

# MA Dream For Darfur Olympic Torch Relay Tool Kit

*A guide to help you plan a local event and help it become a part of the MA Dream for Darfur campaign*

October 7, 2007



MA Dream for Darfur is a joint effort between the MA Coalition to Save Darfur and STAND. This event is co-chaired by Jirair Ratevosian and Sabina Carlson. For general information about the MA Dream for Darfur campaign, please contact Jirair ([jiratevosian@gmail.com](mailto:jiratevosian@gmail.com))

This toolkit is created by the Outreach Committee for this event and for information about its content, please contact Leena Pradhan ([pradhanleena@gmail.com](mailto:pradhanleena@gmail.com)), Jason Huber ([jhuber@gmail.com](mailto:jhuber@gmail.com)) or Leila Alciere ([lalciera@standnow.org](mailto:lalciera@standnow.org)).

## What is the Dream for Darfur campaign?

The Olympic Games represent an international celebration of hope for peace. The Dream for Darfur Olympic Torch Relay provides communities across the country to "carry the torch" for the people of Darfur. The kick-off event will begin in New York City (September) and travel counter-clockwise across the United States and end in Washington, DC (December). On Sunday, October 7, the Dream for Darfur campaign will come to Massachusetts.

The goal of the Olympic Torch Relay is to urge China to use its influence with the Government of Sudan and as a permanent member of the UN Security Council to allow a robust security force on the ground in Darfur to protect civilians and humanitarian workers.

## What is the MA Dream for Darfur campaign?

Communities across Massachusetts will bring torches on behalf of their towns to participate in a culminating torch-lighting ceremony which will take place on Sunday, October 7th in Boston (location TBD- please check [www.madreamfordarfur.org](http://www.madreamfordarfur.org)). The campaign will allow Massachusetts to join together as one to bring the Olympic dream of peace to Darfur

## How can my community get involved in MA Dream for Darfur?

First, see if an event is already being organized in your town, by going to [www.madreamfordarfur.org](http://www.madreamfordarfur.org).

If not, **mobilize your own community** to hold a Dream for Darfur event in the morning or early afternoon of October 7. There are no limits to what you can do for this event. However, given the theme of the Olympics and the "torch relay", you should try to incorporate a torch into your event. It can be as large your own symbolic torch relay - for example, having students run a torch from your community's junior high school to the high school, or around your town's center, etc., or as small as a gathering in a church, mosque, or synagogue that is somehow related to Darfur. Then, carry the torch for your community by bringing your entire group, a bus, or a representative to the Culminating Ceremony in Boston.

At the Culminating Ceremony, a representative from each of the communities that held events will add their torch to the central flame while making a statement about their community's involvement in the event.

## What the MA Dream for Darfur team can provide for your event:

1. Media templates: press releases, letters to an editor, etc
2. Outreach support to activists, coalition partners, others via Internet
3. We will add you event to: [www.madreamfordarfur.org](http://www.madreamfordarfur.org)
4. Internet promotion including banners, social networking sites, blogs, and widgets
5. Small need-based grants as needed (up to \$100, see the last page)

## What we need from you:

Please let us know that your group will have an event and would be willing to participate in our main culminating ceremony **by Sept 23<sup>rd</sup>**. Email the following information to [lpradhanMADFD@gmail.com](mailto:lpradhanMADFD@gmail.com):

Your Town's Name	Beginning/ending times and locations
Full contact info of go-to person (including email)	Short description

**Important Note:** Your group (or representatives of your group) should plan to be at the site of the culminating ceremony by 2:30pm EST.

## Planning your event:

**1. Get your own torch:** You can purchase a “mini tiki torch” from a local party store.

Note: If your city’s regulations do not permit an open flame, you can be creative and make a fake torch. This website can help: <http://familycrafts.about.com/cs/sportscrafts/l/blolytorch.htm>.

**2. Mobilize your community:** A good turnout involves a good outreach strategy.

Consider these questions: Who do you know, who do you want to know, and where do you go.

**Who You Know.** Start with the folks you know. Think broadly as you create your outreach to plan help promote your event.

- Friends
- Family
- School
- House of Worship
- Work colleagues
- Rotary Club
- PTA
- Hobby groups
- Sports groups
- Fraternity/Sorority
- any other group you belong to

**Potential Partners.** Just like the people you know, think about people you should know or maybe just haven’t thought of for a while. Dust off your rolodex and get going.

- Running group
- Local sport teams - professional and amateur
- Like-minded organizations
- Corporations who participated in Darfur divestment campaign
- Local businesses

**Places You Go.** Think about the places you frequent and lots of other people.

Don’t underestimate the faces you see on a regular basis.

- Gym
- Grocery store
- Work
- Park
- Shopping Mall
- Coffee shop
- Dry cleaners
- Movie theater
- Car wash

**TIP:** Be sure you are clear about what you asking these people to do. Are you asking them to help organize, promote and/or attend your event?

### 3. Publicly promote your event

#### Email

- Use emails to not only recruit individuals to attend your event, but find volunteers to help you organize your event.
- Get your event on a Listserv! Ask community and group listservs to send a message.

#### Print

- Bulletin and Newsletter Announcements. Identify publications and groups that you belong to and ask them to place an event announcement in all of their bulletins and newsletters. The announcement should ask people to contact you with any questions.
- Post Flyers. Put flyers up around town. Review the list of places you go like your neighborhood park, community center or school and get posting!

#### In Person

- Make verbal announcements wherever you go. You won’t be able to attend all the events you’d like, so ask groups to make announcements of their own.

#### Local Publicity and Advertising

- Your local newspaper, TV station, and radio stations have community service announcements.

## Background: The Olympics as an opportunity for Darfur advocacy

The goal of the Dream for Darfur campaign is to protect civilians on the ground in Darfur. To achieve this, the government of Sudan must allow a robust civilian protection force into Darfur.

Beijing is the host of the 2008 Summer Olympics and has extraordinary opportunity to use its considerable influence with Sudan. Because of China's extensive economic, military, and political interests in Sudan, leaders in Beijing are in a unique – indeed unrivaled – position to persuade Sudan to consent immediately to a true and robust U.N. operation in Darfur.

The two roles that China is playing – host of the Games that symbolize peace and supporter of a genocidal regime – are inconsistent and must be reconciled.

China's immense interest in hosting a successful Olympics makes its leaders susceptible to pressure from the global community – this is already proving true. The international spotlight on Beijing leading up to next summer offers advocates worldwide an opportunity to urge China to use their immense diplomatic and political leverage with Sudan.

The theme of the 2008 Beijing Games is "One World, One Dream." This theme will ring hollow next summer if the vast human crisis in Darfur is not addressed. The idea of "One World, One Dream" will seem ironic, even hypocritical, when images of the dead and the dying in Darfur are juxtaposed with images of athletic glory and international cooperation in Beijing, at Games hosted by a country facilitating the suffering and destruction.

### China Must:

- Make a full commitment to support an unconditional UN Peace keeping force that can properly protect civilians
- Press publicly for Khartoum to keep its multiple commitments to disarm the Janjaweed militias that are responsible for so much civilian destruction; such disarmament was also the key "demand" of UN Security Council Resolution 1556 (July 2004), from which China and Pakistan abstained;
- Press publicly for Khartoum to adhere to previous ceasefire commitments;
- Suspend all weapons transfers to Sudan;
- Suspend debt forgiveness to the Khartoum-dominated economy;
- Join with UN Secretary-General Ban Ki-moon in publicly demanding a cessation of aerial bombardment of civilian targets, and the indiscriminate use of aerial military assets;
- Join with UN Undersecretary for Humanitarian Affairs John Holmes and numerous aid organizations in publicly demanding unfettered humanitarian access to all regions of Darfur;
- Publicly announce punitive actions that China is prepared to take in the event that Khartoum refuses to accept an international peace support operation, refuses to disarm the Janjaweed, impedes or harasses humanitarian efforts, or refuses to halt indiscriminate aerial attacks.

## **MINI- GRANT APPLICATION FOR LOCAL EVENT**

**Deadline: Sept 20<sup>th</sup>, 2007**

Please email your grant application to Jirair Ratevosian at [jratevosian@gmail.com](mailto:jratevosian@gmail.com)

**Name of Group or Organization:**

**Address:**

**City:**

**State:**

**ZIP:**

**Phone Number(s):**

*Contact Person:*

**Name:**

**Position:**

**Phone Number(s):**

**Email:**

**Does your group agree to use the MA Dream for Darfur name and logo in organizing your event?**

**Please provide a very short summary of your group's history, as well as its past and present activities (1-2 lines):**

### **IV. Darfur Activism**

**Has your group ever pursued projects or events related to Darfur? If yes, please explain:**

### **V. Event/Program Proposal**

**In no more than one page, please outline the event you wish to coordinate.**

**Make sure to answer the following questions:**

- 1) Where will you hold your event(s)? What specific steps do you need to take to secure this location (including permits and other forms of permission)? What is the likelihood of success and how, specifically, will you proceed?**
- 2) What is your plan to involve other organizations?**
- 3) What is your plan for outreach to local and national media?**
- 4) Please provide a sentence or two on how you plan to use the \$100 grant.**
- 5) What other sources for funding will you pursue?**