



MARCH FOR SCIENCE
— CLEVELAND, OH —

**Volunteer Training/Information
Session**

March 11, 2017

Agenda



Who We Are

Day of Event

Committees

Volunteer Opportunities

Who We Are: National Organization

- We are comprised of dozens of independent, nonpartisan coordinators.
- We are people who value science and recognize how science serves. We come from all races, all religions, all gender identities, all sexual orientations, all abilities, all socioeconomic backgrounds, all political perspectives, and all nationalities.



Who We Are: Cleveland

- We are the Cleveland community.
 - Program Coordinators
 - Lab Managers
 - Lab Supervisors
 - Training Program Managers
 - Graduate Students
 - Business Owners
 - Teachers
 - Professors
 - Research Assistants
 - Medical Professionals
 - Educators
 - Science Enthusiasts

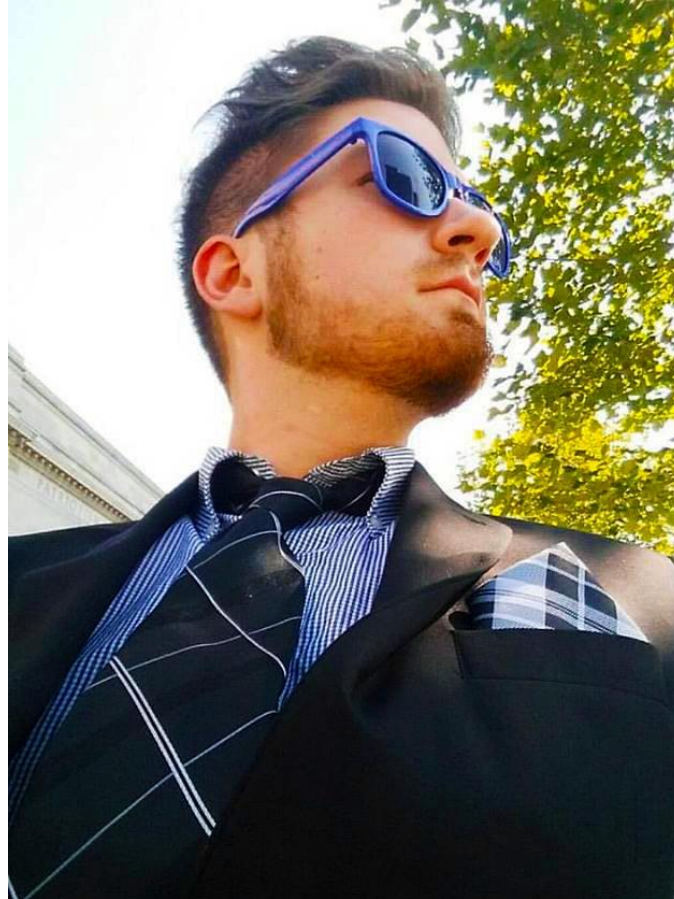


March for Science Cleveland Leadership



Co-Director

Patricia Princehouse



Co-Director

Marty Krebs



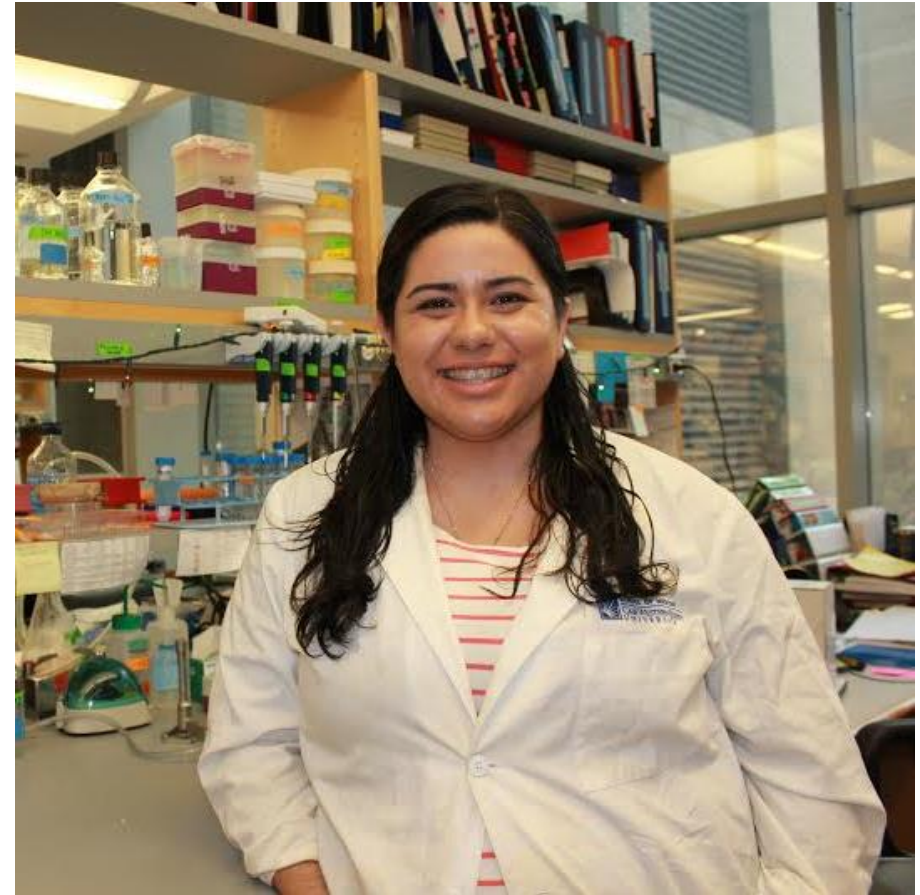
Admin Coordinator

Michelle Brosius

March for Science Cleveland Leadership



Co-Chair
Kris Pierson



Co-Chair
Leslie Cuellar

Mission Statement

From the national organizers:

“The march for science champions publicly funded and publicly communicated science as a pillar of human freedom and prosperity. We unite as a diverse, nonpartisan group to call for science that upholds the common good, and for political leaders and policymakers to enact evidence-based policies in the public interest.”





MARCH FOR SCIENCE

— EARTH DAY —

APRIL 22, 2017

#marchforscience

10am

National Mall

Washington DC

Day of Event



APR. 22, 2017
MARCH FOR SCIENCE
CLEVELAND



Public Square

9AM: Activities
10AM: Rally/Speakers
11AM: March begins



Day of Event



APR. 22, 2017
MARCH FOR SCIENCE
CLEVELAND

Flyers will soon be available for download & distribution!

- College campuses
- Grocery stores
- Coffee shops
- Businesses

*with permission



Committees

Day Of Event

- March Logistics
- Activities
- Art & Music

Ongoing

- Fundraising
- Communications
- Outreach
- Diversity
- Social Media
- Volunteer



March Logistics Committee



Permits, Sanitations,
Lolley the Trolley

Radio Communication, Audio
Staging, Power Generation

Musical Acts, Floats



Activities Committee

Banners

Make several large banners that simply say "CLE (heart)'s Science". Place several of them near entrances to Public Square and encourage people to write or draw what they love about science. Volunteers can carry them during the march.

Tables

Renting tables for planned activities.

Pop Up Tents

Tenting for activity tables.

Volunteers Needed!
(Variable)



Activities Committee

Face Painting

6+ Volunteers

Bow Ties

4 Volunteers

Temporary
Tattoos

4 Volunteers

Test pH Levels

2 Volunteers

Threatened/Endangered
Species Information
Posters

2 Volunteers/poster

Science-based
Apps Posters

Variable

Pulse Rate

2 Volunteers*

Taste Test

2 Volunteers

Water

Variable

Signs Table

Variable

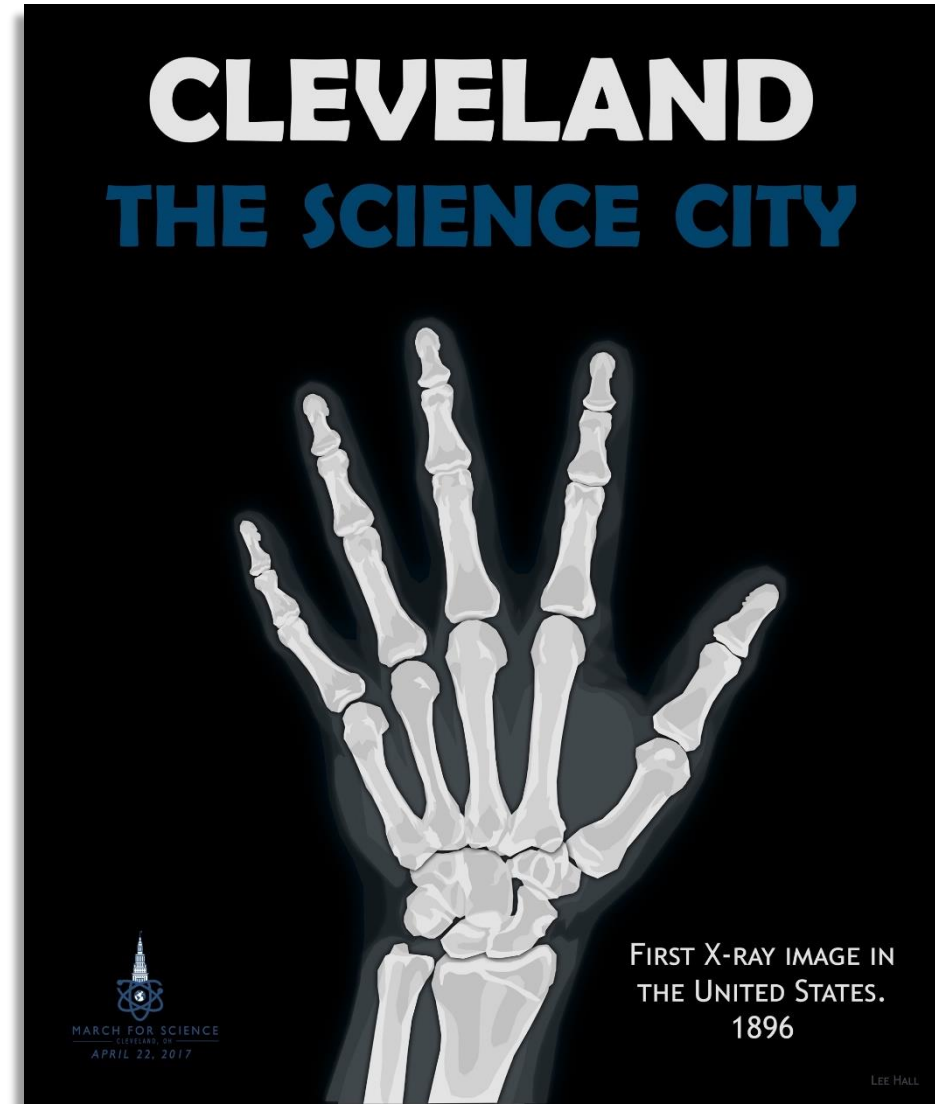
*Medical professionals or students

Art & Music Committee



**APR. 22, 2017
MARCH FOR SCIENCE
CLEVELAND**

Logo



Artwork by Lee Hall

Art & Music Committee

- Float Design

Design floats and work with volunteers to implement those designs

Example:

Volunteers to help make the floats.

Volunteers to monitor the floats



Volunteers to donate their vehicle for hauling.

Volunteers needed a week before!

Fundraising Committee

March for Science Cleveland

Shop

About

24 HOURS LEFT



March for Science CLE More Colors!

24 HOURS LEFT



March for Science CLE More Colors!

24 HOURS LEFT



March for Science CLE More Colors!

24 HOURS LEFT



March for Science Cleveland Kids!

teespring.com/stores/march-for-science-cleveland

Fundraising Committee



Search

Start a Fundraiser



March for Science - Cleveland

Share

Tweet

314 shares

The March for Science is a celebration of our passion for science and a call to support and safeguard the scientific community. We are a local, grassroots group of scientists, educators, and science enthusiasts planning a demonstration of our support to take place on Public Square in downtown Cleveland on April 22. Please help us in raising funds for march logistics and activities for adults and children!

Excess funds will be donated to a worthy cause.

Help spread the word!

www.gofundme.com/march-for-science-cleveland

Communications Committee



- FAQs
- Request for Sponsorship Letter
- Letter of Purpose
- Facebook Code of Conduct
- Press Talking Points
- Local Impact Messages
- Filming the March/Snapchat



Outreach Committee



Facebook
Advertisement

Volunteers Needed!
(Variable)

Sponsorship

Reaching out to potential sponsors to request funds.

Community involvement

Reaching out to interested third parties regarding advertising or other involvement/support

Organization Tables

Act as a liaison to external organizations who intend to hold activities / event tables at the march.

Outreach Committee

Business Outreach

- Primary contact between companies and the March for Science Cleveland
- Deliver supplies (like shirts & posters)
- Pick up registration forms
- Arrange a Scientist to speak to the company
- This role is in the process of being defined

Volunteers Needed!
(Variable)

Diversity Committee

- Reaching out to ensure diverse communities are involved and represented at the march.

Volunteers Needed!
(Variable)

- To help contact diverse communities.
 - Participation
 - Liaison



Social Media Committee: Facebook



The image shows the Facebook profile cover for the 'March For Science: Cleveland' page. The cover features a blue background with a city skyline. The text reads 'MARCH FOR SCIENCE' in large white letters, followed by 'EARTH DAY' and 'APRIL 22, 2017 | CLEVELAND, OH'. On the left, there is a profile picture showing a stylized atom with a building inside. Below the cover, the page name 'March For Science: Cleveland' and the handle '@ScienceMarchCLE' are visible. There are also buttons for 'Home', 'Liked', 'Following', 'Share', 'Sign Up', and 'Message'.

www.facebook.com/ScienceMarchCLE/



The image shows the Facebook group cover for 'March for Science - Cleveland'. The cover features a photograph of a large crowd of people at a march. A prominent sign in the foreground says 'WE ♥ SCIENCE'. Other signs in the background include 'SUPPORTS SCIENTIFIC INTEGRITY' and 'SAVE THE PLANET'. Below the cover, the group name 'March for Science - Cleveland, ...' and the status 'Closed Group' are visible. There are also buttons for 'Joined', 'Share', 'Notifications', and a search bar.

www.facebook.com/groups/1235887429826319/



The image shows the Facebook event page for 'March For Science! (Cleveland)'. The event is scheduled for 'APR 22' and is described as 'Public · Volunteering · Hosted by March For Science: Cleveland'. The location is '101 W Superior Ave, Cleveland, OH 44113, United States'. The event is scheduled for 'Saturday, April 22 at 9 AM - 2 PM'. There are buttons for 'Going', 'Share', and 'Show Map'. The page also has sections for 'About' and 'Discussion'.

www.facebook.com/events/617746635078212/

Social Media Committee



MARCH FOR SCIENCE: CLEVELAND

[Twitter](#) [Email](#) [Instagram](#) [Facebook](#)

MISSION

March for Science is an effort comprised of dozens of independent, nonpartisan coordinators. Recent rhetoric has inspired us to march on Washington D.C. and in Satellite Marches across the country. Our mission statement is as follows:

sciencemarchcle.com



SciencemarchCle



March For ScienceCLE Retweeted



March for Science @ScienceMarchDC · Mar 4

Are you a fish eater? @NOAA helps provide sustainable fisheries & safe seafood sources. Learn more: bit.ly/2IL2W32 #scienceserves



Volunteers needed to
create a Tweet bank

benefits your life right now.

forbes.com

Social Media Committee



sciencemarchcle.com



SciencemarchCle



Sciencemarch_Cle

Send an email to
whywemarchscience@gmail.com
answering why YOU march for
science.

Social Media Committee

- Biographies
- Filming or streaming the march
- Drone filming
- Snapchat
- Local science heroes

Volunteers Needed!
(Variable)

SAVED LIVES WITH SCIENCE
GARRETT MORGAN

1923
PATENTS THE FIRST
THREE-POSITION TRAFFIC
SIGNAL AFTER WITNESSING
A BAD CAR ACCIDENT IN A
DOWNTOWN INTERSECTION.

1912
INVENTS THE
BREATHING HOOD.

1916
USES BREATHING HOOD TO
RESCUE MINERS TRAPPED IN
A CLEVELAND WATERWORKS
TUNNEL BENEATH LAKE ERIE
4 MILES FROM THE SHORE.

MORGAN DID NOT RECEIVE
FULL RECOGNITION FOR HIS
ACCOMPLISHMENTS IN LIFE
BECAUSE OF HIS RACE.
WE HONOR HIM.

INNOVATOR. INVENTOR.
CLEVELAND HERO

MARCH FOR SCIENCE
APRIL 22, 2017

(C) Lee Hall

Artwork by Lee Hall

Volunteers Committee

- Sign-Making Parties

Volunteers Needed!
(Variable)

- Example



APR
20

March For Science Sign-Making Party

Public · Hosted by [March For Science: Cleveland](#)

Volunteers Committee

Day of Event

- Waste/Litter/Recycling
- March Monitors (& Training)
- Data Collection & Information Center
- Transition to EarthFest
- Voter Registration
- Costume Characters
- March Managers
 - Managing a volunteer group
- Chants!

Volunteers Needed!
(Variable)

Committees

Day Of Event

- March Logistics
- ** ■ Activities
- ** ■ Art & Music

Ongoing

- Fundraising
- Communications
- ** ■ Outreach
- ** ■ Diversity
- Social Media
- ** ■ Volunteer



Upcoming Volunteer Meetings



Sunday, April 2nd

Saturday, April 15th

More information will come!

Cleveland Museum of Natural History

Today's Event!

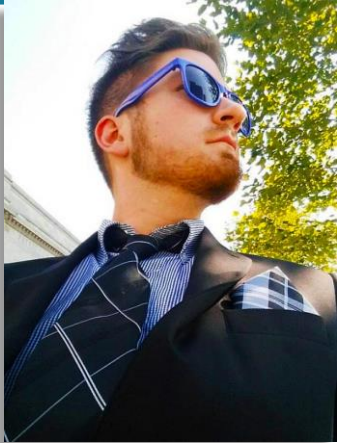


See environmental and adventure films that illustrate the Earth's beauty, the challenges facing our planet, and the work communities around the world are doing to protect the environment.

First Show — Doors: 3pm. Films: 3:30-6:30pm. EnviroFair: 6-7:30pm.

Second Show — Doors: 6pm. EnviroFair: 6-7:30pm. Films: 7:30-10:30pm

Committees with Volunteers Needed!



Marty Krebs

Art & Music



Heather LaMore

Activities



Patricia Princehouse

Outreach



Craig Eppler

Business Outreach



Jon Nungesser

Social Media



Ashutosh Sheth

Diversity



Kris Pierson

Volunteers

Volunteers.marchforsciencecele

@gmail.com

Leslie Cuellar