



Mobilizing Guide
Coalition of Immokalee Workers' "Farmworker Freedom March"
Tampa to Lakeland, FL
April 16-18, 2010

On April 16-18, farmworkers and their allies will take the movement for farmworker justice to the streets on a three-day march from Tampa to Lakeland, Florida, home of Publix's corporate headquarters. The **Florida Modern-Day Slavery Museum** will lead the march calling on Publix to support three fundamental "Farmworker Freedoms":

- Freedom from forced labor
- Freedom from abuse
- Freedom from poverty and degradation

Please make plans to join us for this powerful protest! We can't change the fact that slavery has been with us throughout Florida's history, but with your help, we can make certain that it is not part of our future.

Below are some suggestions for mobilizing your community to the Farmworker Freedom March. It is intended as a guide, so each community will need to think through its own particular needs.

Mobilization Tips & Suggestions

- **Start Now.** April 16th is fast approaching. The earlier you have researched and planned the trip, the sooner you can confirm that people will be on the road to Tampa. Split up responsibilities throughout your group in order to share the workload and have clearly defined responsibilities for each person.
- **Research.** Key areas to research include travel costs (fuel, vehicle rentals, snacks, etc.) and the route, including planned rest stops. The CIW will provide food and housing during the march.
- **Logistics.** List the components of the trip including transportation, outreach, travel schedule, and fundraising. Think of concrete goals for each area with a timeline of when tasks should be completed. Gather relevant addresses, phone numbers, and driving directions; put this information, along with the travel schedule, into a binder for the road.
- **Fundraising.** Create a fundraising plan in order to defray as many of the trip's expenses as possible.

The more the group fundraises, the less the trip will cost per person. Consider organizing a benefit that serves the dual purpose of animating your community about the Campaign for Fair Food as well as raising money for the trip.

- **Outreach.** Brainstorm a list of likely participants and gauge their level of interest in the trip. Don't underestimate the usefulness of a personal phone call or in-person discussion. After you have a core list, consider targeted presentations to other potential allies such as labor organizations, faith communities, student groups, etc. Your list of confirmed participants should equal the number of seats available in your caravan. Take advantage of these opportunities to spread consciousness about the Campaign for Fair Food!
- **Check-In.** A few weeks before the trip, and then again a few days before departure, re-confirm your transportation, funding, and participants!
- **Communicate.** Please register for the march (http://www.ciw-online.org/freedom_march/registration.html) as soon as possible to let us know how many people we should expect to arrive in Tampa. And of course, feel free to contact us at march@ciw-online.org or call 239-657-1776 for organizing support and materials.

For more information on times and locations, what to bring, and more, visit http://www.ciw-online.org/freedom_march/