

+ Act Locally: Organizing Mass Action

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Housing and Health Care are Human Rights

NATIONAL
HEALTH CARE
for the
HOMELESS
COUNCIL

+ Types of Mass Action

- Call-in day
- Petition
- Letter writing campaign
- Rally or march
- Lobby day
- Internet actions





Why Mass Action?

- Power in numbers
- Good for straightforward issues
- Issues of justice, right and wrong



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Who Do You Target?



- Who has the power?
- Who is susceptible to pressure?
- When is the best time to put pressure?



How Do You Do It?

- Have a coordinator, someone in charge
- Use existing constituencies such as Consumer Advisory Board or HCH Project
- Coordinate with other organizations





Make It Easy For People



- Simple message
- Template letter
- Talking points
- Provide all needed materials
- Schedule a day
- Integrate into daily activities

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Example: Letter Writing to Worcester Library



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Example: Temporary Disability Assistance Payment Campaign



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