

Dear Organizer:

Thank you for organizing this simple but powerful protest in your community. It is an easy way to draw attention to a very important cause:
IT IS TOO EASY TO BUY A GUN IN THE UNITED STATES!

You can pull together friends from schools, churches, clubs, sports groups, etc. to get 32 protesters.

We have attached all our letters/documents/flyer information to help get you get started in a kind of *Protest-in-a-Box!*

Here are the easy steps:

1. Email **PROTEST LETTER #1** to potential activists asking them to be in the protest. Before I sent the first letter I lined up 10 volunteers (by emails and phone calls) just to show that I had some supportive protesters and listed them as the first 10 of my 32 protesters in my email. As you begin getting responses, send back a quick email thanking them for agreeing to be one of your 32 protesters. If you get more than 32 volunteers, you can have everyone lie down. It's great to have additional protesters at the event to demonstrate support, hand out flyers, hold the ProtestEasyGuns banner, etc.

2. It is our right as American citizens to protest, but getting a permit or alerting local police ensures the well-being and peace-of-mind of your protesters. Get your permit (free) at City Hall or your local police station. In most protests we've found that all we need to do is alert the police about the date/time/place of the protest. The police have been very supportive!

3. Alert the media. Adapt and email the attached **NEWS RELEASE** to local television stations and newspapers to tell them about your protest. We will help you with this – just email info@protesteasycguns.com.

4. Email final letter [**“PROTEST LETTER #2” AND “TALKING POINTS”**] to your 32 volunteer protesters and alternates giving them final protest details (wear black (optional), don't be late because the protest starts promptly, come rain or shine). Ask them to reply to your email, confirming their attendance.

5. Print out the flyer to hand out at your protest. [see **FLYER**] Complete the location details of the protest and the reasons for the protest, as well as “How to Contact Your Elected Officials.” (see Congress.org and type in your zipcode)

6. [Optional!] Our original protest group has volunteered to make all future protest groups the 32 "protest/remembrance Ribbons" as our original Alexandria-32 group's gift to new protest groups. They are maroon and orange and hang around protesters' necks in memory and honor of the 32 Virginia Tech victims

and the 32 Americans who are murdered EVERY DAY in the United States. Also, along with the ribbons, we will send you the ProtestEasyGuns.com banner which protesters can hold and take a photo with for the ProtestEasyGuns.com website. Please let us know what date you are planning your protest and we (or the last protest group) will mail or FEDEX the ribbons and banner to you.

IT'S THAT EASY!

Like a relay run let's pass this protest across America from protest group to protest group in community after community. We are like a DRUMBEAT repeating this same protest again and again and again. We want this drumbeat of protests to become DEAFENING making the American People's collective voice heard loud and clear: WE WANT OUR LAX GUN LAWS CHANGED!

32 - then 32 - then 32 . . .?!!

THERE IS NOT A MOMENT TO LOSE!

Your protesters will be so thankful to you for stepping forward to organize them in this protest!

We are pulling for you,

Alexandria-32 (Alexandria, Virginia, April 22, 2007)
Bethesda-32 (Bethesda, Maryland, May 13, 2007)
Falls Church-32 (Falls Church, Virginia, May 19, 2007)
New York City-32 (Times Square, New York, New York, May 24, 2007)
Arlington-32 (Arlington, Virginia, May 28, 2007)
Crown Heights-32 (Crown Heights, Brooklyn, NY, May 29, 2007)
Montclair-32 (Montclair, New Jersey, June 1, 2007)
Philadelphia-32 (Philadelphia, Pennsylvania, June 3, 2007)
McLean-32 (McLean, Virginia, June 3, 2007)
Silver Spring-32 (Silver Spring, Maryland, June 3, 2007)
Chicago/Evanston-32 (Evanston, Illinois, June 16, 2007)
Dallas-32 (Desota, Texas, June 23, 2007)
Houston-32 (Houston, Texas, June 23, 2007)
Detroit-32 (Detroit, Michigan, July 12, 2007)
Chicago-32 (Chicago, Illinois, July 20, 2007)
Detroit#2-32 (Detroit, Michigan, July 21, 2007)
D.C.-32 (Washington, D.C., July 24, 2007)
(see complete list on ProtestEasyGuns.com)