaim Alumni Training Series, which the campaign had committed to collaborate on and support. Because of the pandemic effects on scheduling and capacity for Movement School’s staff and trainers, we jointly decided to scale down the training program to two training events:

A. Organizing 101

- On Saturday May 9, Movement School and Peace is Loud collaborated on a training session called Organizing 101. The session featured [Nikki Cole](#), National Policy Campaign Director for One Fair Wage, alongside Reclaim Trainer LaKeesha Taylor. Peace is Loud secured Nikki’s participation due to her extensive organizing experience across civic engagement and labor organizing. The speakers presented the nuts and bolts of organizing to a virtual audience of 27 attendees. The recording of the event was subsequently shared with all Reclaim fellows and alumni.
- The training co-lead, LaKeesha Taylor, said that “It was wonderful to work with Peace is Loud! They were very professional and organized, and so supportive of all ideas and any help that was needed. They were open to learning and giving with their time, experience and support. I would jump at the opportunity to work with them again. Peace is Loud’s collaboration allows Movement School to reach more, teach more, and help more! This is the goal!”
- All participants who responded to our post-event survey said the training was very useful, and that they would be applying learnings to their future organizing.



Nikki Cole leading Organizing 101 training session



Screenshot from Organizing 101 training session

PHASE 3

PERSONAL NARRATIVE WORKSHOP

MOVE MENT SCHOOL RECLAIM **PEACE IS LOUD**

MAY 16TH, 2020
1PM VIA ZOOM
RSVP: [BIT.LY/RECLAIMFELLOWS](https://bit.ly/reclaimfellows)

The story of self is a powerful tool. Especially in current times, we must make our voices heard loud and clear. Join Reclaim Fellows and the Peace is Loud team, for a session on how to use your story to build power and solidarity with your community to win collective power.

LET'S RECLAIM NYCHA

Kia Thomas
Reclaim Fellow

Emily Del Carmen Ramirez
Peace is Loud

Marwa Eltahir
Peace is Loud

Kaitlyn Hamby
Peace is Loud

Personal Narrative Workshop invitation

“
Thank you so much for such an amazing webinar for organizers. The panel was awesome, Ilona really understands the audience attention span, and the trainers had the knowledge and know how to make it all come together.”

— Organizer for Our Wisconsin Revolution

B. Personal Narrative Workshop

On Saturday May 16, Peace is Loud collaborated on the second training session, Telling Your Story. The training was presented by Reclaim Trainer Kia Thomas along with Peace is Loud team members Marwa Eltahir, Emily del Carmen Ramirez, and Kaitlyn Hamby. The training’s vision was to instill that everyone has a unique story that can be shared to create measurable impact, and to share how exactly they can put their stories to work. The training offered background on the power and role of storytelling in organizing, and incorporated a workshop component for participants to collaborate on strategy creation for their own stories. Over 99 people RSVP’d, and the training brought together 25 participants representing three countries and several states. While the audience was primarily Reclaim fellows, the session was also open to the entire Movement School ecosystem, so many grassroots organizers from around the country and world joined as well. The training brought together organizers across different issues, from organizations such as Sunrise Movement and Our Wisconsin Revolution, along with public housing advocates and faith organizers, showing how story-based strategic frameworks are powerful organizing tools across geographical and issue areas. The recording of the event was subsequently shared with all Reclaim fellows and alumni.

- An organizer for Our Wisconsin Revolution said, “Thank you so much for such an amazing webinar for organizers. The panel was awesome, Ilona really understands the audience attention span, and the trainers had the knowledge and know how to make it all come together.”

PHASE 3

3. THE COLOR OF MOVEMENT
SPECIAL EVENT

The Color of Movement event invitation flyer

Although the campaign had originally envisioned a large in-person community event to culminate the partnership work, due to COVID-19 restrictions, Peace is Loud and Movement School pivoted to hosting a dynamic and powerful virtual event instead.

- On September 3, the campaign hosted the virtual panel discussion, *The Color of Movement: Black & Brown Women and the Fight for Political Liberation*, featuring Tiffany Cabán, Angela Lang, and Sandy Nurse in a conversation moderated by Movement School Co-Founder Ilona Duverge. Peace is Loud was thrilled to help outreach to panelists and secure Sandy Nurse as one of the speakers. The event successfully positioned Tiffany, Sandy, and Angela as thought-leaders in the space, and Ilona as an expert in the field, able to draw intersections from each woman’s organizing experiences and visions for the future.
- The event integrated *Knock Down the House* as a framework for grassroots political organization, and encouraged attendees to view the film online as a springboard for the conversation to come.
- The event also featured the opportunity for attendees to subsequently participate in individual, virtual “mentorship hours” with the panelists, so as to enable direct and sustainable networking opportunities, particularly in a time of heightened isolation.
- The campaign paid honorariums to all panelists for their time and intellectual and emotional labor —especially given how often speakers are not compensated.
- The virtual event has since garnered over 1.2K views, and has been shared across organizing spaces.

Tiffany Cabán @tiffany_caban · Sep 1
 📌 THURS at 6PM 📌 Excited to be in conversation with these dope women. RSVP w @mvmtschoo below and I'll see you there!

Movement School @mvmtschoo · Sep 1
 Join our dynamic panel discussion with WoC organizers about the relations between:

- 🟤 grassroots and political organizing
- 🟤 the 2020 political landscape
- 🟤 the disproportionate effects of COVID-19 on WoC

✅ THURSDAY @ 6PM
 ✅ LINK: mvmt.school/colorofmvmt

The poster features a vertical orange bar on the left with the text 'PANEL DISCUSSION'. The main title is 'THE COLOR OF MOVEMENT: Black & Brown Women and the Fight for Political Liberation'. Below the title, it says 'COHOSTED BY MOVEMENT SCHOOL & PEACE IS LOUD'. On the right, it says 'Livestream THURSDAY SEPTEMBER 3 6PM ET' with logos for 'MOVEMENT' and 'PEACE IS LOUD'. At the bottom, there are four portraits of the participants: Ilona Duverge (Moderator), Tiffany Cabán, Angela Lang, and Sandy Nurse, each with their name and title below.

Screenshot from Tiffany Cabán's social media

Tiffany Cabán Retweeted

Sandy for Council @SandyforCouncil · Sep 1
 Thursday! The conversation is gonna be good with @mvmtschoo. Join me and this all star panel for a conversation on women who fight for liberation. Excited to get into it with @ilonaduverge @tiffany_caban @Angela_Lang!

The poster is partially visible, showing the word 'ON' in a vertical orange bar on the left, followed by the title 'THE COLOR OF MOVEMENT: Livestream THURSDAY'.

Screenshot from Sandy Nurse's social media

PHASE 3

4. DIRECT FINANCIAL SUPPORT

The final pivot in the campaign was for Peace is Loud to reallocate campaign funding to Movement School's operating budget. More than ever, it was crucial to center sustainability for the organization. Because of the strategic pivots Peace is Loud was forced to make and the subsequently canceled in-person activities, the campaign found itself unexpectedly \$5,000 under budget and successfully reallocated the funds as a stipend to Movement School, supporting their grassroots organizing efforts and particularly looking past the formal campaign to help ensure movement sustainability, amidst extraordinarily uncertain times.



“ I loved that the partnership was way more than just transactional. I felt supported emotionally, I felt like I had thought partners, and overall got to spend time with amazing women trying to change the world. ”

—Movement School

Survey and Feedback

As part of the campaign wrap, Peace is Loud asked Movement School leadership to fill out a survey about their experience. Movement School expressed that:

- The partnership's ideating and decision-making processes were very equitable
- The partnership's workload was very equitable
- They felt fairly compensated for their labor on the project
- All the resources and materials created for the partnership were added to a digital resource library and will be reused and reshared across future cohorts and programming
- The only missed opportunity was losing in-person events due to the COVID-19 crisis, an extraordinary circumstance outside of the campaign's control

Feedback:

- *"Knock Down the House is helpful in providing context to why people should get up and fight, especially because they can see their own stories through the women in the movie."*
- *"The partnership helped push along the Green New Deal for Public Housing work in many ways...we have a lot more momentum and that's because of the capacity support Peace is Loud provided us with."*
- With regards to the campaign's response to the COVID-19 crisis - *"The Peace is Loud team was extremely compassionate and focused on supporting me through complicated times and strategic decisions They 1000% helped provide capacity in a time in need. We were able to train folks throughout a pandemic successfully when other orgs were struggling to adapt to the digital space."*
- *"I loved that the partnership was way more than just transactional. I felt supported emotionally, I felt like I had thought partners, and overall got to spend time with amazing women trying to change the world."*

WHAT'S NEXT

Lessons Learned

Knock Down the House was a most-welcomed tool for a progressive civic engagement movement advancing leadership representation and centering the power of the grassroots.

While the film was overall met with enthusiasm and the campaign successfully positioned it as an organizing and capacity-building tool, our team also found or confirmed important learnings.

Our observations include:

- Peace is Loud's partnership outreach and work was most successful in engaging groups serving and/or representing Black, African American, Latinx, and youth communities. We attribute this to the film's direct representation of these communities.
- The campaign received warm reception from groups working with Muslim communities, despite the lack of direct representation in the film. Peace is Loud was able to cultivate deeper relationships and engagements with MPAC and Malikah, for example, who expressed deep gratitude for the film and let us know how important and relevant the film was for their leadership development work with Muslim youth and women. The themes of building power within communities, which are highlighted in the film, seemed most resonant to them.
- The campaign was not as successful in reaching organizations and groups serving and/or representing LGBTQIA+ and Indigenous communities. We speculate that this is due to the film not offering direct representation of these communities on screen. While the emphasis on government and leadership representation was relevant to the groups contacted, the film could not offer the explicit link needed for their programming.
- Since the impact campaign was confirmed just one month prior to the film's release, we had limited time to create a more robust community screenings outreach strategy. While the film had many more screenings than a typical campaign,

we believe, with adequate lead time, we could have propelled the film to even more audiences. Moving forward, we hope to always be able to budget more time to build this sort of strategy, especially for a film carrying as much press and visibility momentum.

- Expanding access was key to increasing the film's impact. Grassroots groups that normally wouldn't have access to the film, the original resources, and the Peace is Loud overall support were able to grow their work and reach. Accessibility was manifested by offering the film online, making sure to also have DVDs for those without internet, cultivating genuine relationships, and ensuring all resources created were readily available online. Moving forward, Peace is Loud will continue to use these tactics to help our campaign communities expand their impact.

Knock Down the House centered the stories of four aspiring political candidates who had both shared and distinct identities. While the candidates differed in their racial identities, they shared gender (female) and class (working class) identities, as well as progressive ideology. The film reinforces the way forms of oppression like capitalism and sexism span disparate communities, creating opportunities for those communities to fight oppression collectively. Further, the film uses an intersectional feminist lens to show the disproportionate effect of oppression on women of color, who experience racism in addition to the overlapping oppressions of gender and class.

When potential partners declined to integrate the film into their programming because their members' racial identity wasn't directly reflected in one of the four candidates, we understood because we believe in the necessity of representation, especially in a time of such flagrant systemic racism. Further, people of color experience intersections of oppression in a compounding way that white women do not. However, we also felt this was a missed opportunity, and underscores the need for more films with the framework that *Knock Down the House* employed.

Knock Down the House reinforced the message that only by acknowledging all sources of structural oppressions and forming a multi-racial, class-based coalition fighting for racial, economic, and gender justice can power be redistributed in a more equitable manner. Peace is Loud looks forward to discovering films and designing campaigns that continue strengthening these frameworks, in an effort to advance this crucial work.

Capacity-Building for Movement Sustainability

While Peace is Loud has always advocated for films' utility as organizing tools and has successfully integrated documentaries into existing organizations' programmatic and advocacy work, *Knock Down the House* presented an opportunity to further redefine how films can support larger movement-building work, through the lens of civic engagement.

American election cycles have long reflected the pendulum's swing between deep civic engagement and political apathy. A party's and candidate's capacity to retain, and grow, voter engagement relies on their commitment to base-building.

As with much of Peace is Loud's other work across different organizing spaces, the movement for engaged and sustained political engagement has had to recognize the limitations of simply relying on one primary action—in this case, voting. The movement and its many players of organizers and leaders must find viable ways to cultivate and build communities beyond just voter engagement. As an intermediary organization aligned with these movements, Peace is Loud is continuously learning how to best support organizations in efficient ways that balance the urgency of the moment with the organizations' capacities.

In the case of the *Knock Down the House* campaign, we focused on three lenses for the work, that we believe are transferable to other areas of civic engagement as well as other film impact campaigns:



- **Accessibility and viability:**

Peace is Loud prioritized the wellness and permanence of every screening host and partner of the campaign. The campaign identified the opportunities and limitations of working with a film accessible only through a streaming platform. We worked closely with Netflix to be able to provide discounted or trial memberships to those who could not afford the service, and to provide DVDs to those who did not have access to stable internet services. Furthermore, our outreach made sure to include a variety of resources to alleviate the labor that could accompany the usage of the

film, from offering screening toolkits, discussion guides, or virtual event toolkits, at all times we prioritized the wellness of our partners and the efficiency of our engagement.

- **Response in place of reaction:** Impact campaigns should never be prescriptive and make assumptions on the needs of a movement or the utility of a film. By practicing active listening and prolonged relationship cultivation, Peace is Loud has learned to be in tune to the calls of organizations, as well as their visions and goals. Particularly with groups working to advance civic engagement, Peace is Loud acknowledged the immense pressure the organizations were working on given the election cycle, and remained intentional in removing a reactionary stance, creating space for our partners and screening hosts to share with us as much as they wished to before we responded. By prioritizing responsiveness, particularly through a time of crisis such as the COVID-19 pandemic, Peace is Loud successfully delivered much needed tools and resources to our campaign partners and hosts.
- **Financial support and compensation:** A systemic problem to social movements is that they are overworked yet under resourced. While Peace is Loud strongly believes in the power of films as organizing and capacity-building tools for grassroots and nonprofit organizations, we also recognize that funding is a fundamental need for these groups. From the onset of Phase 3, we approached our collaborative partnership with the Movement School with an equity lens—we made sure that the campaign budget could support compensating the intellectual and emotional labor of the organization's leaders, Ilona Duverge and Gabe Tobias. Further, amidst the COVID-19 crisis, *Knock Down the House* presented a unique opportunity to reallocate campaign funding originally earmarked for in-person activities to general operating for the Movement School. While Peace is Loud acknowledges the extraordinary circumstances that allowed this, we see power in exploring this model further across film campaigns as a core component to capacity-building work.

Peace is Loud looks forward to growing and creatively implementing equity frameworks in our future work, particularly partnerships, and further envisioning how films can build capacity for the social movements most in need and most crucial in the fight for justice.

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Knock Down The Barriers – English



KNOCK DOWN THE BARRIERS

How You Can Create Political Change

1 Start with the basics: VOTE!

★ VOTER ★
REGISTRATION
FORM



Register to vote at vote.org.

VOTER
GUIDE

Educate yourself and others.
Look for voter guides to help your decision. Sometimes voter guides are mailed to you, or you can refer to resources like [Ballot Ready](#).

VOTE
HERE



Still have questions?
Learn more—like when and where to vote—with [Voto Latino](#).



"The problems that we have in our district, we ourselves can fix."
—Cori Bush

2 Show me the money

More and more, candidates are refusing to accept corporate and PAC donations, which frees them up to truly represent the will of the people. This means they need money to run their campaigns!

YOUR CONTRIBUTION

\$5	\$10	\$25
\$50	\$100	OTHER

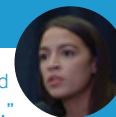
DONATE

Donating to a candidate helps them get elected.

If you don't feel comfortable donating to a candidate, you can donate to organizations that are working to create the type of world you want to live in.



Want to know what corporations or industries are donating to legislators? Check out [Open Secrets](#) to find who is funding your representative.



"Big money is very lonely, and we've got people on our side."

—Rep. Alexandria Ocasio-Cortez

Knock Down The Barriers – English

3 Get friendly with (and keep an eye on) your reps

Find your representatives with [Common Cause](#), and see what they've been up to lately with [ProPublica Represent](#).

Call, text, or email them!

They work for you, so you have the ability to pressure them to work on issues that you care about.

CALL
Congressional Switchboard
(202) 224-3121

EMAIL
To: U.S. Senator
Message:
Where do you stand on the Green New Deal?

TEXT
RESIST to 50409

Everything you need to know about making your representative pay attention to you can be found in [ProPublica's User's Guide to Democracy](#).

Create, sign and deliver petitions to your congressperson!

Sign this petition

Talk to them in person!

Have your representative come to your community through the [Town Hall Project](#).

Show up to their office for a [lobbying day](#).

"We shouldn't have to worry about self-serving politicians catering to coal barons instead of catering to our families and our communities."

—Paula Jean Swearengin



GET INVOLVED IN LOCAL ORGANIZATIONS



Change often starts locally before it grows into a larger movement.

Check out the groups in your community and see how you might be able to join the cause.

"It's not about any one of us, individually. It's about the whole movement."

—Amy Vilela



STRIKES, DEMONSTRATIONS AND OTHER FORMS OF PROTEST



Engage in direct action.

Strikes, demonstrations and other forms of protest can help bring attention to your cause and give you leverage in negotiations. Look for local groups who have planned a direct action, or plan your own. [Hollaback's guide to planning a protest](#) can teach you how!

4 Get your feet on the ground

You can get involved in political campaigns by:

PHONE OR TEXT BANKING

KNOCKING ON DOORS

HANDING OUT FLYERS FOR CANDIDATES

If that's not your style, most campaigns also need help with data entry, social media, design, and office tasks.

Can't find a group that focuses on the issues you care about? [Organize your community!](#) Check out [Indivisible's guide](#) to learn how.

5 Don't walk: Run!



Take the reins into your own hands and run to represent your community! You don't have to know everything about everything—you just need to care about the betterment of your community.

Don't know where to start?

Visit [New American Leaders](#) or check out [Roadmaps for Revolutionaries](#) from your local library for more info!



"For one of us to make it through, a hundred of us have to try."

—Rep. Alexandria Ocasio-Cortez

Want more? Check out knockdownthehouse.com/resources or text KDTH to 555888

Knock Down The Barriers – Spanish



ROMPIENDO BARRERAS

Cómo tú puedes crear un cambio político

1 Empieza con lo básico: ¡VOTA!

★ **FORMULARIO DE REGISTRO DE VOTANTES** ★



Regístrate para votar con Unidos US becomeavoter.org/es/inicio

GUÍA PARA EL VOTANTE

Aprende e informa a los demás

Busca las guías de los votantes que te ayudarán en tu decisión. Muchas veces las guías llegan por correo o las puedes encontrar en línea en [Ballot Ready](#) (sitio en inglés).

VOTA AQUÍ



¿ Todavía tienes preguntas?

Aprende más sobre el proceso electoral, incluyendo dónde y cuándo votar, visitando a USA.gov.



“Los problemas que tenemos en nuestro distrito, nosotros mismos los podemos solucionar.”

—Cori Bush

2 Contribuye a la campaña

Cada vez más, los candidatos se rehúsan a aceptar donaciones de PACs o corporaciones, lo cual les da más libertad para representar los intereses de sus comunidades. Esto significa que los candidatos necesitan dinero para sus campañas electorales!

TU DONACIÓN

-
-
-
-
-
-

DONA AQUÍ

Donarle dinero a un candidato lo ayuda a ser elegido.

Si no te sientes cómodo donando dinero a un candidato, le puedes donar a organizaciones que trabajan para crear el tipo de mundo en donde tú quieres vivir.



¿ Quieres saber qué corporaciones o industrias donan dinero a los miembros del Congreso? Visita [Open Secrets](#) para saber quién financia a tu diputado y senador. (El sitio está en inglés, pero puedes buscar el nombre de tus miembros de congreso.)



“El ‘gran dinero’ es muy solitario y nosotros tenemos al pueblo de nuestro lado.”

—Rep. Alexandria Ocasio-Cortez

Knock Down The Barriers – Spanish

3 Hazte amigo de (y vigila a) tu representante

Conoce a tus representantes a través de [Common Cause](#) y ve lo que han hecho últimamente con [ProPublica Represent](#).

¡Llama, envía mensaje de texto o correo electrónico!
Ellos trabajan para ti, así que tú puedes exigirles que trabajen en cuestiones que a ti te importan. Puedes aprender cómo comunicarte en [usa.gov/espanol/funcionarios-elegidos](https://www.usa.gov/espanol/funcionarios-elegidos).

LLAMA



Congressional Switchboard
(202) 224-3121

A: U.S. Senator

Mensaje:
¿Cuál es su posición con respecto al Green New Deal?

EMAIL

MENSAJE DE TEXTO

RESIST a 50409

¡Crea, firma, y envía peticiones a tu representante!

Firma esta petición.

¡Háblales en persona!

Pídele a tu representante que visite tu comunidad a través del Town Hall Project (el sitio está en inglés, pero puedes buscar uno usando tu código postal).

Asiste a un cabildeo en su oficina.



"No deberíamos tener que preocuparnos por políticos que prefieren atender a los intereses de los 'barones del carbón' en lugar de servir a nuestras familias y comunidades."

—Paula Jean Swearengin

INVOLÚCRATE EN ORGANIZACIONES LOCALES

HUELGAS, DEMOSTRACIONES Y OTROS TIPOS DE PROTESTA

4 ¡A moverse!

Los cambios comienzan a menudo de manera local antes de que se conviertan en movimientos nacionales.
Busca grupos en tu comunidad para ver cómo puedes ayudar a la causa.

Participa en acción directa.
Huelgas, demostraciones y otros tipos de protesta pueden ayudar a llamar atención a tu causa y darte poder de negociación. Busca grupos locales que han organizado acciones de esta manera.

Puedes involucrarte en campañas electorales a través de diferentes maneras:

LLAMAR O MANDAR MENSAJES DE TEXTO

IR DE PUERTA A PUERTA

DISTRIBUIR VOLANTES PARA CANDIDATOS

Si esto no es tu estilo, la mayoría de las campañas también necesitan voluntarios que ayuden en la oficina, con redes sociales u otras tareas.

"No se trata sobre uno de nosotros individualmente, se trata sobre todo el movimiento"
—Amy Vilela



¡Si no encuentras una organización que se preocupe por tus intereses, tú mismo puedes organizar a tu comunidad!

5 ¡Postúlate para un cargo político!

Toma las riendas y postúlate para un cargo político para representar a tu comunidad! No tienes que saber todo sobre todos los temas - sólo debes preocuparte por el mejoramiento de tu comunidad.

¿No sabes por dónde empezar?
Visita [New American Leaders](#) o [Latino Victory](#) para obtener más información!



"Para que uno de nosotros lo logre, cien tenemos que intentarlo."
—Rep. Alexandria Ocasio-Cortez

Knock Down the House Civic Engagement Toolkit – English



Thank you for helping Peace is Loud and *Knock Down the House* #KnockDownBarriers to civic engagement!

A United States where there is equity and justice for all is not achieved only through voting. **That is why we believe it is important to also encourage engaging with democracy through other forms of civic engagement.** These avenues are especially important for people who are unable to participate in the election process (young people, non-citizens, those disenfranchised because of the criminal justice system). As AOC says in *Knock Down the House*, “This belongs to all of us.”

Below you will find sample social media copy for [Twitter](#), [Facebook](#), and [Instagram](#), as well as links to graphic assets to use on your channels. If you have any questions, please reach out to Emily del Carmen Ramirez at emily@peaceisloud.org.

Sample Twitter Posts

Please note, bit.ly links will not generate preview images when shared through Tweetdeck. Indented tweets are meant to be threaded. [Graphics for Twitter & Facebook.](#)

1) Looking for ways to #KnockDownBarriers to equity in the USA? Follow along for five ways you can make change happen!

2) One way to #KnockDownBarriers is to register to vote! Remember, it’s important to vote in both Federal and Local elections! *(Attach voting gif)*

 Are you registered to vote?  (choices: Yes, No, I don’t know)

Use Twitter’s poll functionality for this Tweet!

If you moved since the last Election Day, make sure you’re update your registration with your new address! bit.ly/2mj84RI

3) Don’t walk: run to represent your community & #KnockDownBarriers! You don’t have to know everything about everything, you just need to care about the betterment of your community.

(Attach run for office gif)

Knock Down the House Civic Engagement Toolkit – English



Inspired to run, but not sure where to start? Check out @NewAmericanLd <http://bit.ly/2mlvSEI>

Tag someone you think should run for office!

4) Unable to vote or run for office because of your age, citizenship status, or disenfranchisement by the criminal justice system? It takes a lot more than voting & running for office to #KnockDownBarriers in the USA!

5) #KnockDownBarriers by getting friendly with your reps! 📞 Call or email them. 📄 Create, sign & deliver petitions to them. ❤️ Talk to them in person during a town hall or lobby day. Reps work for you, push them to work on issues that you care about. [\(attach contact reps gif\)](#)

Check out @ProPublica's User's Guide to Democracy for everything you need to know about how to get your rep to pay attention to you. <http://bit.ly/2mjBQ8C>

Tell us what you're going to contact your reps about!

6) Get your feet on the ground! To #KnockDownBarriers, we often have to start locally. And there are so many ways to! Check out groups in your community. Engage in direct action like strikes & demonstrations. Get involved in political campaigns. [\(Attach action gif\)](#)

Can't find a group that focuses on the issues you care about? Check out @IndivisibleTeam's guide to learn how to organize your community. <http://bit.ly/2lQxDcn>

Want to plan your own direct action? Check out @iHollaback's guide to planning a protest! <http://bit.ly/2mlrPrx>

Which way are you most excited to get involved? (choices: Phone or Text Banking, Protesting or Striking, Volunteer on a Campaign, Volunteer w/ a Local Org)
[Use Twitter's poll functionality for this Tweet!](#)

7) Help #KnockDownBarriers with 💰! More candidates are refusing to accept corporate & PAC donations, which frees them up to truly represent the will of the people. But they still need money to run their campaigns! Donating to a candidate helps them get elected. [\(attach donation gif\)](#)

Curious about which corporations or industries are donating to legislators? Check out @OpenSecretsDC to find who is funding your representative. <http://bit.ly/2kDbEW6>

Knock Down the House Civic Engagement Toolkit – English





🙄 We want to know - what would inspire you to donate to a candidate?

Sample Facebook Posts

Please note for when tagging other organizations on Facebook: If you paste the copy directly into Facebook, you will have to go back in to tag organizations by retyping @[Organization Name]. [Graphics for Twitter and Facebook](#)

1) Looking for ways to #KnockDownBarriers to equity in the USA? Follow along for five ways you can make change happen -- starting with voting! To register or update your registration with a new address visit: <http://bit.ly/2mj84Rl>

(Attach voting gif)

2) Don't walk:   run to represent your community & #KnockDownBarriers! You don't have to know everything about everything, you just need to care about the betterment of your community. Is there someone in your life you think should run for office? Let us know in the comments and have them check out @NewAmericanLeaders if they aren't sure where to start.

(Attach run for office gif)

3) Unable to vote or run for office because of your age, citizenship status, or disenfranchisement by the criminal justice system? It takes a lot more than voting to #KnockDownBarriers! You can get friendly with your representatives by 📞 calling them, 🗨️ attending a town hall & more. Remember, representatives are for you -- push them to work on issues you care about. Check out @ProPublica's User's Guide to Democracy for everything you need to know about how to get your rep to pay attention to you. <http://bit.ly/2mjBQ8C>

(attach contact reps gif)

4) Get your feet on the ground! To #KnockDownBarriers, we often have to start locally. And there are so many ways to! Check out groups in your community. Engage in direct action like strikes & demonstrations. Volunteer for political campaigns. Let us know in the comments how you'd like to get involved! And check out @IndivisibleGuide and @iHollaBack for how-to's on organizing your community and plan a protest. ***(Attach action gif)***

5) 💰 It also takes money to #KnockDownBarriers! More candidates are refusing to accept corporate & PAC donations, which frees them up to truly represent the will of the people. But, they still need money to run their campaigns! Let us know in the comments what would inspire you to donate to a candidate!

Knock Down the House Civic Engagement Toolkit – English





Curious about which corporations or industries are donating to legislators? Check out @OpenSecrets to find who is funding your representative: <http://bit.ly/2kDbEW6>
(attach donation gif)

Sample Instagram Posts



Please note, gifs have to be uploaded as videos to Instagram. [You can find the corresponding videos in the toolkit folder.](#)

1) Looking for ways to #KnockDownBarriers to equity in the USA? Follow along for five ways you can make change happen -- starting with voting! Remember to register to vote, or update your registration with a new address if you moved since the last Election Day.

(Attach voting video)



2) Don't walk:   run to represent your community & #KnockDownBarriers! You don't have to know everything about everything, you just need to care about the betterment of your community. Is there someone in your life you think should run for office? Let us know in the comments and have them check out @newamericanid if they aren't sure where to start.

(Attach run for office video)

3) Unable to vote or run for office because of your age, citizenship status, or disenfranchisement by the criminal justice system? It takes a lot more than voting to #KnockDownBarriers! You can get friendly with your representatives by  calling them,  attending a town hall & more. Remember, representatives are for you -- push them to work on issues you care about.

(Attach contact reps video)

4) Get your feet on the ground! To #KnockDownBarriers, we often have to start locally. And there are so many ways to! Check out groups in your community. Engage in direct action like strikes & demonstrations. Volunteer for political campaigns. Let us know in the comments how you'd like to get involved! *(Attach action video)*

5)   It also takes money to #KnockDownBarriers! More candidates are refusing to accept corporate & PAC donations, which frees them up to truly represent the will of the people. But, they still need money to run their campaigns! Let us know in the comments what would inspire you to donate to a candidate!

(Attach donation video)

Knock Down the House Civic Engagement Toolkit – Spanish



Gracias por ayudar a Peace is Loud y Knock Down the House - únete a “Yo #RompoBarreras” con nuestro kit para las redes sociales!

Para que los Estados Unidos tenga igualdad y justicia para todxs, es necesario hacer más que solamente votar. **Por esa razón es que nosotrxs creemos que es importante fomentar diferentes acciones cívicas.** Las diferentes acciones son especialmente importantes para personas que no pueden participar en el proceso electoral (por ejemplo, jóvenes, gente que no son ciudadanxs, o gente privada de sus derechos a causa del sistema de justicia). Como AOC dice en *Knock Down the House*, “Esto le pertenece a todxs”.

Debajo podrás encontrar ejemplos para las redes sociales - para [Twitter](#), [Facebook](#), e [Instagram](#). También encontrarás gráficos para utilizar en tus plataformas. Si tienes alguna pregunta, puedes contactar a Emily del Carmen Ramirez - emily@peaceisloud.org

Ejemplos para Twitter

Atención - los enlaces de bit.ly no generan una imagen cuando se usan a través de Tweetdeck. Los tweets que aparecen en cursiva se deben usar en conversación. [Gráficos para Twitter y Facebook](#).

- 1) Buscas maneras para decir “Yo #RompoBarreras para la igualdad en EEUU”? Sigue la conversación para aprender cinco maneras de causar un cambio!
- 2) ¡Una manera que yo #RompoBarreras es registrándome para votar! ¡Acuérdate, es importante votar en elecciones federales y locales! ([Incluye el GIF de votar](#))

🗳️ ¿Te has registrado para votar? 🗳️ (opciones: Si, No, No lo se)
¡Usa la función de encuesta de Twitter para este Tweet!

Si te has mudado desde la última elección, asegúrate de que tu registración tenga tu nuevo domicilio! <https://www.becomeavoter.org/es/inicio/>

Knock Down the House Civic Engagement Toolkit – Spanish



3) Preséntate para un cargo político y diga “Yo #RompoBarreras”! No tienes que saber todo sobre todos los temas, sólo debes preocuparte sobre por el mejoramiento de tu comunidad. [\(Incluye el GIF de presentarse para un cargo político\)](#)

¿Quieres postularte, pero no sabes dónde empezar? Visita @NewAmericanLd <http://bit.ly/2mlvSEI>

Taggea a alguien que tu crees debería ser candidatx politicx!

4) Si no puedes votar o ser candidatx por tu edad, ciudadanía, o porque tus derechos han sido privados, recuerda que puedes hacer otras cosas para poder decir “Yo #RompoBarreras en los Estados Unidos!”

5) Yo #RompoBarreras haciéndome amigx de mis representantes! 📞Llama o mándales un email. 📄Crea, firma, y envía peticiones. 🤝Háblales en persona o asista a un cabildeo. Los representantes trabajan para ti, así que tú puedes exigirles que trabajen en cuestiones que te importan. [\(Incluye el GIF de contactar a tus representantes\)](#)

Visita @ProPublica’s Guía para la Democracia para saber todo sobre como hacer que tu representante te preste atención. <http://bit.ly/2mjBQ8C>

Dinos como te contactarás con tu representante!

6) ¡A moverse! Para decir “Yo #RompoBarreras”, a menudo tenemos que empezar de forma local. Y hay muchas maneras para hacerlo! Busca grupos locales. Participa en acciones directas como huelgas y protestas. Involúcrate en campañas electorales. [\(Incluye el GIF de acciones\)](#)

¡Si no encuentras una organización que se preocupe por tus intereses, tú mismo puedes organizar a tu comunidad! Visita la guía de @Indivisibleteam para organizar a tu comunidad. <http://bit.ly/2lQxDcn>

¿Quieres planear tu propia acción directa? Visita la guía de @iHollaback para planear tu protesta! <http://bit.ly/2mlrPrx>

Knock Down the House Civic Engagement Toolkit – Spanish



¿Que manera de involucrarte te entusiasma más? (Opciones: Llama o Mande un Texto, Protesta o Huelga, Sea Voluntarix con una Campaña o con una Organización Local) *¡Usa la función de encuesta de Twitter para este Tweet!*

7) ¡Ayuda a decir “Yo #RompoBarreras” con 🗳️! Cada vez más, lxs candidatxs se rehúsan a aceptar donaciones de PACs o corporaciones, lo cual les da más libertad para representar los intereses de sus comunidades. ¡Pero todavía necesitan dinero para sus campañas electorales! Donar dinero a un candidatx, les puede ayudar a ser elegidx! [\(Incluye el GIF de donaciones\)](#)

¿Quieres saber qué compañías donan dinero a tus miembros de congreso? Visita @OpenSecretsDC para aprender quién los financia. <http://bit.ly/2kDbEW6>

🙄 Queremos saber - ¿qué te haría donar dinero a un candidatx?

Ejemplos para Facebook

Atención - cuando taggeas a otra organización en Facebook, si copias y pegas la información, deberas re-taggear a la organización tipeando de nuevo @[Nombre de la Organización]. [Gráficos para Twitter y Facebook.](#)

1) ¿Buscas maneras para decir “Yo #RompoBarreras para la igualdad en EEUU”? Sigue la conversación para aprender cinco maneras de causar un cambio - y comienza votando! Para registrarte o actualizar tu nuevo domicilio visita: <https://www.becomeavoter.org/es/inicio/> [\(Incluye el GIF de votar\)](#)

2) Preséntate para un cargo político y diga “Yo #RompoBarreras”! No tienes que saber todo sobre todos los temas, sólo debes preocuparte sobre por el mejoramiento de tu comunidad. Taggea a alguien que tu crees debería ser candidatx politicx y comparte con x la informacion de @NewAmericanLeaders si no saben dónde comenzar <https://www.becomeavoter.org/es/inicio/> [\(Incluye el GIF de presentarse para un cargo político\)](#)

3) Si no puedes votar o ser candidatx por tu edad, ciudadanía, o porque tus derechos han sido privados, recuerda que puedes hacer otras cosas para poder decir “Yo #RompoBarreras en los Estados Unidos!” Hazte amigx de mis representantes! 📞Llama o mándales un email.

Knock Down the House Civic Engagement Toolkit – Spanish



📄 Crea, firma, y envía peticiones. ❤️ Háblales en persona o asiste a un cabildeo. [\(Incluye el GIF de contactar a tus representantes\)](#)

4) ¡A moverse! Para decir “Yo #RompoBarreras”, a menudo tenemos que empezar de forma local. ¡Y hay muchas maneras para hacerlo! Busca grupos locales. Participa en acciones directas como huelgas y protestas. Involúcrate en campañas electorales. ¡Deja un comentario debajo explicando cómo te gustaría involucrarte! Y visita la guía de @iHollaback para aprender cómo organizar tu comunidad y planear una protesta. [\(Incluye el GIF de acciones\)](#)

5) ¡Ayuda a decir “Yo #RompoBarreras” con 🗳️! Cada vez más, lxs candidatxs se rehúsan a aceptar donaciones de PACs o corporaciones, lo cual les da más libertad para representar los intereses de sus comunidades. ¡Pero todavía necesitan dinero para sus campañas electorales! Deja un comentario debajo diciendonos como decides donar dinero a un candidatx.

¿Quieres saber qué compañías donan dinero a tus miembros de congreso? Visita @OpenSecretsDC para aprender quién los financia. <http://bit.ly/2kDbEW6> [\(Incluye el GIF de donaciones\)](#)

Ejemplos para Instagram

Atención - los gif's deben ser subidos como videos a Instagram. [Puedes encontrar aqui los videos en nuestro kit.](#)

1) ¿Buscas maneras para decir “Yo #RompoBarreras para la igualdad en EEUU”? Sigue la conversación para aprender cinco maneras de causar un cambio - y comienza votando! Para registrarte o actualizar tu nuevo domicilio visita: <https://www.becomeavoter.org/es/inicio/> [\(Incluye el video sobre votar\)](#)

2) Preséntate para un cargo político y diga “Yo #RompoBarreras”! No tienes que saber todo sobre todos los temas, sólo debes preocuparte sobre por el mejoramiento de tu comunidad. Taggea a alguien que tu crees debería ser candidatx politicx y comparte con x la informacion de @NewAmericanLeaders si no saben dónde comenzar <http://bit.ly/2mlvSEI> ! [\(Incluye el video sobre presentarse para un cargo político\)](#)

3) Si no puedes votar o ser candidatx por tu edad, ciudadanía, o porque tus derechos han sido privados, recuerda que puedes hacer otras cosas para poder decir “Yo #RompoBarreras en los Estados Unidos!” Hazte amigx de mis representantes! 📞 Llama o mándales un email.

📄 Crea, firma, y envía peticiones. ❤️ Háblales en persona o asiste a un cabildeo. Acuerdate -

Knock Down the House Civic Engagement Toolkit – Spanish



los representantes trabajan para ti, así que tú puedes exigirles que trabajen en cuestiones que a ti te importan. ([Incluye el video sobre contactar a tus representantes](#))

4) ¡A moverse! Para decir “Yo #RompoBarreras”, a menudo tenemos que empezar de forma local. ¡Y hay muchas maneras para hacerlo! Busca grupos locales. Participa en acciones directas como huelgas y protestas. Involúcrate en campañas electorales. ¡Deja un comentario explicando cómo te gustaría involucrarte! ([Incluye el video de acciones](#))

5) ¡Ayuda a decir “Yo #RompoBarreras” con 💰! Cada vez más, lxs candidatxs se rehúsan a aceptar donaciones de PACs o corporaciones, lo cual les da más libertad para representar los intereses de sus comunidades. ¡Pero todavía necesitan dinero para sus campañas electorales! Deja un comentario diciendo como decides donar dinero a un candidatx. ([Incluye el video de donaciones](#))

Knock Down the House Civic Engagement Toolkit

National Voter Registration Day



Thank you for helping Peace is Loud and Knock Down the House #KnockDownBarriers to civic engagement with our National Voter Registration Day toolkit!

This year, National Voter Registration Day is on Tuesday, September 24. We're excited to be part of the movement to make our election results more representative of what we, the people, want.

United States where there is equity and justice for all is not achieved only through voting. That is why **we believe that on this day it is important to also encourage engaging with democracy through other forms of civic engagement.** These avenues are especially important for people who are unable to participate in the election process (young people, non-citizens, those disenfranchised because of the criminal justice system). As AOC says in *Knock Down the House*, "This belongs to all of us."

Below you will find sample social media copy for [Twitter](#), [Facebook](#), and [Instagram](#), as well as links to graphic assets to use on your channels. If you have any questions, please reach out to Emily del Carmen Ramirez at emily@peaceisloud.org.

Sample Twitter Posts

Please note, [bit.ly](#) links will not generate preview images when shared through Tweetdeck. Indented tweets are meant to be threaded. [Graphics for Twitter and Facebook](#)

1) It's #NationalVoterRegistrationDay! Get ready for a rundown of all the ways to #KnockDownBarriers to equity in the USA through different ways of engaging with democracy, including voting!

2) One way to #KnockDownBarriers is to register to vote! Remember, it's important to vote in both Federal and Local elections! #NationalVoterRegistrationDay ***(Attach voting gif)***

 Are you registered to vote?  (choices: Yes, No, I don't know)

Use Twitter's poll functionality for this Tweet!

#NationalVoterRegistrationDay isn't just for those not yet registered. If you moved since the last Election Day, make sure you're update your registration with your new address! bit.ly/2mj84RI

Knock Down the House Civic Engagement Toolkit

National Voter Registration Day



3) Don't walk: run to represent your community & #KnockDownBarriers! You don't have to know everything about everything, you just need to care about the betterment of your community. #NationalVoterRegistrationDay *(Attach run for office gif)*

Inspired to run, but not sure where to start? Check out @NewAmericanLd
<http://bit.ly/2mlvSEI>

Tag someone you think should run for office!

4) Unable to vote or run for office because of your age, citizenship status, or disenfranchisement by the criminal justice system? It takes a lot more than voting to #KnockDownBarriers in the USA! #NationalVoterRegistrationDay

5) #KnockDownBarriers by getting friendly with your reps! 📞 Call or email them. 📄 Create, sign & deliver petitions to them. 🗨️ Talk to them in person during a town hall or lobby day. Reps work for you, push them to work on issues that you care about. #NationalVoterRegistrationDay *(attach contact reps gif)*

Check out @ProPublica's User's Guide to Democracy for everything you need to know about how to get your rep to pay attention to you. <http://bit.ly/2mjBQ8C>

Tell us what you're going to contact your reps about!

6) Get your feet on the ground! To #KnockDownBarriers, we often have to start locally. And there are so many ways to! Check out groups in your community. Engage in direct action like strikes & demonstrations. Get involved in political campaigns. #NationalVoterRegistrationDay *(Attach action gif)*

Can't find a group that focuses on the issues you care about? Check out @IndivisibleTeam's guide to learn how to organize your community. <http://bit.ly/2lQxDcn>

Want to plan your own direct action? Check out @iHollaback's guide to planning a protest! <http://bit.ly/2mlrPrx>

Which way are you most excited to get involved? (choices: Phone or Text Banking, Protesting or Striking, Volunteer on a Campaign, Volunteer w/ a Local Org)

Use Twitter's poll functionality for this Tweet!

Knock Down the House Civic Engagement Toolkit

National Voter Registration Day



7) Help #KnockDownBarriers with 🇺🇸! More candidates are refusing to accept corporate & PAC donations, which frees them up to truly represent the will of the people. But they still need money to run their campaigns! Donating to a candidate helps them get elected.
#NationalVoterRegistrationDay *[attach donate gif]*

Curious about which corporations or industries are donating to legislators? Check out @OpenSecretsDC to find who is funding your representative. <http://bit.ly/2kDbEW6>

🤔 We want to know - what would inspire you to donate to a candidate?

Sample Facebook Posts

Please note for when tagging other organizations on Facebook: If you paste the copy directly into Facebook, you will have to go back in to tag organizations by retyping @[Organization Name]. [Graphics for Twitter and Facebook](#)

1) It's #NationalVoterRegistrationDay! Get ready for a rundown of all the ways to #KnockDownBarriers to equity in the USA through different ways of engaging with democracy, starting with voting! To register or update your registration with a new address visit: <http://bit.ly/2mj84Rl>
[Attach voting gif]

2) Don't walk: 🏃♀️ run to represent your community & #KnockDownBarriers! You don't have to know everything about everything, you just need to care about the betterment of your community. Is there someone in your life you think should run for office? Let us know in the comments and have them check out @NewAmericanLeaders if they aren't sure where to start.
#NationalVoterRegistrationDay
[Attach run for office gif]

3) Unable to vote or run for office because of your age, citizenship status, or disenfranchisement by the criminal justice system? It takes a lot more than voting to #KnockDownBarriers! You can get friendly with your representatives by 📞 calling them, 🤝 attending a town hall & more. Remember, representatives are for you -- push them to work on issues you care about. Check out @ProPublica's User's Guide to Democracy for everything you need to know about how to get your rep to pay attention to you. <http://bit.ly/2mjBQ8C>
[attach contact reps gif]

Knock Down the House Civic Engagement Toolkit

National Voter Registration Day



4) Get your feet on the ground! To #KnockDownBarriers, we often have to start locally. And there are so many ways to! Check out groups in your community. Engage in direct action like strikes & demonstrations. Volunteer for political campaigns. Let us know in the comments how you'd like to get involved! And check out @IndivisibleGuide and @iHollaBack for how-to's on organizing your community and plan a protest. #NationalVoterRegistrationDay **(Attach action gif)**

5) 💰 It also takes money to #KnockDownBarriers! More candidates are refusing to accept corporate & PAC donations, which frees them up to truly represent the will of the people. But, they still need money to run their campaigns! Let us know in the comments what would inspire you to donate to a candidate!



Curious about which corporations or industries are donating to legislators? Check out @OpenSecrets to find out who is funding your representative: <http://bit.ly/2kDbEW6> #NationalVoterRegistrationDay **(attach donation gif)**

Sample Instagram Posts

Please note, gifs have to be uploaded as videos to Instagram. [You can find the corresponding videos in the toolkit folder.](#)

1) It's #NationalVoterRegistrationDay! Get ready for a rundown of all the ways to #KnockDownBarriers to equity in the USA through different ways of engaging with democracy, starting with voting! #NationalVoterRegistrationDay isn't just for those not yet registered. If you moved since the last Election Day, make sure you're update your registration with your new address!

(Attach voting video)

2) Don't walk:   run to represent your community & #KnockDownBarriers! You don't have to know everything about everything, you just need to care about the betterment of your community. Is there someone in your life you think should run for office? Let us know in the comments and have them check out @newamericanId if they aren't sure where to start. #NationalVoterRegistrationDay

(Attach run for office video)

3) Unable to vote or run for office because of your age, citizenship status, or disenfranchisement by the criminal justice system? It takes a lot more than voting to #KnockDownBarriers! You can get friendly with your representatives by calling them, attending a town hall or more. Remember, representatives for for you -- push them to work on issues you care about.

Knock Down the House Civic Engagement Toolkit

National Voter Registration Day



#NationalVoterRegistrationDay

(Attach contact reps video)

4) Get your feet on the ground! To #KnockDownBarriers, we often have to start locally. And there are so many ways to! Check out groups in your community. Engage in direct action like strikes & demonstrations. Volunteer for political campaigns. Let us know in the comments how you'd like to get involved! #NationalVoterRegistrationDay *(Attach action video)*

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(Attach donation video)

Partner Social Media How-To Guide

Partner Social Media How To Guide

General Content

News articles

- Make sure that you are sharing news articles that are relevant to the organization's missions and needs.
- Think about the kind of news your audience members would like to see on their feed

Photos/Videos

- Sharing your organization's own content typically generates better results and gets your audience more acquainted with your organizational work.

Observances

- Try to pay attention to annual monthly and daily observances and post on the day of or develop campaigns specific to each one.

Facebook

Posting

Creating an Event

- Make sure to create with enough time beforehand
- From your News Feed, click Events in the left menu.
- Click + Create Event on the left side.
- Click Create Private Event. Only invited guests will see your event. You can also make an event public
- Fill in the event name, location, date, time and description.
- Click Create.

To Add a Co-Host

- Click Edit at the top right of the event.
- Next to Co-hosts, click where it says Add Friends and type a friend's name. You must be friends on Facebook in order to add someone as a co-host.
- Click Save.

How To Post before an event

- Build momentum for your event by posting relevant information the week before
- Post images of past events

Timing

Partner Social Media How-To Guide

- Try not to over saturate your page with posts for higher engagement
- Think about your followers and the times they are most likely to be using social media

How To Schedule Posts

- It's important to remain active on all social media sites in order to maintain a high engagement rate. Try to schedule posts in advance to avoid missing a post.
- Start creating your post at the top of your Page's timeline.
- Click next to Publish and select Schedule.
- Below Publication, select the date and time when you want the post to publish.
- Click Schedule.

Post Engagements

- Engage with your audience members. It's important to interact with follower comments to create dialogue and conversations, even if it's just acknowledging by saying "Thank you!"

Creating Ads

Creating audiences

- To create a Facebook custom audience, go to the Audiences section of your Facebook Ads Manager. Then click Create Audience and select Custom Audience from the drop-down menu. Create a custom audience in Facebook Ads Manager. Next you'll see a list of audiences you can create.
- One option is to target the users who spend the most time on your site (the top 5% to 25% of most active users).
- You can also build an audience of people who visit specific Facebook pages and with specific interests.
- You can create a sweeping audience that includes anyone who has engaged with your Facebook page or its posts (including ads) in the last year.
- Click Engagement on Facebook.
- Then click Page
- Now you can refine your audience using the following interactions:
 - People who have visited your page
 - People who have engaged with page posts or ads

Partner Social Media How-To Guide

People who clicked on any call-to-action buttons
People who messaged your page
People who saved your page or posts

Types of ad formats

Boosted Posts

- Choose a post to boost. If you're drafting a post that you want to boost right out of the gate, click the grey Boost Post button in the lower-right corner of the post box.
- Target your audience.
- Set your budget.
- Set the boost duration.

Preview the post.

- Select a payment option.
- Boost.

Video

- Video ads are best used for brand awareness and consideration campaigns.

Photo

- Consists of one image, a call to action, and usually a link.

Slideshow

- You can either create a slideshow on your own and upload it as a video, or use the slideshow creation tool available in Facebook ads manager

Carousel

- A format that shows a number of "cards," each with a different image and the ability to link to a different destination.

Political ads (what that means, what that limits)

- In the US, any advertiser who wants to create or edit ads about US social issues, legislation, elections (including "get out the vote" campaigns), political figures, or political parties will be required to go through [the authorization process](#). To access this page in Spanish, scroll all the way to the end of the page and click "Español."

Tips & Tricks

Partner Social Media How-To Guide

- Creating ads for new followers also increase impressions for a page, since new page followers are served content from the page more frequently
- Image sizes - profile image, banner, posts
 - Cover Photo: 720 x 312 pixels
 - Profile Photo: 320 x 320 pixels
 - Post Images: 1,200 x 628 pixels
- Video dimensions
- Recommended video dimensions is 1280 x 720 for Landscape and Portrait
- Minimum width is 600 pixels (length depends on aspect ratio) for Landscape and Portrait

Handling trolls - muting, blocking, etc

- Don't be baited
- Hide is your first option for any negative comment that you would like to get rid of.
- Deleting a comment will remove it permanently, and the user who wrote the comment will know that it's been deleted.
- You can also report comments to Facebook if they fail to comply with the terms and conditions of the site (including bullying, nudity, spam, etc.).
- If a user is continually a problem, you can ban them.

How many times to post a day

- It is recommended to post about 3-4 times a day throughout the day on Facebook to increase engagement and keep people engaged.
- Reshared posts from other pages do not get strong reach or engagement.

Twitter

Create Account

1. Go to <http://twitter.com> and find the sign up box, or go directly to <https://twitter.com/signup>.
2. You will be guided through the sign up process and prompted to enter information such as your name and email address.
3. If you choose to sign up with an email address, you will be required to verify your email address by sending you an email with instructions.

Partner Social Media How-To Guide

4. If you choose to sign up with a phone number, you will be required to verify by sending you an SMS text message with a code. You may also request a voice call to verify your phone number. Enter the verification code in the box provided. Learn more about having a phone number associated with your account.
5. Once you sign up for an account, you can select a username (usernames are unique identifiers on Twitter). They will tell you if the username you want is available.

Who To Follow

Groups and people with similar interests

- Follow the representatives in your area

Posting

Types of content

- Events
 - News articles
 - Photos/Videos
- Video length max is 140 seconds

How To Schedule Posts

- Log onto Tweetdeck.com using your Twitter log-in
TweetDeck is a social media dashboard application for management of Twitter accounts.
- Select “Only Scheduled Tweets.”
- Select “Compose a Scheduled Tweet” or “Compose Tweet”:
- You'll be presented with a box
- Select Scheduling and write your message, and then select a date and time
- Once you've formed the perfect tweet, select “Schedule Tweet.”

How To Conduct a Twitter Chat

- A Twitter chat is where a group of Twitter users meet at a predetermined time to discuss a certain topic, using a designated hashtag (#) for each tweet contributed. A host or moderator will pose questions (designated with Q1, Q2...) to prompt responses from participants (using A1, A2...) and encourage interaction among the group. Chats typically last an hour.
- Give your Twitter followers a heads-up before you join a Twitter chat (“High tweet warning”) and share an invite to join the chat if it might be of interest to your followers.

Partner Social Media How-To Guide

- Reply directly for targeted conversations with one or two people.
- Include a "." in front of an @ if you want your tweet to show up in all feeds.
- Drop by for the time you have and don't feel guilty if you can't stay for the whole thing.
- When answering a specific question or comments from another participant, use Twitter handles to identify who you're speaking to in order to avoid confusion.
- Remember Twitter chats are about connecting and learning. Use the time to provide as much value on the given topic as possible and show your expertise.
- Always include the chat hashtag in your responses.
- Follow up with people after the chat

How To Create a Twitter Thread (Good for keeping relevant information in one post)

- Click the Tweet button to draft a new Tweet.
- To add another Tweet, click the highlighted plus icon
- To delete any of your Tweets, click the delete button.

How To Use HashTags

- Trending Topics
Part of using Twitter includes staying on top of relevant conversations, like on all social media platforms. Stay abreast of what people are talking about by contributing to trending hashtags, connecting the conversation to the work of your organizations specifically

Creating Ads

- Audience Creation
Use lists to target specific users, whether you want to reach your existing customers by uploading a list of their email addresses or use Twitter usernames (@handles) to target relevant influencers.
- Ad Targeting
 1. Select the appropriate location, language and optional device targeting options before selecting additional targeting criteria. **For example**, for Alianza Morada, you can target regions nearby by adding zip codes and locations and organizations that are nearby to attract folks from areas of interest.

Partner Social Media How-To Guide

2. Select one audience targeting type for each campaign. Choose from follower, keyword, behavior, interest or Tailored Audiences targeting to get meaningful insights into your campaign.
3. Test different targeting approaches to understand which audience is the best fit and which messages resonate with different groups. You may be surprised by what's most effective for you.

Tips & Tricks

- Image sizes - profile, banner, posts.
- Profile: 400 pixels by 400 pixels
- Banner: 1500 pixels by 500 pixels
- Post images: 1024 pixels by 512 pixels

Video dimensions and length

- Videos must be 2 minutes and 20 seconds or less. The minimum resolution for Twitter videos is 32 x 32 and the maximum resolution is 1920 x 1200 or 1200 x 1900

Handling trolls - muting, blocking, etc

- Don't be baited
- Hide is your first option for any negative comment that you would like to get rid of.
- Deleting a comment will remove it permanently, and the user who wrote the comment will know that it's been deleted.
- You can also report comments to Twitter if they fail to comply with the terms and conditions of the site (including bullying, nudity, spam, etc.).
- If a user is continually a problem, you can ban them.

How many times to post a day

- You can post more times on Twitter than most platforms without messing up the algorithm
- Try to minimize the Tweets in a certain day to 5-8 to maximize engagements

Instagram

Creating Account

- Download the Instagram app from the App Store (iPhone) or Google Play Store (Android).

Partner Social Media How-To Guide

- Once the app is installed, tap to open it.
- Tap Sign Up With Email or Phone Number (Android) or Create New Account (iPhone), then enter your email address or phone number (which will require a confirmation code) and tap Next. You can also tap Log in with Facebook to sign up with your Facebook account.
- If you register with your email or phone number, create a username and password, fill out your profile info and then tap Done. If you register with Facebook, you'll be prompted to log into your Facebook account if you're currently logged out.

Types of content

- Photos/Videos
 - Every post on Instagram must have a photo, graphic, and video
 - Dimensions
 - Videos not to exceed 1 minute
 - Giphys must be converted in MP4s
 - Photos are 800 by 800 pixels
- Events
- News articles
 - Links on Instagram only exist in a profile bio, unless an account has over 10k followers. If an account has over 10k followers, then the owner can add links to the Instagram story itself

How To Use HashTags

- Include an existing hashtag in your tweet. You can do this simply by typing a phrase of the form "#topic" within your tweet. After you click "Tweet," your tweet will appear in your list of tweets with the hashtag in blue type. Scroll over the hashtag and click on it to go to the page for that hashtag.

Features

- Instagram Stories
 - Stories allow users to share photos and videos to their "Story" -- which is visible to followers of the user's Instagram account -- and to specific users the Story's sender follows. They disappear in 24 hours and they are posted separately from the Instagram feed.

Partner Social Media How-To Guide

Post content from your feed on your Instagram story

Features:

Questions stickers

Try hosting an “ask me anything”-style interview with a well-known person at your company to humanize your brand and generate curiosity among your followers.

Instagram Live

- You can share a live video to connect with your followers in real time. Once a live video has ended, it's no longer visible in the app, unless you share a replay of it to your story.

Instagram TV

- IGTV is Instagram's new long-form video sharing service. IGTV allows users to upload videos up to an hour in length.
- Tap in the top right of feed, or open the IGTV app.
- Tap and choose a video, then tap Next.
- Tap and slide the image at the bottom of the screen to select a cover image or tap Add from Camera Roll (iPhone) or Add from Gallery (Android). ...
- Add a title and description.

Boosting Posts

- Click the “Promote” button at the bottom of your post.
- Pick a goal.
- Before you boost your post, Instagram will ask you whether you want to attract more profile visits, website traffic, or promotion views. Whatever your goal is for the specific post you want to boost, make sure you choose the option that best aligns with it.
- Choose an audience.
- After choosing your goal, you can pick from three different targeting options: Automatic, Local, and Manual. Automatic tells Instagram to target people who are just like your followers, Local lets you target people in a specific location, and Manual lets you target specific people, places, or interests.
- Set your budget and duration.
- Instagram will estimate the expected reach and clicks that your post will attract after you set your post's budget and duration.

Tips & Tricks

Partner Social Media How-To Guide

- Post content from other users in your IG stories
- Post content from other users in your IG feed
- If you see something that is relevant to your organization's mission on another organization or user's profile, you can Repost and give credit.

The repost app is designed to make reposting easy within Instagram. The app's site says it allows users to repost while still giving credit to the original poster. It's available for download on both Android and Apple devices

- Filtering and hiding comments
- How many times to post a day
It is recommended to post 1-3 times a day
Share your posts to your stories to

Other Resources

Canva

Canva uses a drag-and-drop format and provides access to photographs, vector images, graphics, and fonts. It is used by non-designers as well as professionals.

Facebook Pages App

Giphy

Giphy, styled as GIPHY, is an American online database and search engine that allows users to search for and share short looping videos with no sound, that resemble animated GIF files

Knock Down the House Social Media Toolkit

Repost Me App

COVID-19 Resources x NYC For Reclaim



NYC Resources - Table of Contents

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[Essential Household Items List](#)

• Emergency information

- Text COVID to 692-692 for NOTIFY NYC Emergency Updates
- NY Hotline for COVID-19 - 1-888-364-3065
- [CDC official guide on COVID-19](#) (includes symptoms, prevention, and treatment procedures)
- For medical emergencies, read [One Medical's 'What You Should Know About Coronavirus'](#) for symptoms, plans of action and recommendations. Call 911 and alert them you may be showing Coronavirus symptoms, so they can come prepared.
 - If you can't get tested for COVID-19, [please get in touch with The Center for Popular Democracy](#)
- Co-quarantined with an abuser? Worried about having to self-isolate from coronavirus in a dangerous home situation? Please reach out — contact the National Domestic Violence Hotline: call 1-800-799-7233 or TTY 1-800-787-3224 or chat at <http://thehotline.org>
- We encourage you to create local threads of communication with your networks (neighbors, family members, friends, students, etc.) via text/email/WhatsApp during these times, to share resources, keep in touch, and check in on the elderly, those with disabilities, and those most affected by the crisis.

• Know your rights

- National Lawyers' Guild [Know Your Rights During Covid-19](#) guide - the guide will help you learn what your current rights are during a time of crisis/social distancing/quarantines. It will also help you understand possible future scenarios, so as to be alert, but not alarmed.
 - To stay updated on public safety, please visit the [Justice Committee](#) (and check out their [open letter with another 50 organizations to Mayor De Blasio to reduce NYPD enforcement actions](#)).
- Affected by COVID-19? [Know what benefits you are entitled to](#).

COVID-19 Resources x NYC For Reclaim



- **Free/Low-Cost Health Care:** [NYC Care](#) provides low-cost or free healthcare for all New Yorkers regardless of ability to pay or immigration status. Call 646-NYC-CARE (646-692-3373) to enroll and make an appointment. Primary care, specialty, and emergency services (including hospital stays) are all available for NYC Care members.
 - [NYC Well](#) offers mental health support for stress, depression, anxiety, or drug or alcohol use. (You can call at 888-692-9355 or text WELL to 65173)
- **Housing**
 - Latest updates: As of Monday March 16 2020, eviction proceedings and pending orders were suspended statewide until further notice. Housing court functions such as landlord lockouts, repair orders, and serious code violations will continue. As of Thursday March 19, New York has implemented a 90-day foreclosure moratorium and mortgage relief period for owners who can demonstrate they are not able to make timely payments due to the impact of the virus. **[NYCHA tenants may be eligible for a rent reduction, if they have lost income due to the pandemic. Section 8 voucher recipients, should email \[DTRAI@hpd.nyc.gov\]\(mailto:DTRAI@hpd.nyc.gov\) to seek lower rent due to lost income.](#)**
 - **Tenants Rights Hotline** by Met Council - 212-979-0611 (ingles y espanol) or more [info](#)
 - **Report attempted evictions** - Anyone with knowledge of City marshals attempting to execute on warrants of eviction can report this activity by calling DOI's Bureau of City Marshals at (212) 825-5953.
 - **Support for eviction prevention:** [Bronx Works](#), [Catholic Charities](#) (helps regardless of denomination), [Coalition for the Homeless](#)
 - Right to Counsel NYC Coalition's [FAQ on the eviction moratorium](#)
 - Homelessness Prevention: [Homebase](#) can help you develop a plan to overcome an immediate housing crisis
 - Utilities: As of Friday March 13 2020, New York utilities have volunteered to suspend utility shut-offs for power, heat and water for all customers.
 - **Free WiFi at home:**
 - Comcast is offering Essentials internet service designed for low-income families free for 60 days for new qualifying customers. Visit <https://www.internetessentials.com/> for more information. Call 1-855-8-INTERNET for set up.
 - Spectrum is offering households with K-12 students free Spectrum Wifi for 60 days (including free installation for new customers). Call 1-844-488-8395 for set up.
 - **Wifi via smartphone:**

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- Metro PCS, T-Mobile, Sprint, AT&T and Comcast are all lifting their unlimited data caps for cell phone subscribers for at least 60 days. Contact your cellphone provider for more information.
 - MetroPCS will allow you to add a free 10GB of mobile hotspot per month by adding an add-on service available in the MyMetro app, [MyAccount](#) or by calling Care at 611.
 - T-Mobile and Metro by T-Mobile are providing customers an additional 20GB of mobile hotspot/tethering service for the next 60 days coming soon.
- **Mutual Aid/Advocacy**
 - [Mutual Aid NYC](#) - offers resources on mutual aid, advocacy, and services to the hardest-hit communities; provides support to local groups leading aid efforts in NYC neighborhoods, and offers a network to channel resources and amplify needs from the ground. Note: they are not able to help individuals with big financial needs like rent or lost wages, but they are able to connect them to [local groups all over NYC neighborhoods](#) who are fighting for those causes and helping the financial gaps.
 - [Mutual Aid groups across NYC by neighborhood](#)
 - [NYC Facebook Group Mutual Aid NYC](#) - a good resource to offer help or ask for assistance with specific tasks/errands (city-wide).
 - **Labor**
 - [NYS Unemployment Assistance Guide and Application](#) - NYS is waiving the 7-Day waiting period for Unemployment Insurance benefits for people who are out of work due to Coronavirus (COVID-19) closures or quarantines.
 - [NYC FAQ on unemployment benefits and health insurance](#)
 - [Restaurant Workers' Community Foundation resources for restaurants and workers affected by COVID-19](#)
 - [One Fair Wage Emergency Fund](#) - support for tipped and service workers
 - [Bartender Emergency Assistance Program](#)
 - **Distance Learning**
 - The Department of Education is lending internet-enabled devices to NYC students to support remote learning. [If you need to request a device please submit your request here.](#)
 - [Khan Academy](#) - online resources, curriculums and sample schedules for distance learning K-12
 - [Scholastic Learn at Home](#) - free projects for children age K-9
 - [New York Public Library](#) - offering resources and virtual tutoring for K-12 curriculums

COVID-19 Resources x NYC For Reclaim



- [PBS Kids](#) - their free weekday newsletter offers activities and tips for K-12 learning
- [Amazing Educational Resources](#) - a comprehensive list of educational resources available (many are free!) to help parents and educators with distance learning.
- **Food Access**
 - Food pantries
 - [Food Bank NYC](#)
 - [Food Pantries and Soup Kitchens by borough](#)
 - NYC Department of Education is providing all New Yorkers in need free “grab and go” meals (three meals/day) - [find a location near you](#)
 - [City Harvest](#)
 - [Sylvia Rivera Food Pantry Services:](#)
 - Grocery Delivery via [Invisible Hands](#)
 - Free Veggies for Restaurant Workers - [Local Roots CSA](#) is giving away free vegetables to restaurant workers that are without work and money right now: info@localroots.nyc
- **Essential household items**
 - Non-perishable/long lasting food list:
 - Foods that require no refrigeration, cooking or little water
 - Ready-to-eat canned meats, fruits and vegetables
 - Protein or fruit bars
 - Dry cereal or granola
 - Peanut butter
 - Dried fruit, nuts
 - Crackers
 - Canned juices
 - Gatorade / electrolytes
 - Hygiene items:
 - Hand sanitizer
 - Homemade hand sanitizer:
 - <https://www.tomsguide.com/news/how-to-make-hand-sanitizer-ingredients-for-making-it-at-home>
 - 99% rubbing alcohol
 - aloe vera gel
 - essential oils
 - glass bottles
 - Lysol
 - Soap
 - Disinfectant wipes

COVID-19 Resources x NYC For Reclaim



- Hand wipes
- Deodorant
- Toothpaste
- Tooth brushes
- Mouth wash
- Disposable gloves

Digital Advocacy Toolkit



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Overview: Digital Organizing 101 with Free Tools

As an organizer, your job is to meet people where they are. Increasingly, people are online – so you need to be online too. This toolkit will help you mobilize your community using free digital organizing tools to build power, get folks to take action, and create change.

Basic strategy

Before sending out any communication, go through a few steps of planning. Clarifying the following questions are a good way to focus your efforts. As you answer for yourself keep in mind that being narrow and specific is being ambitious. You don't have to spread yourself thin to make an impact, in fact the more specific and targeted you are the clearer it is to your audience what they need to do and why.

What's your goal?

Who has the power to make this happen?

Who do you want to take this action?

What do they need to do to take action?

What is the best way of contacting them?

What's the timeline?

Important Things to Remember!

Stay organized when organizing - using Google's free tools such as Docs, Sheets, Slides and saving them in Google Drive (free cloud storage) is one way to keep track of everything for your digital campaign like draft messages, graphics, and schedule. It is important to coordinate how you are communicating with folks, especially if you are utilizing different channels, like texting and social media.

Digital Advocacy Toolkit



Coordinate your efforts - drive people to take action together. Whether it's a day for everyone to call a representative or a deadline to raise money for a project, providing a specific date not only helps put pressure on all at once, but also creates urgency for your contacts.

When writing an email, text or a post on social media don't try to sound too formal - write in your voice! That makes your message more personal, and more likely to be responded to by your contacts.

Remember to follow up, give updates, and thank those who are participating. It takes more than one email, text, etc. to get someone to take action.

Email

Do you already have a personal email address? Do you have the email addresses folks that you think would support your campaign - these can be neighbors, friends, family? Great! You can use email to mobilize them to take the action for your cause. Even if you don't have an email account yet, you can quickly get up and running with Gmail for free.

An effective organizing email needs to do four things:

1. Create a connection between the recipient and your cause
2. Highlight the urgency for them to take action
3. Provide a reason why taking action is critical
4. Make an explicit ask

Important things to remember!

Keep your message short and clear.

Don't forget the subject line - it's the first thing the recipient sees and will be the reason why they do or don't open your email.

If you want to send out emails to a group of people at once, remember to BCC (blind carbon copy). Any recipients on the BCC line of an email are not visible to others who it is also being sent to. This means they will not be able to reply all to the full group - no one wants to read replies from 20 people that they don't know.

Even though you are emailing from your personal account, you can be marked as spam! Be mindful of how frequently you are sending emails to a specific person/group of people.

Example Email:

Hi neighbors,

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I'm writing to you all today because we've talked separately about our frustrations with NYCHA - from their lack of accountability to remedy the mold and lead issues causing asthma, the crumbling infrastructure that means we can't rely on the elevators, and more.

We're neglected as residents; we can't expect NYCHA to fight for our health and safety. But we can certainly fight for each other. We don't have time to waste. **That's why I am asking you to call our representatives to let them know that you support the Green New Deal for Public Housing not only for our safety, but for the safety of future generations.**

The Green New Deal for Public Housing will train and mobilize the workforce to decrease the carbon footprint of public housing and improve the quality of life for all. [You can learn more about the bill here](#), and if you have any questions please reach out to me!

If you're ready to take action, you can call Representative Jane Smith at 212-1111-111. If you want to share this information with folks outside of our immediate area, [they can use this tool to find their representative](#).

Thanks!

[First Name] [Last Name]
[Phone number if you want to share]

Texting

Email is a great choice for communicating more detailed information, but using texting is a way you can almost guarantee the recipient will read it. Think about it, the last time you received a text, did you open it? With email, you probably don't open every message in your inbox, depending on who sent it and what the subject line was. Also, texting allows you to communicate with people who own normal-feature phones instead of smartphones that can also read emails.

One-to-one digital communications are personal, and makes people more inclined to listen.

Depending on who you are communicating with and how many you communicate with them, you can consider using Whatsapp if you have a smartphone. Just keep in mind you can only chat to other people with the Whatsapp installed on their phones. The app also lets you send PDFs, documents, spreadsheets, slideshows and more, without the hassle of email or file sharing apps. You can send documents up to 100 MB, so it's easy to get what you need over to who you want.

Digital Advocacy Toolkit



One useful feature of Whatsapp is being able to create a group of contacts, and have people opt-in to a group of contacts with a link or QR code. This is a great way to communicate in real time and coordinate efforts.

Important things to remember

Try not to mass text through your phone's messaging app (such as iMessage and Android Message) ! For large group messages stick to Whatsapp where folks can opt-in to your group chat, or be BCC'd on a broadcast. Both broadcasts and groups maxout at 256 contacts.

Example Text/Whatsapp Message

Hey! I want to remind you there's still time to let your reps know that you support Green New Deal for Public Housing! You can find their contact information by following this link:
<https://www.commoncause.org/find-your-representative/addr/>

I'm also sending you an image of a call script if you aren't sure what to say. Thank you!

Social Media

Movements today like #FamiliesBelongTogether, #MeToo, and #BlackLivesMatter have had lasting effects on conversations about justice and human dignity across the world – and they've started through social media. Leveraging platforms like Facebook, Instagram, and Twitter can gain a campaign the momentum it needs to reach, educate, and change conversations among new audience members. Different platforms appeal to different audiences. The common denominator on each of these platforms is that they build communities with people, influencers, and partner organizations that can overlap and build reach, engagement, and advocacy

Each one below has a specific specialty in gaining impressions, views, and engagements from different people.

[Peace is Loud has created a Partner Social Media How-To Guide where you can find step-by-step instructions on how to conduct each of the following. Find it here.](#)

Facebook

On Facebook, you can post content to your feed, you can create groups to share information, go live and get multiple people to tune into a particular message, create events, and fundraise among other things. This platform works really well for communicating specifics and sharing details that you wouldn't on other platforms due to the unlimited characters.

People go on Facebook to

- [Post](#)

Digital Advocacy Toolkit



When you post on Facebook, people have the option to comment, like, or share your content. You then have the option to interact with individuals by liking or commenting back.

Example Post

People deserve housing that serves their essential needs. Our government needs to prioritize public housing by investing in the Green New Deal. Alexandria Ocasio Cortez explains what this means with City Lab:

<https://www.citylab.com/equity/2019/11/green-new-deal-public-housing-sanders-ocasio-cortez-retrofit/602002/>

- Personal messaging

Audience members and organizations can send you direct messages. While you can't build a community through partner relationships and engage with their constituents as you would on Twitter, you can work to create personal relationships with individuals who message you to learn more.

Example Message:

Hi X! Thanks for your interest in supporting Reclaim NYCHA's Green New Deal for public housing. Make sure to take next steps by letting your reps know to pass the GND! You can find their contact information by following this link:
<https://www.commoncause.org/find-your-representative/add/>

- Events

Creating events is a fun way to get a group of people involved at the same time! You can create events virtually or in person and post details and updates by posting directly to the event.

- Groups

The way to engage folks who want to take action on a particular issue is by creating a group where updates, events, and calls-to-actions can be collectively shared and utilized.

- Facebook Live

Lives on Facebook can get folks to tune into a particular moment to increase awareness and advocacy of a particular issue.

- Fundraising

If you create a fundraiser for yourself or someone else on Facebook, all donations are sent to the fundraiser creator's personal checking account through Stripe, Facebook's fundraising payment processor. You can also create campaigns across Facebook by connecting a GoFundMe account and posting to share.

Digital Advocacy Toolkit



Twitter

On Twitter, partner organizations can also amplify stories and campaign outcomes by engaging their own constituents to take action. This creates an opportunity to grow your own base of supporters and grow overall awareness. You can also tag the organizations or people you are talking about for higher engagement:

Example Tweet:

People deserve housing that serves their essential needs. Our government needs to prioritize public housing by investing in the Green New Deal. @AOC explains what this means with @CityLab:

<https://www.citylab.com/equity/2019/11/green-new-deal-public-housing-sanders-ocasio-cortez-retrofit/602002/>

- Hashtags

What's also great about Twitter is that this is where movements start using hashtags. You can share your story to add a hashtag that's already trending or create your own hashtag to start a conservation campaign where others contribute their stories.

Example Hashtags:

#GreenNewDealNow #GNDforAll #PassGNDNow

- Tweet threads

Twitter allows its users to add onto tweets and continue conversations! You can use this tool to share resources for the communities, photos and videos, articles that link to more information, etc.

Example Thread:

T1: We need to prioritize frontline communities—those that are most likely to be harmed by the climate crisis by passing the Green New Deal for public housing. Follow this thread to learn more. #GNDforAll

T2: The Green New Deal for public housing would commit up to \$180 billion over 10 years to upgrading 1.2 million federally administered homes.

T3: The #GND will rehabilitate public housing that is severely distressed, causing residents to be exposed to unhealthy and unsafe environments #GNDforAll

T4: If passed, upgrade and equip all public housing with cutting-edge materials, infrastructure, and electric appliances made in the US to improve energy efficiency, water quality and material living standards in public housing.

#GNDforAll

T5: It would drastically change NYC, where the nation's largest public housing agency maintenance costs of nearly \$32 billion! #GNDforAll

T6: Now more than ever, we need jobs. The Green New Deal would create some 250,000 jobs—including high-paying jobs and union jobs, which will benefit those living in public housing themselves. #GNDforAll

Digital Advocacy Toolkit



T7: Let your reps know that you support Green New Deal for Public Housing! You can find their contact information by following this link:

<https://www.commoncause.org/find-your-representative/addr/> #GNDforAll

- Tweet storms

The cool thing about Twitter is that you can get people to join a call-to-action and get a hashtag trending when all participants join the conversation at the same time. When you do this and use the same hashtag or words, Twitter recognizes and makes the conversation a trending topic if enough people participate.

- Twitter chats

If you're looking to educate your audiences on a particular advocacy action, or you want to spread awareness about a certain topic, you can host a Twitter chat! Twitter chats are especially helpful to continue building partnerships with organizations doing similar work.

The Twitter chat host poses several questions over the span of an hour to audience members who participate. The Twitter chat begins with hosts asking the first question and participants answering each question accordingly. Participants can either reply directly to the tweet of the question or they can tweet a singular answer referencing which question they're answering. For example, when you tweet "Q1...", participants respond by tweeting, "A1..." and so on.

To spread the word prior to the day, hosts should ask folks you know (other organizers, neighbors, groups you are involved with) to join and share out to their own accounts. As you prepare everything beforehand like promotional graphics and questions, also create a toolkit to send to the people you want to inform ahead of time. That toolkit would include the questions that will be asked and some sample answers.

Example Hour-Long Twitter Chat:

Below find sample Twitter Chat questions and answers that you would share ahead of time as a toolkit. The questions are included below, but the answers are examples for organizers and participants to provide during the chat. Each question and answer should include the hashtag so that folks can follow the conversation by clicking onto it.

Q1: What is the Green New Deal for Public Housing and why is it important to public housing tenants? #GNDforAll

A1: "In the Bronx alone, 2,400 public housing residents may be going without heat tonight." The #GND for public housing would change that. #GNDforAll
<https://www.citylab.com/equity/2019/11/green-new-deal-public-housing-sanders-ocasio-cortez-retrofit/602002/>

Digital Advocacy Toolkit



A1: Environmental justice is providing people with homes that are efficient. Buildings are responsible for about 39 percent of global carbon emissions, and about one-third of emissions in the U.S. #GNDforAll

Q2: What's going on in public housing right now? #GNDforAll

A2: NYCHA tenants have historically been left to the sidelines and ignored. It's time to prioritize public housing tenants rights. #GNDforAll

A2: NYCHA deserves to be part of the conversation.

<https://jacobinmag.com/2019/02/green-new-deal-housing-ocasio-cortez-climate>

#GNDforAll

Q3: What are the key elements of the GND for Public Housing bill that you are excited about? #GNDforAll

A3: How making public housing zero emissions will also bring jobs to those who live in these communities. #GNDforAll

A3: How it makes public housing the leader in sustainability in the USA.

#GNDforAll

Q4: Why are some representatives so hesitant to pass it? #GNDforAll

A4: Lobby groups! Campaign donors! #GNDforAll

A4: They are not listening to the folks they are representing - we need to put more pressure on them. #GNDforAll

Q5: What can we do to educate the public about the GND? #GNDforAll

A5: Hold more events in our communities so we can talk to our neighbors one-on-one about why we need the #GNDforAll

A5: Share our stories about our experiences and how the Green New Deal will create positive change #GNDforAll

Q6: How do we pass the GND for public housing? #GNDforAll

A6: Organize in public housing communities across the country! #GNDforAll

A6: Coordinate lobby days so our reps know that we need the #GNDforAll

Important Things to Remember!

You need a hashtag to keep Twitter Chats running - it should be included in all questions and the sample answers you send to folks beforehand.

Digital Advocacy Toolkit



Each question should be tweeted with the question number, and with enough time for participants to answer, typically 10 mins.

Make sure to thread each question together and retweet replies.

Typically Twitter Chats last an hour and are composed of around 6 questions with ten minutes between when each question is posted.

When you are done with the Twitter Chat thank folks for joining.

Instagram

You can use Instagram as a bank of photos, art, and graphics that call you to take action! Despite these sounding like narrow options, Instagram makes it so that you can engage with each post you see. You can share pictures to stories, you can repost it yourself, you can view someone else's day-to-day with a takeover. Instagram allows audience members to actively view what a person or organization does everyday, which makes it a wonderful tool for movements that are undergoing changes and for movements that need action in the moment.

- IG Story Takeovers

If you want to highlight a person at an organization, an activist that you look up to, or someone whose story aligns with the movement, an IG takeover is what you want to do! IG takeovers allow all those who view your story to learn about the person taking over. You can use tools on the story feature to ask questions, create polls, and add gifs that appeal to your audience!

Example IG Takeover:

Check out Peace is Loud's IG takeovers from [Samina Ali](#), [Jennifer Fang](#), and [Katherine Oung](#)! The key to a takeover is to prep the org or person taking over. Have a plan of action for the person taking over and schedule graphics and posts ahead of time!

- Instagram lives

When you go live on Instagram, everyone gets a notification. Lives on Instagram can get folks to tune into a particular moment to increase awareness and advocacy of a particular issue.

Virtual Events

We tend to think that physical events are more powerful than virtual ones, but there are many advantages to hosting events online, including:

- Overcome physical barriers
- Bring together communities that otherwise would not be able to congregate
- Increase audience size and reach
- Offer communal support in times of crisis

Digital Advocacy Toolkit



- More affordable than large scale live events
- More accessible for people with disabilities
- Sustainability squared! Online events have a smaller carbon footprint and they can easily be recorded and saved for future use or repurposing

There are many free tools to host these events, three of them that work great for meetings are:

- [Google Hangouts](#) - This is available with a Gmail account. Video calls can include up to 10 participants. Everyone who wants to join a group conversation must use the classic Google Hangouts chat function.
- [8x8](#) - Unlimited free video and audio meeting access for up to 50 participants at a time, no account needed. But, if you do create a free account you get more functionality.
- [Zoom Meetings](#) - Zoom is user friendly and free for discussions for up to 100 participants and up to 40 minutes in length: Note: there is a paid upgraded version that allows for longer discussions and screen/content sharing - Zoom offers a 30 day free trial.

[Check out Peace is Loud's Digital Events Toolkit for more information on hosting virtual events.](#)

Free tools for organizing

[Canva](#)

Canva is a graphic design platform that allows users to create social media graphics, presentations, posters and other visual content. It is available on web and mobile, and integrates millions of images, fonts, templates and illustrations.

[Change.org](#)

A platform where you can create free petitions, download the names, city, state and zip of all signers. Additionally, you can download all email addresses for individuals who opt-in to receive more information.

[Click-to-Tweet](#)

A tool that allows you to share a specific tweet you'd like multiple people to share across their own platforms.

[Common Cause](#)

A search engine that allows people to find their representatives to take action in their specific areas.

[Gofundme](#)

A free fundraising tool for the people and causes you care about.

[Eventbrite](#)

Digital Advocacy Toolkit



An online event organizing tool where hosts can take RSVPs, collect contact information for future actions, and fundraise.

Digital Events Toolkit



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- [Tips to make your event engaging](#)

Additional Resources

- [Digital events resources](#)
- [Platforms with creative and/or educational content](#)
- [Contact Peace is Loud](#)

Digital Events 101

What is it?

- A digital event is an occurrence of people gathering together where some or all participants are not in the same physical location, but instead connect in the same time and space online. A digital event can include webinars, trainings, lectures, screenings, Q&A's, interviews, virtual protests, and discussions, among many other things!
- A community screening of a film can be a powerful gathering tool, helping audiences and communities find common themes and leverage change. At Peace is Loud, we acknowledge the power of film, but also recognize that at times it may not be possible to physically gather in this way. Virtual screening events can make for compelling experiences that allow us to overcome barriers and synchronize communities and efforts towards transformative change.

When do we need it?

- Many types of barriers exist that impede people from physically assembling:
 - Geographic barriers
 - Lack of access for people with disabilities
 - Times of crisis (such as a health crisis like COVID-19, natural disasters, humanitarian crises, et al) - *community and connection is crucial in times of isolation.*

Digital Events Toolkit



The upside of virtual events

- We may tend to think that physical events are more powerful than virtual ones, but there are many advantages to hosting digital events:
 - Overcome physical barriers
 - Bring together communities that otherwise would not be able to congregate
 - Increase event audience capacity and reach
 - Offer communal support in times of crisis
 - More affordable than large scale live events
 - More accessible for people with disabilities
 - Very measurable (you are able to easily compile data on engagement)
 - Extend the life of your event
 - Sustainability squared! Online events have a smaller carbon footprint and they can easily be recorded and saved for future use or repurposing

What do you need to host or join a digital event?

- Personal device (computer, phone, tablet, etc. Note - a lot of platforms require the “host” to use a laptop or desktop)
- Webcam (if the event calls for it)
- Access to internet (note: if internet access is not available, you may seek out civic spaces such as public libraries or community centers)
- Patience! Most audiences are not yet used to participating in virtual events, we all need to work together on training our audiences and offering resources, tips, and best practices

How to Host A Digital Event or Screening

Event format notes

- The most successful events combine different components to promote engagement and sustain attention
- At this time there is no platform that completely successfully combines the ability to stream a film/performance AND host a post-discussion/lecture/Q&A. You will need to use two platforms to achieve the entire combination experience!
 - Format ideas
 - Watch a film or webinar and live chat simultaneously
 - Watch a film separately or collectively, followed by a live Q&A with special guests (such as the filmmaker, film subjects, or issue area experts) or a panel discussion
 - Watch films separately or collectively, and then host a web-based moderated open discussion
 - Host a discussion with breakout groups/sessions for more intimate conversations on specific topics

Digital Events Toolkit



For a virtual event for *Knock Down the House* we recommend collectively streaming the film with Netflix Party and following it up with a group discussion via Zoom. Netflix has also added [Knock Down the House on YouTube](#) for a limited time!

Digital event platforms

- For streaming a film
 - Free
 - **KNOCK DOWN THE HOUSE:** Use [Netflix Party](#) to collectively watch the doc and group chat simultaneously. All participants must download the Netflix Party Chrome extension (the Chrome extension is free with a Netflix subscription, and Netflix offers 1 month free trials!). Netflix has also added [Knock Down the House to YouTube for a limited time only!](#) **Insider tip:** to begin your Netflix Party event, make sure to click on the red NP button next to your browser's navigation bar.
 - [Kast](#) - The only free platform that can combine streaming, screen sharing, group chat, and video conference all simultaneously. In addition, it can work with all streaming platforms via screen sharing. However, it is not very intuitive and tricky to navigate - you should do a couple of test runs before your event. **Insider tips:** all participants must use the desktop version (downloadable) to video or group chat while collectively watching content. The party creator can only share their screen and is unable to chat and watch at the same time - we recommend the creator use two devices to be able to participate as well. Make sure to enable your camera and mic, especially since the streaming content's sound feed comes via the creator's computer. Creating a party and inviting others takes several steps - sharing url link, people requesting to join, and then finally joining - make sure to follow all the steps to bring your group together. Check out Kast's website for more help and tutorials.
 - [TwoSeven](#) - collectively stream films while hosting live group chat or video conferencing - compatible with Netflix, Amazon Prime, Vimeo, YouTube and HBO Now (paid subscription allows for other platform compatibility - note: TwoSeven is offering discounted subscription rates because of COVID-19 outbreak). All participants must download the TwoSeven Chrome extension.
 - [myCircle](#) - you can collectively stream films from YouTube or Vimeo (or anything you can upload directly) and group chat simultaneously.
 - Facebook Watch Party - Facebook feature that allows live screening of pre-recorded videos that are publicly available on Facebook - group members can watch and comment on videos at the same time. Check out [Techboomer's FB Watch Party How-To guide](#).

Digital Events Toolkit



- For your Q&A/panel/discussion
 - Free
 - ***KNOCK DOWN THE HOUSE***: use [Zoom](#) to host a virtual moderated discussion! Zoom is user friendly and free for discussions for up to 100 participants and up to 40 minutes in length: Note: there is a paid upgraded version that allows for longer discussions and screen/content sharing - Zoom offers a 30 day free trial. **Insider tip**: at this time, we don't recommend streaming content via Zoom's screen share feature; the video quality isn't great.
 - [Jitsi](#) - offers video conferencing that is fully encrypted without requiring an account (especially useful if you are concerned about surveillance or privacy!)
 - [Facebook Live](#) - the feature allows you to broadcast real-time video on the platform and works well for interviews, Q&A's, or panel discussions. Check out [MoveOn's FB Live guide](#).
 - [8x8](#) - allows for free conference video and audio calls

Tips to make your event engaging

- The goal of virtual events is to capture the power and essence of physical events - make it intimate, engaging, and as true to your individual/organizational self as possible! A note on how the goal for virtual events is to capture the power and essence of physical events
- When announcing and sharing your event, make sure to communicate how the entire event experience will flow - for ex., whether people will co-watch a movie or watch separately, when and how will the group be convening for a discussion or Q&A, etc. A detailed timeline can be helpful!
- Whenever possible share discussion materials (guides/questions/background) ahead of time.
- Let audiences know ahead of time different ways they can submit questions - email, WhatsApp, Twitter, Facebook, etc - to offer various ways to engage.
- Check all equipment and platforms ahead of your event (a few times even!)
- When sharing videos, keep in mind that people will have different internet access - at times it may be best to make content downloadable and offer pre-recorded videos instead of livestreams.
- Make sure to follow up - whenever possible, it's a great opportunity to further engage audiences with a call to action and/or to measure the success of your event (with a poll or feedback request form). You can follow up via an e-blast, Whatsapp or text message, or social media.
- Anticipate what can go wrong and plan for it
- Make sure to have a moderator for open discussions or panels

Digital Events Toolkit



- Determine what you want your audience/participants to know, and what you want them to do after your event
- We recommend keeping live virtual events at around the hour mark. If more time is needed, you can have more than one over a couple of days.
- Consider when you may want group chats/comment features active or not, depending on circumstances/content matter.
- Incorporate diverse expert and community voices into your discussions.

Additional Resources

Digital events resources

- [Internet providers offering free WiFi during Coronavirus](#)
- [Surveillance Self-Defense](#)
- [Zoom how to](#)
- [Working During Covid-19: How to be good at video meetings](#)
- [StoryCorps App](#)
- [Gallus Events - How to engage an online audience](#)

Platforms with other creative or educational content

**In addition to supporting your organizing or film impact campaign goals, we encourage you to engage with the incredible content that is available to you online - it can help your mental and emotional wellbeing during these times!*

- [Caveat](#)
- [Social Distancing Festival](#)
- [TFI Shorts](#)
- [IDFA Films](#)
- [Educator resources](#) (for distance learning)
- [NYPL Simply-E app](#)

Contact Peace is Loud

- Please reach out to Peace is Loud directly for questions and guidance on your upcoming virtual screening of *Knock Down the House* or other virtual event - screenings@peacesisloud.org

Community Screenings Outreach Toolkit

Hi Ilona!

I'm happy to send along this outreach toolkit for Knock Down The House screenings. We have updated it and added language that offers and encourages fellows to use digital screening events while we continue to practice social distancing, but still included language around in-person events so they know that is an option once the COVID crisis has subsided. Offering both options is also helpful as virtual events are a sustainable tool that can amplify audience engagement through different communities.

You will see the [additional toolkit linked here](#). That toolkit is a full overview of film-driven digital events; what they are and how to do them. That toolkit is linked to in some of the text below and in our request form. Feel free to share it in any additional ways you see fit.

Our idea is that you will share this outreach with folks within The Movement School ecosystem: fellows, supporters, etc. I have written samples for various forms of communication (including email, Whatsapp, Instagram, etc). Please feel free to copy/paste them, or customize as you see fit.

Thank you so much for your partnership, and please reach out if you have any questions!

Digital and Community Screenings Outreach Toolkit **For Ilona DuVerge, The Movement School**

Eblast:

Dear Friends,

As you may know, the Movement School has partnered with [Peace is Loud](#) this Spring for a variety of activities and initiatives. We have joined forces to bolster the efforts of our Reclaim community, helping us build programs and capacity as we fight for housing justice. Peace is Loud has been hard at work on initiatives for the documentary [Knock Down the House](#) (featuring AOC!), so we want to offer the film as a tool for you to use in your organizing work.

Knock Down the House is a powerful story that can **bring your community together digitally in these weeks of social distancing** ([check out how here](#)), and discuss money in politics, government representation, and the importance of grassroots movements, such as Reclaim.

Coming together in any shared space (even digitally while taking COVID-19 precautions, or at such as a community center, your own home) can make us find common themes and causes amongst ourselves, making film a powerful gathering tool to leverage the change your

Community Screenings Outreach Toolkit

organizing seeks. *Knock Down The House* follows four working-class women as they run for office in 2018, one of which being Alexandria Ocasio-Cortez. The film illustrates the immense power of community - a power so strong it catapulted a 28-year-old woman from the Bronx to unseat one of the most dominant democrats in the country. *Knock Down The House* can help fuel your community to embrace their inherent power.

Films are just one tool in your organizing toolkit! Our partners at Peace is Loud are available to talk to you directly and help you generate ideas for how you can use *Knock Down the House* in your efforts. You can request a screening [here](#), or email Peace is Loud's film campaign coordinator at kaitlyn@peaceisloud.org.

Please let me or Kaitlyn know if you have any questions! We hope *Knock Down the House* will offer you another way to bring together your community and ignite action!

Best,
Ilona

Whats App Text:

Hey y'all! We're partnering with Peace is Loud this year, and part of this means that we're able to offer *Knock Down The House* to you as an organizing tool! The doc shows 4 women (including AOC!) as they run for office in 2018, and illustrates the immense power of community. You can plan a *Knock Down The House* event (digital event for now, and in-person when we get on the other side of COVID-19) as a way to fuel your community to embrace their inherent power. It's free and totally optional, and Peace is Loud can help with planning. If you're interested in a screening email kaitlyn@peaceisloud.org or fill out this form: https://docs.google.com/forms/d/e/1FAIpQLSe5MC45PzwMJnMjYqoWfMNcEolfBuo-1gK_LxQJLaKdTkmpw/viewform

Social Language:

Facebook:

We've partnered with Peace is Loud to bolster the efforts of our Reclaim community! We want to offer *Knock Down The House* as a free tool for you to use in your organizing work. A free community event (digital even, as we work to get through the COVID-19 crisis) of *Knock Down the House* can be a powerful way to bring people together and discuss money in politics, government representation, and the importance of grassroots movements, such as Reclaim.

Community Screenings Outreach Toolkit

Knock Down The House follows four working-class women as they run for office in 2018, one of which is Alexandria Ocasio-Cortez. The film illustrates the immense power of community and can help fuel your community to embrace their inherent power.

Fill out this form if you are interested in hosting a digital or community screening!

https://docs.google.com/forms/d/e/1FAIpQLSe5MC45PzwMJnMjYqoWfMNcEolfBuo-1gK_LxQJLaKdTkmpw/viewform

Instagram:

Host a digital screening of *Knock Down The House*! This doc shows 4 working-class women running for office (one being AOC!) and illustrates the immense power of community. Gathering together digitally can help us find common themes and causes amongst ourselves, making film a powerful tool to leverage change. Request a screening at the link in our bio, or email kaitlyn@peaceisloud.org!

Twitter:

Support grassroots activism with film! Host a FREE digital screening of *Knock Down The House*! Organize your community to see their inherent power with the film that shows the historic election of @AOC. (Link to request form)

https://docs.google.com/forms/d/e/1FAIpQLSe5MC45PzwMJnMjYqoWfMNcEolfBuo-1gK_LxQJLaKdTkmpw/viewform

Community Screenings Outreach Toolkit



MOVIES FOR HOUSING JUSTICE

**Screen Knock Down The House &
embrace the inherent power of community!**

GATHER TOGETHER, FIND COMMON CAUSES AND LEVERAGE CHANGE.

Knock Down The House illustrates the immense power of community - a power so strong it catapulted a 28-year-old from the Bronx to unseat one of the most dominant democrats in the country.

Email kaitlyn@peaceisloud.org or visit KnockDownTheHouse.com

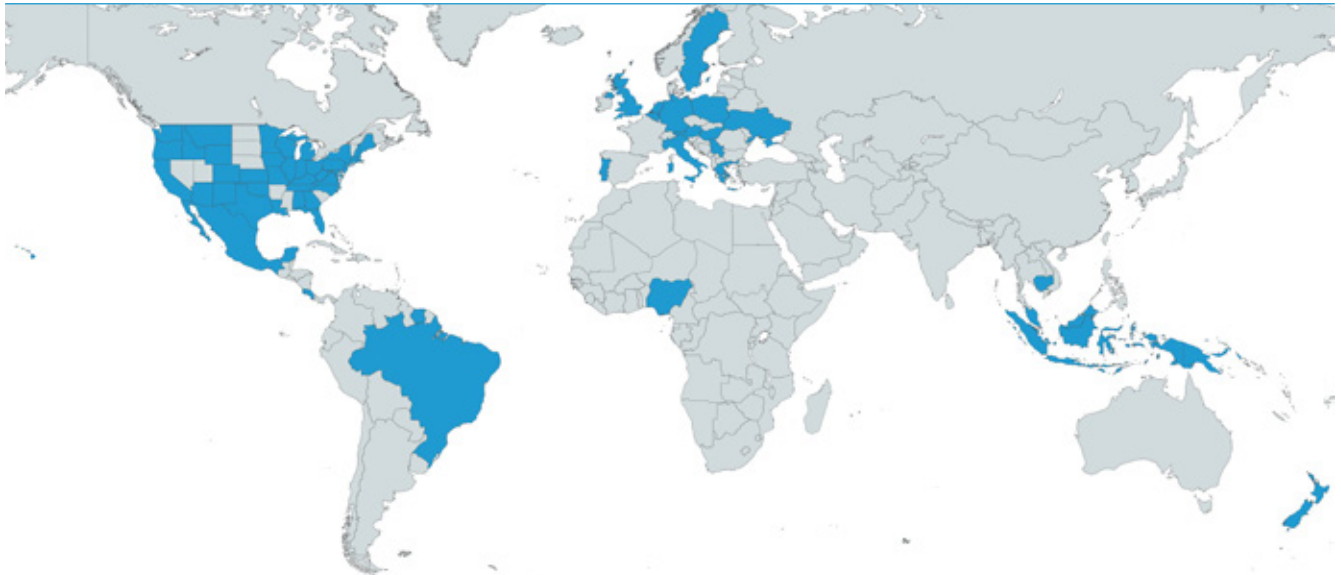
Campaign Overall Community Screenings Data

OVERALL CAMPAIGN SCREENINGS NUMBERS

512

Potential and confirmed

SCREENINGS



41 States

- | | | |
|-------------|----------------|---------------|
| Alabama | Louisiana | Ohio |
| Arizona | Main | Oklahoma |
| California | Maryland | Oregon |
| Colorado | Massachusetts | Pennsylvania |
| Connecticut | Michigan | Rhode Island |
| Florida | Minnesota | Tennessee |
| Georgia | Missouri | Texas |
| Hawaii | Montana | Virginia |
| Idaho | Nevada | Washington |
| Illinois | New Hampshire | Washington DC |
| Indiana | New Jersey | West Virginia |
| Iowa | New Mexico | Wisconsin |
| Kansas | New York | Wyoming |
| Kentucky | North Carolina | |

28 Countries

- | | | |
|------------|-------------|------------------|
| Austria | Germany | Nigeria |
| Belarus | Greece | Papua New Guinea |
| Belgium | Hungary | Poland |
| Brazil | Indonesia | Portugal |
| Cambodia | Italy | Serbia |
| Canada | Malaysia | Suriname |
| Colombia | Mexico | Sweden |
| Costa Rica | Netherlands | Ukraine |
| England | New Zealand | Wales |

Average screening audience size

87 Attendees

Estimated community screenings film viewership

32,000



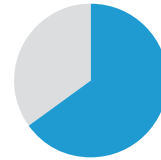
70%+

of screenings included a special introduction, Q&A, or discussion



60%+

of screenings centered grassroots political campaigns and political representation as their discussion topics



65%+

of screening hosts will consider integrating the film into their ongoing programs

SCREENING AUDIENCES



27%

Peace is Loud Community
(filmmakers, film organizations, and previous campaign screening hosts)



26%

Political Organizations & Candidates
(organizations supporting political leadership advancement)



21%

Grassroots & Movements
(focused on civic engagement)



15%

Academic

Community Screenings Survey Results

As part of our campaign evaluation process, Peace is Loud conducted extensive surveys of our community screening hosts.

QUANTITATIVE RESPONSES

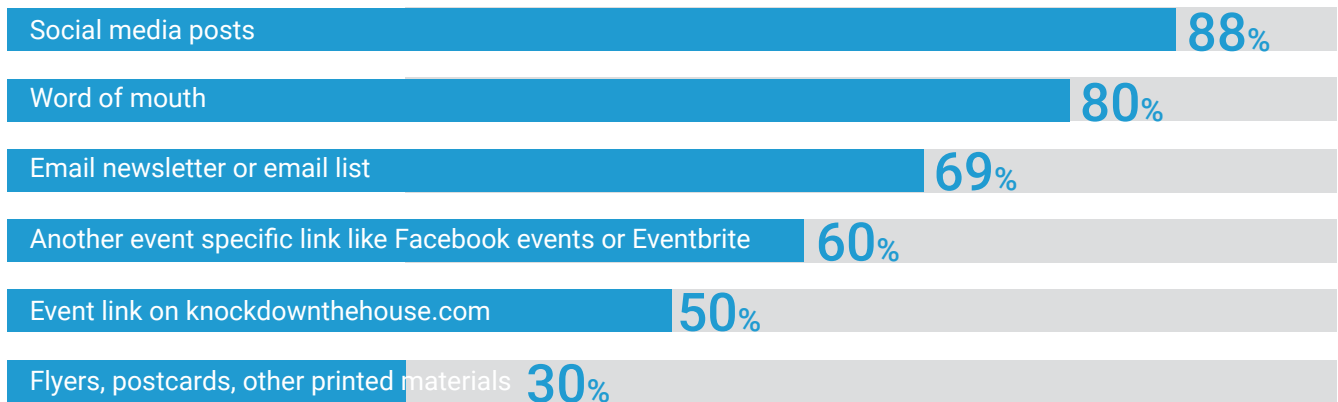
53 Respondents

Phase 1

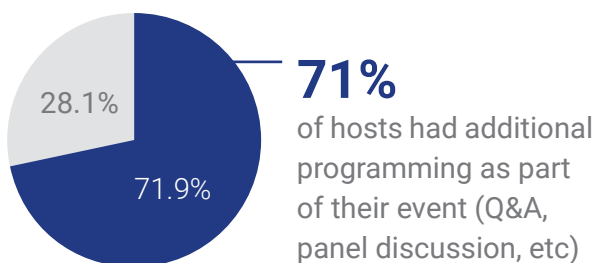
42 Respondents

Phase 2

MOST POPULAR EVENT PROMOTION METHODS (from most popular to least popular)

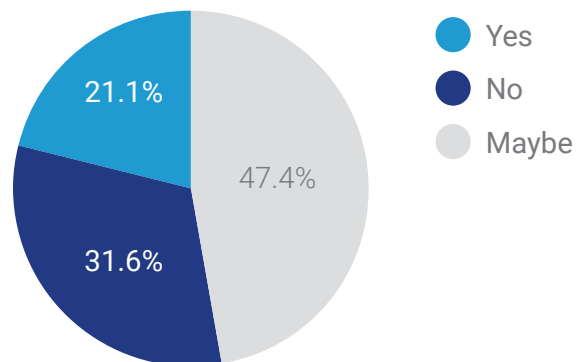


PROGRAMMING INCLUSION

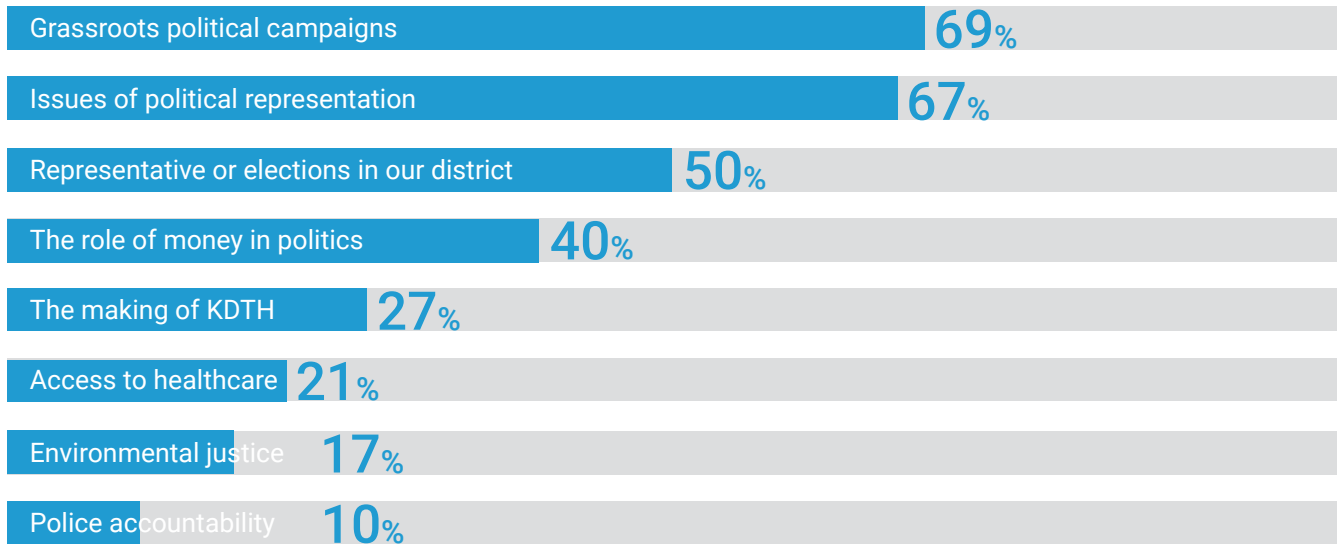


MOST HOSTS WILL CONSIDER KDTH AS A RESOURCE IN THEIR ONGOING WORK

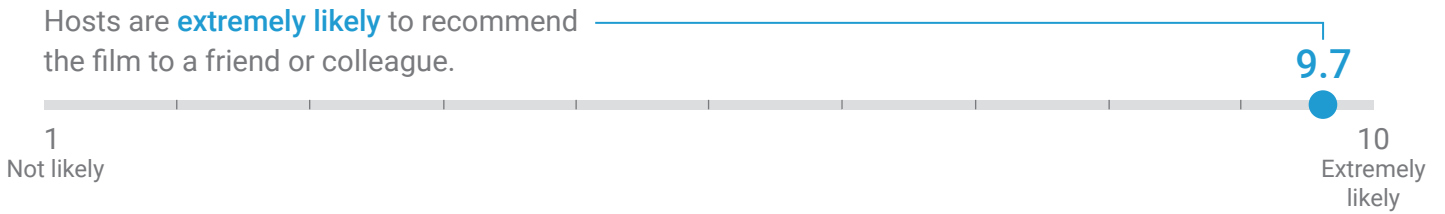
(19 Responses)



TOPICS OF DISCUSSION (from most popular to least popular)



Hosts are **extremely likely** to recommend the film to a friend or colleague.



QUALITATIVE RESPONSES

From our hosts and attendees:

“Phenomenal movie! This was a great way to do outreach in our community.”

— **Emily Nord, Indivisible San Francisco**

“We had a lovely Skype Q&A with Rachel Lears. It was quite moving and she was kind enough to answer questions for a good 30 minutes or so. Our community is grateful for all of your efforts. Athens, Georgia is a tiny blue dot in a sea of red and we are trying to stay positive and hopeful in this age of political misery.”

— **Dottie Alexander, Athens Ciné/Athens Film and Arts Institute**

“Can’t wait to show it again in the fall and further incorporate it into the curriculum.”

— **Melissa Castillo Planas, Lehman College**

“We connected with our local labour congress that ran a candidate course for women which was very on message and well received. I really appreciated how seamless our work with your tools was. Thanks for offering up a great set of tools.”

— **Kate Betts-Wilmott, MPP Ian Arthur for Kingston and the Islands**

“I have found this documentary extremely inspirational. I have never gotten interested in politics but the documentary has made me want to get more involved. I have always felt that my vote or opinion didn’t matter because of all of the bigger corporations and companies with power. Money always seems to win and it has seemed like something such as poverty and violence will never have a solution and we will never see a change. I wonder if I feel this way living so close to St. Louis. But the film has given me hope.”

— **Student, Southern Illinois University Edwardsville**

“We had an eclectic group gather at our home of differing ages, genders, colors, and creeds. Everyone had a good time and we’re equally moved after viewing *Knock Down the House*. Given all the negativity we see and hear all around us on a daily basis, it’s so important that we find renewed reason to learn from each other’s stories, forge new alliances, and work together on behalf of something bigger than any one of us. Thanks for giving us this opportunity to reach out to old friends and make new ones.”

— **Andrae Goodnight, watch party host**

“I would like to thank the smart people who decided to promote community screenings. I loved the opportunity to bring together my professional community to watch this amazing film and learn from the amazing women featured within it. Thank You.”

— **Paul de Gregorio**

PHOTOS



Credit: Andrae Goodnight, watch party host



Credit: Eric Pavony, screening host



Alex Horton - Representative Ocasio-Cortez campaign volunteer, screening host



Life A Rally UK screening. Credit: Paul de Gregorio

“We had a lovely Skype Q&A with Rachel Lears. It was quite moving, and our community is grateful for all of your efforts. Athens, Georgia is a tiny blue dot in a sea of red and we are trying to stay positive and hopeful in this age of political misery.”

—Dottie Alexander, Athens Ciné/Athens Film and Arts Institute

CREDITS

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Peace is Loud

Director of Audience Development and Digital Strategy
Stephanie Corleto

Executive Director
Jamie Dobie

Speakers Bureau Coordinator
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Samantha Garland

Film Campaign Coordinator
Kaitlyn Hamby

Speakers Bureau Director
Johna Hoey

Director of Film Campaigns
Stephanie Palumbo

Digital Engagement Coordinator
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Senior Film Campaigns Manager
Florencia Varela

KNOCK DOWN THE HOUSE FILM CREDITS

Writer/Producer/
Cinematographer/Director
Rachel Lears

Writer/Producer/Editor
Robin Blotnick

Producer
Sarah Olson

Consulting Editor
David Teague

Original Music
Ryan Blotnick

Executive Producer
Regina K. Scully

Executive Producers
Stephanie Soechtig
Kristin Lazure

Co-Executive Producers
Chicago Media Project
Wavelength Productions

Co-Producer
Cherry Graziosi

Co-Producer/Additional
Cinematography
Hermon Farahi

Additional Cinematography
David Sampliner

Sound Recordists
Doug Anderson
Rachel Falcone
Aisha Hallgren
Rodrigo Salvatierra
Andy Ramirez

Title Sequence Design &
In-Film Graphics
Ben Radatz

Digital Intermediate Colorist
Charlie Rokosny

Supervising Sound Editor/
Dialogue Editor/
Re-recording Mixer
Mike Frank

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