

Organizing in a Pandemic: PNHP Organizing Guide July 2020

This pandemic isn't slowing down! How do we responsibly educate our communities while social distancing, utilizing online resources, and keeping our health care workforce safe?

DIGITAL ORGANIZING IDEAS: EDUCATION, ACTION, FUNDRAISING

EDUCATION: Host a webinar via Zoom

Here are some links to help you navigate Zoom to host your webinars and presentations:

- [Quick-start guide for new users](#)
- [How to use Breakout Rooms](#)
- [Screen sharing](#)
- [Zoom tips & tricks](#) (developed by Shannon Rotolo, PharmD)

Three components to an effective webinar: prep work, content, and follow-up

1. Prep work

- a. Find the right recording software. (Is it familiar, affordable, and accessible?)
- b. Start outreach at least one week in advance, on at least two communication channels (i.e., text, email, social media, bulletin board)

2. Content

- a. Speakers should be:
 - Experienced
 - Diverse
 - Prepared
- b. Content should be:
 - Timely
 - Necessary
 - Relevant
- c. Webinar length should be:
 - Sufficient to cover material
 - Accommodate attention spans (maximum 1 hour)
- d. End with a call to action

3. Follow up the day after the webinar with:

- a. A link to the recording
- b. A reminder of the call to action
- c. If appropriate, a link to join PNHP (pnhp.org/join)

ACTION: Host an virtual vigil or day of remembrance

A virtual vigil is an online space, created to honor a person or a group of people, with the intent of creating awareness, making space for mourning, and remembering those lost; for example, you could host a vigil for health care workers lost to COVID-19 in your area. A vigil is NOT to educate — it is to **create space for the community to mourn, remember, and be together.**

Components of a Virtual Vigil:

1. Easily accessible online platform with video (like Zoom)
2. A clear, straightforward agenda that addresses:
 - a. What are we doing? What is going on? What are we addressing?
 - b. Why are we here? What do these lives mean to us?
 - c. Now what? What can we do to remember? How can we protect our community members in the future?
3. A space for mourning, silence, and remembrance
4. Use of familiar remembrance rituals (candles, pictures, music) shown on screen

FUNDRAISING: Raise money for single-payer health care orgs.

We can't grow our movement without funds for national resources, policy work, research, newsletter, etc. Virtual fundraising parties can be fun and unifying, and are easier than you think!

Components of a virtual fundraising party:

1. **An event to pull in activists.** Ideas include:
 - a. Online cooking class with a seasoned cook
 - b. Online auction
 - c. Call-a-thon with online performers singing single-payer anthems
2. A way to track donations
 - a. Contact kaytlin@pnhp.org OR matt@pnhp.org to inquire about donations flowing in from your state on the day of your event
3. An agenda for the fundraising event
4. Outreach plan
5. Follow-up

SAFELY PROTESTING DURING COVID-19

How to participate and BE SAFE:

1. **Bring the right equipment:** Wear a mask and safety coverings over the eyes; bring hand sanitizer

2. **Space and cleanliness:** Maintain space between protesters, and maintain space from family members upon coming home for two weeks; shower immediately upon returning home
3. **Get tested:** If possible, 5-7 days after protesting. If negative and you still don't feel well, don't assume you're in the clear

Source: "[Protesting? Here's How To Help Keep Your Family Safe From COVID-19 When You Go Home](#)," NPR, June 10, 2020

OPPORTUNITIES FOR HEALTH CARE WORKERS IN A PROTEST

Health care workers can serve as STREET MEDICS:

Here are some links to training opportunities nationwide:

- [Do No Harm Coalition](#)
- [Chicago Action Medical](#)
- [Rosehip Medic Collective](#)
- [Broader list of street medic organizations](#)

Questions about any of the above? Email organizer@pnhp.org.