



May 1st National Day of Action Host Toolkit

Adapted for Oregon Education Association Members and community supporters to use in planning for the May 1st day of action, a nationwide event being supported by National Education Association and other labor and community partners.

DISCLAIMER: This toolkit is adapted from the coalition toolkit started by Hands Off and Indivisible. We thank them for their contributions to this resource.

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WHAT IS THE DAY OF ACTION?

THIS IS MAY DAY.

Across the country—from fruit fields in California to classrooms in Chicago, from kitchens in Queens to loading docks in Atlanta—working people are rising up. We are laborers, parents, immigrants, educators, students, and neighbors demanding stronger, safer, and more dignified communities. We are demanding a country that puts our families over their fortunes—public schools over private profits, healthcare over hedge funds, housing over homelessness. This is May Day.

On May 1, 2025, in over 100 cities across the country, we will honor the legacy of the workers who gave everything for the labor protections like the eight-hour workday—and we will carry their struggle into today's fight for a country and an economy that serves the many, not the few. This is not about commemorating the past. We are building the future.

Whether you're a single mom in Baltimore, a bus driver in the Bronx, or a nurse in New Orleans, you are under attack from billionaires who have bought off our politicians and rigged the system to crush working-class families. They're defunding our schools, privatizing public services, attacking unions, and targeting immigrant families with fear and violence. This is a war on working people—and we will not stand down. These profiteers are trying to create a race to the bottom—on wages, on benefits, on dignity itself. They want to erase labor rights, break our unions, and silence immigrant voices. That's why May Day is not just a rally—it's a strategy. We are organizing for a world where every family has housing, healthcare, fair wages, union protection, and safety—regardless of race, zip code, or immigration status.

This movement is built by those closest to the pain—and therefore, closest to the solutions. We are reclaiming our power from corporate elites, and we will not be intimidated by Trump, Musk, or their billionaire backers. They've ruled for too long. Their time is up.

On May 1st, we will turn the page. This is the beginning of a new era—one where working families lead, immigrants are protected, and no one is left behind. This is not charity. This is not a request. This is a demand—and we're ready to fight for it.

STOP THE BILLIONAIRE TAKEOVER. WE ARE THE MANY. THEY ARE THE FEW. THIS IS MAY DAY.

OUR NATIONAL DEMANDS TO BUILD THE SOCIETY WE ALL DESERVE

1. Stop the billionaire takeover and rampant corruption of the Trump administration.
2. Protect and Defend Medicaid, Social Security, and other programs working people rely on.
3. Fully funded schools, healthcare and housing for all.
4. Stop the attacks on immigrants, Black, indigenous, trans people, and other communities.

OREGON EDUCATION ASSOCIATION DEMANDS 2025 LEGISLATIVE SESSION

1. Funding Special Education and lifting the cap on SpEd weights (HB 2953)
2. Pay Parity for part-time faculty (HB 2669)
3. Class size as a mandatory subject of collective bargaining (HB 3652)

WHAT IS THE DAY OF ACTION? May Day is a call to action and a stand against billionaire exploitation and corporate domination. Working people, parents, students, and community members will rise in every corner of the country to fight for dignity, justice, and public investment in our lives, not billionaire empires.

A DAY OF ACTION Whether you're hosting a march, rally, or protest, this toolkit equips you to make a bold impact. Register your event and help build the movement in your city.

If there's not already a registered May Day event in your local area, the power is in your hands to host your own. This toolkit is for anyone hosting their own May Day Action to help you build your event, recruit, and execute. Be sure to [check the map](#) before registering your event so you're not overlapping with another that's already been planned!

If you're planning a new event:

1. [Register your event with OEA](#) (this helps us track things statewide!)
2. [Register your event nationally](#) (this adds your event to the national event map!)

If you want to be connected with a host for an event, reach out to support@maydaystrong.org.

RESOURCES FOR ORGANIZERS

- **Messaging:** This is about building power. Use bold, truthful language that reflects the urgency of this moment.
- **Posters:** Use visual tools to say “Stop the Billionaire Take Over” and “We Are the Many, they Are the Few!”
- **Security:** Attend de-escalation trainings. Keep events peaceful, welcoming, and safe.
- **Get Support:** Reach out for help. We’re in this together.
- **Sample Social Media Posts:** Use pre-written content to spread the word on platforms like Twitter, Instagram, and Facebook.
- **Folder with Graphics:** Access ready-to-use visuals for digital and printed use.
- [Sample Email](#): Use this template to invite people in your network to attend or support your event.
- [Sample Message Frame](#): Align your message with the broader movement using this guide.
- **Sample Call Script:** Mobilize your community with an effective outreach call script. (Coming Soon)

PLANNING YOUR EVENT

- Choose a high-visibility public location.
- Recruit powerful local speakers.
- Share your event through OEA Registration form and social media.
- Prepare signs, megaphones, and safety plans.

GETTING MEDIA ATTENTION

- Build a media list of local journalists.
- Send advisories and press releases.
- [Register your event](#) to help get statewide media attention
- Train a spokesperson to deliver strong messages.

KEY EVENT ROLES

- **MC:** Hype the crowd and keep the event on track.
- **Media Liaison:** Handle press contacts.
- **Speakers:** Share authentic stories from those impacted.
- **Photographer/Videographer:** Capture and share the action.

SAMPLE EVENT AGENDA

- **Before:** Set up, greet press, prep roles.
- **During:** MC kicks off, speakers deliver the message, chants keep the energy high.
- **After:** Share photos/videos, thank attendees, invite continued organizing.

MAY DAY TACTICS

On May 1, we will host demonstrations across the country to fight back against this crisis and demand accountability. Not all demonstrations will look the same, but they should all prioritize visibility and the core message: **Stop the Billionaire Takeover! We are the Many, they Are the Few!** If you want to be connected with a host for an event, reach out to support@maydaystrong.org.

- **Visibility.** Plan for everyone wearing the same sticker, or button, or shirt and hang May Day posters up.
- **Walk in.** Organize [walking in together](#) before school starts at a set time with visibility for May Day.
- **Teach in.** Organize a teach in. OEA has materials to support a teach in for May Day including on topics related to protecting the immigrant community, and the history of disinvestments in public education in Oregon.
- **March.** Join thousands across the country on May 1 to march against the Trump-Musk Coup and billionaire takeover. Bring together your community to create a show of strength against this crisis and be part of a national moment that changes the conversation—and turns the tide.
- **Rally.** Gather your community to rally together on May 1. Create a platform, invite speakers, and build a program designed to highlight the harms of the crisis we face—and what we'll do to fight back. Rallies are a great way to involve impacted people, compelling speakers, and essential voices from allied communities. We're building a big tent.
- **Protest.** If you're in an area where it will be hard to get a crowd together, you can still participate! Either join a larger event in your region, or get some friends together and hold a smaller one. This could look like a gathering at congressional district office, or a banner drop. Visibility is the key component—so make your signs, get your banners, and plan your chants!

A core principle behind all May Day events is a commitment to nonviolent action. We expect all hosts and participants to seek to de-escalate any potential confrontation with those who disagree with our values.

RESOURCES FOR HOSTS

Messaging

A key component of success for your event is a clear, direct message. May Day is a rejection of the corruption, lawlessness, and predatory politics of the Trump-Musk administration. Your speakers and visuals should all reflect this. Some of the key messages to communicate are:

New Message Points

- **We are working people and we are building this country's future.** Everyone deserves good jobs, reliable services, and a fair economy—but Trump, Musk, and their billionaire

buddies are destroying livelihoods, gutting public resources, and driving up costs just to pad their own pockets.

- **We are rising up because our lives, our families, our public schools, and our health care are worth fighting for.** The things you hold precious are absolutely on the chopping block for Trump, Musk, and congressional Republicans.
- **We are drawing on the legacy of our labor and community movements to create a better future for us all.** We have a winning record against billionaires who try to corrupt our democracy, target our families, and destroy our dignity.
- **We are reclaiming our power, and we will not be intimidated.** We demand a new era and we are ready to fight for it.

Posters

Make posters that explain why you're taking action. Are you walking in to protest federal attacks on the U.S. Department of Education? Is to call out tax breaks for billionaires at the expense of our students? Are you highlighting the needs for additional special education funding? Use posters to share your story. The more eye-catching the better.

OEA has also [designed several posters](#) that can be printed and hung in your classrooms and also used as a sign for a walk in or rally.

Security

Check out [Indivisible's Safety, Security, Rights & Conflict De-escalation resource](#), or watch [MoveOn's video on de-escalation and disruptions](#). In addition to these resources, review and share the [ACLU's Know Your Rights](#) resource, and join MoveOn for a [safety and de-escalation training for hosts](#)!

Get Support

As a host, you're not alone! May Day organizers are here to help.

Join the Webinars on:

- April 17th @ 8pm ET May Day Strong Organizing Call- bit.ly/maydaywebinar
- Find OEA resources here:
 - ◆ [Toolkit](#)
 - ◆ [Poster](#)
 - ◆ [Register your event](#)
 - ◆ [Day of sign in form](#)
 - ◆ [Oregon legislative information & one pagers](#)

PLANNING YOUR EVENT

As we approach May 1, it will be important to get your plans together so you can host a successful event. There's a lot that goes into planning a demonstration, and below are just some of the key steps to follow when laying out your May Day event.

Choose a time. It is also a best practice to check in with group members and potential speakers to see what's most convenient before finalizing a time. As always, consider what times will be most accessible for folks in your community. *Most May Day events will take place midday.*

Location and logistics. This is the next choice-point for your group. Try to prioritize landmarks or other public sites with high-visibility, like state capitols or city halls, major parks, or in other high traffic outdoor areas in your community.

- *All May Day events should be in high visibility, public locations. May Day events should not be hosted at private business locations.*

Register your event to recruit through Action Network. Once you have your event set, [register it on Action Network](#) and it will show up on the May Day map of events. *If you have already created an Action Network event*, email a link to the event to join@maydaystrong.org and we will add it. That way we can help push out your event and help recruit attendees.

Delegate and determine roles. Demonstrations require a lot of support, and no one person can make them happen on their own. Be sure to identify a team of leaders to help carry out your event and empower folks to take on key responsibilities. Depending on the scale of your event, you may want to create teams or just have one point person for specific duties. You can find some specific ideas for roles below.

Brainstorm and recruit speakers. If you're holding a rally, you'll need compelling speakers to anchor the agenda. Aim to lock in 2-4 speakers who can talk authentically about the crisis we face. Examples include:

- Federal Workers
- Educators
- Tenants, Union Members, Immigrant Workers
- Elected Officials

These are just a few potential examples, but ideal speakers will be reflective of your community and be able to speak directly to the harms of this crisis from a local perspective.

Build a Recruitment Plan and start recruiting. After [posting your event to Action Network](#), be sure to share it with your networks, both directly and on social media. Reach out to other people in your network and ask them to share, and think about creative ways to get the word out about your event—including local bulletin boards, flyers, and more.

Prepare any props or setup needs. At the very least, you need a megaphone and a few signs with your demands. If it's available to you, it is also helpful to have a podium, press packets, water, and banners. As a registered host, keep an eye out for upcoming opportunities for resource support from the May Day team.

GETTING MEDIA ATTENTION

Getting media attention is fundamental for this event. This section will guide you step by step on engaging the press and generating earned media for your events. While getting press to show up and cover your event is never a sure thing, these are best practices that will increase your chances.

Step 1: Build a media list

A media list is exactly what it sounds like; a list of reporters and media outlets in your area that you want to tell about your event. To get started, list all the newspapers, radio, and TV news stations you already know of, and then look on their websites for contact information. You're usually looking for a "newsroom" email and phone number, often listed in the "contact us" menu on their website.

Step 2: Introduce yourself to reporters

Giving reporters a heads up about your event early before you send an advisory is an effective way to start building a relationship with them and get more media out to your events and to cover your group's work. These emails are short and simple with fewer details than advisories. If you're a few days out from your event or closer, skip this step and focus on sending your advisories.

Step 3: Advise your event

The next step is to let the media know about your event. Advisories are emails you send to reporters and outlets on your media list with details about the event. The format generally breaks down what the event is about, the date, time, and location and who the spokespeople are.

OEA will be sending a statewide media advisory letting the press know about the national day of action, and how to find local events, but it is best for your planning team to send your event information to your local press.

Step 4: Prep your speakers

When the press attends an event, they'll likely want to speak one-on-one with people there. So first, identify 1-3 people who will be ready to speak with reporters and help them prepare what they want to say. They should be ready to talk about your group, the event, why we're mobilizing for May Day. The best practice is to stay close to your overall message, keep it concise, and have a few quotes ready to go (which you can also use in your press release).

Step 5: Run a great event

Once the event has started, focus on running the best event you can! If reporters come, connect them with one of your prepped spokespeople.

Step 6: Send out a press release

A press release is a communication, usually via email and no longer than about one page, that gives a reporter some of the basics they'd need to write a story about something: background about what's happening, quotes from relevant people, and contact information they can use to find out more. The best practice is to send these as soon after your event as possible.

KEY EVENT ROLES

- **Media liaison:** Press outreach is most effectively handled by one person who can respond to requests and make connections with speakers.
- **Master of Ceremony (MC):** Identify at least 1 group member to be responsible for firing up the crowd, introducing speakers, starting chants, and making sure the overall program is running on time.
- **Speakers & Storytellers:** Speakers should be compelling and be able to speak directly to the harms of the crisis we face. Examples of speakers include impacted federal workers, faith leaders, elected officials—but be creative and thoughtful about whose voices you want to elevate.
- **Photographer/videographer:** Ask one person to take photos and one person to take video. Got something really special and visual planned? Think about hiring a professional photographer.

SAMPLE EVENT AGENDA (RALLY)

Before the Event:

- **Gather the people who have key roles:** (MC, speakers, etc.). Bring snacks and water, transport signs, test any technology, ready any individual accessibility accommodations that have been requested, etc.
- **Immediately before the event:** The media liaison greets local press and gives reporters a press packet.

During the Event:

- **Kick-off the event:** The MC starts some chants, and welcomes the crowd. They explain the purpose of the event and introduce the first speaker.
- **Speakers:** Each speaker talks for a few minutes about the crisis we face and the importance of fighting back and saying “May Day”.

- **Walk-In:** If hosting a walk-in, tell your staff to get ready to participate in your group activity. Have someone ready to take photos.
- **Close:** The MC closes the event by thanking everyone for coming, clearly reiterating our asks, and finishing out strong with some chants.

After the Event:

- **Immediately after the event:** Post your stories, pictures, and videos online with #MayDay2025
- **Shortly after the event:** Email your attendees to thank them for a great action. Immediate follow up is important for recruitment and group longevity! Invite all attendees and activists to your next event. If you don't have an event on the books, make sure to send them an email anyway to see if any of the attendees would like to learn more about your group over coffee or simply to let them know to look out for your upcoming emails.