

# Overview



WORK NO SCHOOL NO SHOPPING NO WORK NO SCHOOL NO SHOPPING



**MAY DAY 2026**  
**TOGETHER WE STAND**

## May Day 2026

May 1 will be a coordinated day of action where we are demanding:

- **Tax the rich** so our families, not their fortunes, come first.
- **ICE Out.** No private army serving authoritarian power.
- **Expand democracy, not corporate power.** Defend free and fair elections not a rigged disaster.

Thousands of organizations across the country are calling for a day of “No School, No Work, No Shopping” to disrupt the violent billionaire takeover of our country and to put working families first. Because when the billionaires break every rule, it’s going to take more than a rally to stop them.

We are excited for you to join us in making this day a reality, and hosting an action where your neighbors can gather to make our voices heard.

>> **You can view the map of existing actions here** <<

### **In this toolkit you will find:**

- Details on hosting an event
- A sample agenda
- A checklist
- Everything you need to spread the word:
  - A sample media advisory

- A sample email
- Social media posts
- Messages
- And resources for safety and security

**Already ready to go? Register your action [here](#).**





Host an Event



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**MAY DAY 2026**  
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## Hosting Your May Day Event

### Overview

#### Planning your event

- Choose a high-visibility public location. For Labor Day we are encouraging you to choose a high visibility, high impact corporate target, congressional office or State Capitol.
- Recruit powerful local or national speakers. Go for a high energy, short program with a direct action component!
- Share your event through Mobilize and social media.
- Prepare signs, megaphones, and safety plans.

#### Getting media attention

- Designate someone as a media coordinator who will be the main point of contact for the local press.
- Build a media list of local journalists.
- Send advisories and press releases. [See sample press advisory here.](#)
- Train a spokesperson to deliver strong messages.

#### Key event roles

- MC: Hype the crowd and keep the event on track.
- Media Liaison: Handle press contacts.

- Speakers: Share powerful authentic stories and convey HOPE. We can and will win.
- Photographer/Videographer: Capture and share the action.

## Sample event agenda

- Before: Set up, greet press, prep roles.
- During: MC kicks off, speakers deliver the message, chants keep the energy high.
- Direct Action: Choose a target for a picket or other direction. March to that location (or do the rally right there!).
- After: Share photos/videos, thank attendees, invite continued organizing.

## May Day Tactics

On May Day we will host thousands of actions across the country to show that we are **fed up and demand an end to this billionaire takeover**. Not all demonstrations will look the same, but they should all prioritize visibility and the core message: Workers Over Billionaires: We Have the Power.

- **Rally.** Gather your community to rally together on May 1st. Create a platform, invite speakers, and build a program designed to highlight the harms of the crisis we face—and what we'll do to fight back. Rallies are a great way to involve impacted people, compelling speakers, and essential voices from allied communities. We're building a big tent.
- **Protest.** This could look like a gathering at congressional district office, or a banner drop or a picket outside one of the many corporate targets we need to take on. Visibility is the key component—so make your signs, get your banners, and plan your chants!
- **Walk-In.** During school walk-ins, parents, educators, and students, along with neighbors and community leaders, gather in front of their school 30-45 minutes before the school day begins. We rally and listen to a few speakers discuss what they want for the school, and then we all walk into the school together. Walk-ins can be used to celebrate your school, collaborate with school officials, or protest harmful school conditions and policies.

*Note: A core principle behind all May Day events is a commitment to nonviolent action. We expect all participants to seek to de-escalate any potential confrontation with those who disagree with our values and to act lawfully at these events.. No weapons are permitted under any circumstances.*

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## RESOURCES FOR HOSTS

### Security

Check out [Indivisible's Safety, Security, Rights & Conflict De-escalation resource](#), or watch [MoveOn's video on de-escalation and disruptions](#). In addition to these resources, review and share the [ACLU's Know Your Rights](#) resource.

### Accessibility

Make your action accessible to all. Adapted from [Action Network](#) and [Rooted in Rights](#).

- Include accessibility info in promotional fliers.
- Reserve space for wheelchair users and those needing seating.
- Offer ASL, interpretation, and clear sound systems.
- Assign visible Access Marshals for participants with walkers, canes and wheelchairs.
- List nearby accessible bathrooms and transit/parking options.
- Use clear, plain language in chants, signs, and speeches.

### Get Support

As a host, you're not alone! We are here to help at [support@maydaystrong.org](mailto:support@maydaystrong.org).

### Spread The Word

Find everything you need to spread the word in the [next tab!](#)

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## Planning Your Event

As we approach May 1st, it will be important to get your plans together so you can host a successful event. There's a lot that goes into planning a demonstration, and below are just some of the key steps to follow when laying out your May Day event.

**Choose a time.** It is also a best practice to check in with group members and potential speakers to see what's most convenient before finalizing a time. As always, consider what times will be most accessible for folks in your community. Most May Day events will take place in the afternoon.

**Location and logistics.** This is the next choice-point for your group. Try to prioritize landmarks or other public sites with high-visibility, like state capitols or city halls, major parks, or in other high traffic outdoor areas in your community.

- All May Day events should be in high visibility locations, ideally located strategically near a protest target.

**Register your event to recruit through Mobilize.** Once you have your event set, register it on [Mobilize](#) and it will show up on the Labor Day map of events. That way we can help push out your event and help recruit attendees.

**Delegate and determine roles.** Demonstrations require a lot of support, and no one person can make them happen on their own. Be sure to identify a team of leaders to help carry out your event and empower folks to take on key responsibilities. Depending on the scale of your event, you may want to create teams or just have one point person for specific duties. You can find some specific ideas for roles below.

**Brainstorm and recruit speakers.** If you're holding a rally, you'll need compelling speakers to anchor the agenda. Aim to lock in 2-4 speakers who can talk authentically about the crisis we face. Examples include:

- Immigrant Workers and Activists
- Educators
- Tenants
- Union Members
- Elected Officials

These are just a few potential examples, but ideal speakers will be reflective of your community and be able to speak directly to the harms of this crisis from a local perspective.

**Build a recruitment plan and start recruiting.** After posting your event to Mobilize, be sure to share it with your networks, both directly and on social media. Reach out to other people in your network and ask them to share, and think about creative ways to get the word out about your event—including local bulletin boards, flyers, and more. [You can use this sample email to invite others to your event.](#)

**Prepare any props or setup needs.** At the very least, you need a megaphone and a few signs with your demands. If it's available to you, it is also helpful to have a podium, press packets, water, and banners. As a registered host, keep an eye out for upcoming opportunities for resource support from our team.

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## Getting Media Attention

Getting media attention is fundamental for this event. This section will guide you step by step on engaging the press and generating earned media for your events. While getting press to show up and cover your event is never a sure thing, these are best practices that will increase your chances.

### Step 1: Build a media list

A media list is exactly what it sounds like; a list of reporters and media outlets in your area that you want to tell about your event. To get started, list all the newspapers, radio, and TV news stations you already know of, and then look on their websites for contact information. You're usually looking for a "newsroom" email and phone number, often listed in the "contact us" menu on their website.

### Step 2: Introduce yourself to reporters

Giving reporters a heads up about your event early before you send an advisory is an effective way to start building a relationship with them and get more media out to your events and to cover your group's work. These emails are short and simple with fewer details than advisories. If you're a few days out from your event or closer, skip this step and focus on sending your advisories.

### **Step 3: Advise your event**

See [sample press advisory here](#). The next step is to let the media know about your event. Advisories are emails you send to reporters and outlets on your media list with details about the event. The format generally breaks down what the event is about, the date, time, and location and who the spokespeople are.

### **Step 4: Prep your speakers**

When the press attends an event, they'll likely want to speak one-on-one with people there. So first, identify 1-3 people who will be ready to speak with reporters and help them prepare what they want to say. They should be ready to talk about your group, the event, why we're mobilizing for Labor Day . The best practice is to stay close to your overall message, keep it concise, and have a few quotes ready to go (which you can also use in your press release).

### **Step 5: Run a great event**

Once the event has started, focus on running the best event you can! If reporters come, connect them with one of your prepped spokespeople.

### **Step 6: Send out a press release**

See [sample press release here](#). A press release is a communication, usually via email and no longer than about one page, that gives a reporter some of the basics they'd need to write a story about something: background about what's happening, quotes from relevant people, and contact information they can use to find out more. The best practice is to send these as soon after your event as possible.

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## **Key Event Roles**

- **Media liaison:** Press outreach is most effectively handled by one person who can respond to requests and make connections with speakers.

- **Master of Ceremony (MC):** Identify at least 1 group member to be responsible for firing up the crowd, introducing speakers, starting chants, and making sure the overall program is running on time.
  - **Speakers & Storytellers:** Speakers should be compelling and be able to speak directly to the harms of the crisis we face. Examples of speakers include impacted federal workers, faith leaders, elected officials—but be creative and thoughtful about whose voices you want to elevate.
  - **Photographer/videographer:** Ask one person to take photos and one person to take video. Got something really special and visual planned? Think about hiring a professional photographer.
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## Sample Event Agenda (Rally)

### Before the Event

- **Gather the people who have key roles:** (MC, speakers, etc.). Bring snacks and water, transport signs, test any technology, ready any individual accessibility accommodations that have been requested, etc.
- **Immediately before the event:** The media liaison greets local press and gives reporters a press packet.

### During the Event

- **Kick-off the event:** The MC starts some chants, and welcomes the crowd. They explain the purpose of the event and introduce the first speaker.
- **Speakers:** Each speaker talks for a few minutes about the crisis we face and the importance of fighting back and solidarity.
- **Direct Action:** March to a site for a direct action, or kick off your picket at/near the rally location.
- **Close:** The MC closes the event by thanking everyone for coming, clearly reiterating our asks, and finishing out strong with some chants.

## After the Event

- **Immediately after the event:** Post your stories, pictures, and videos online with #MayDay2026 #WorkersOverBillionaires
- **Shortly after the event:** Email your attendees to thank them for a great action. Immediate follow up is important for recruitment and group longevity! Invite all attendees and activists to your next event. If you don't have an event on the books, make sure to send them an email anyway to see if any of the attendees would like to learn more about your group over coffee or simply to let them know to look out for your upcoming emails.

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## Hosting A Visibility Action

Making a visibility action happen is easy and straightforward. It's a chance for you to make your voice heard and ensure your neighbors know that we have a voice and we have power.

1. Find a public location that sees a lot of traffic. Great times to host events are during morning and evening commutes!
2. [Check our existing map on Mobilize](#). Don't see your location yet on the map? Time to...
3. [Create your action on Mobilize](#). Click the link, fill out the form with your location and you're good to go. It already includes information for folks to attend with you, but you can add details like where to park, etc.
4. Reach out to the local press with [this press release](#) announcing your action.
5. Spread the word to your friends and neighbors. Encourage them to participate in our day of No Work No School No Shopping.
6. Make or print signs!
7. Talk to your community! Engage them.
8. And finally: take pics of your event and post to social media. Use the hashtags #MayDay2026 #WorkersOverBillionaires

[Check out a checklist with everything you need to have a successful event here!](#)

Remember: safety first! De-escalate potential conflicts. Don't block access. Stay on public sidewalks. Check out the de-escalation resources available [here](#).

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## Hosting A Corporate Action

Corporate actions give us a chance to stand up to the billionaires who are directly causing us harm - and profiting from it.

1. Find a local corporate target - you can find ideas [here](#).
2. [Check our existing map on Mobilize](#). Don't see your location yet on the map? Time to...
3. [Create your action on Mobilize](#). Click the link, fill out the form with your location and you're good to go. It already includes information for folks to attend with you, but you can add details like where to park, etc.
4. Reach out to the local press with [this press release](#) announcing your action.
5. Spread the word to your friends and neighbors.
6. Print flyers to distribute to folks who are pulling into the Hilton or passing by.
7. Review the conversation guide and plan to review it at the beginning of your action with the folks that show up before starting the action.
8. Make or print signs!
9. Identify a different nearby hotel to direct folks to. Bonus if it's a hotel where the workers are part of a union.

Remember: safety first! De-escalate potential conflicts. Don't block access. Stay on public sidewalks. Check out the de-escalation resources available [here](#).

 Spread the Word





## Spread the Word

### Communications Materials

#### [Social Media Graphics](#)

Ready-to-use graphics for Instagram, Facebook, Twitter/X, and more.

→ Post, collaborate with partners, and tag @MayDayStrong where applicable.

#### [May Day GIFS](#)

A shareable library of movement-branded GIFs to amplify Workers Over Billionaires across social platforms.

→ Use in stories, reels, posts, and replies to increase visibility and cultural reach.

#### [Printables](#)

Flyers, posters, and handouts for workplaces, campuses, community spaces, and events.

→ Print locally and distribute widely.

#### [Hype Video](#)

A short, energizing video to build momentum toward May 1.

→ Share across platforms, text threads, and email lists.

#### [Video Clips Rallying Toward May Day](#)

Short, shareable clips from organizers and partners.

→ Ideal for reels, stories, and rapid amplification.

#### [May Day Strong Rap \(1:1 Conversation Script\)](#)

A short, practical script for talking to coworkers, neighbors, and friends about May Day.

→ Use this to recruit, persuade, and move people from interest to participation.

## Why Take Action on May Day?

- **We want our tax dollars to go to schools and housing, not to sending federal agents into our cities to attack and kill our neighbors.** No one should live under ICE violence or militarized occupation, period. Our tax dollars should fund stability and care, not occupation and repression.
  - **Democracy should work for working people, not billionaire interests.** While working families are stretched to the brink, billionaires and corporations are posting record profits and hoarding the wealth our labor creates. That money should be funding housing, schools, healthcare, and the public goods that make life livable.
  - **The Corporations and the ultra-rich have rigged the system and it won't get un-rigged unless working people take big actions together.** Corporations and the ultra-wealthy are rigging the rules to protect their power and shut the rest of us out. A government captured by billionaire interests will not solve a crisis that benefits them without us making it.
  - **Organized people are the only force that has ever stopped authoritarian takeovers and changed the rules to work for working people.** Those who profit from a rigged system will not voluntarily give it up. When working people move together, we can defend our communities, protect our rights, and force the government to put our families over their fortunes.
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## Email & Press Templates

### [Sample Emails](#)

Pre-drafted emails to mobilize your lists and communicate key updates.  
→ Customize and send to members, supporters, or partners.

### [Sample Press Release](#)

Template for announcing your local May Day action to the media.  
→ Localize with event details and spokespeople.

# ⚠ Resources for Safety & Security



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# MAY DAY 2026

## TOGETHER WE STAND

### **Security & Security**

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### **Upcoming Trainings**

Stay tuned for upcoming trainings and additional resources!



DEFENDING  
EDUCATION

 Corporate Targets



# Corporate Targets

## Hilton

Hilton Hotels has chosen to be complicit in the Trump regime's invasions of our cities. After ICE agents spend their days terrorizing our communities and ripping families apart, Hilton is providing the agents with a warm bed and a quiet respite. When one of their franchised hotels in Minnesota bravely refused to shelter ICE agents, the Hilton corporation caved to pressure from the far right and dropped the hotel as a franchisee. Hilton needs to stand with the communities in which it operates and stop enabling the fascists.

## Chevron & Citgo

In November 2025, Billionaire Trump donor Paul Singer bought the previously Venezuelan owned company, Citgo, in a forced auction the country says is illegal. He will reap billions more in profit if we let this criminal occupation continue.

Meanwhile, Chevron is the only US oil company currently operating in Venezuela, also well positioned to expand their operations and squeeze more profit from the country with Rubio's imperial oversight.

Chevron has a long history of harming people and the planet. Because of the company's critical role in supporting Israel's bombardment in Gaza and ongoing displacement of Palestinians, Chevron is already the target of a boycott campaign led by Palestinian rights organizations. Learn more [here](#).

You can click these links to find a [Citgo](#) or [Chevron](#) station near you. [Here's a map of Chevron stations](#) (made by our friends at the Boycott Chevron campaign) that are owned directly by the company, not franchises (this is important because we want to target the Corporations directly; most franchisees are small business owners who are also exploited by the big oil companies and we want them on our side).

## Enterprise Rental Cars

Enterprise has rented more than a thousand cars to ICE agents in the Twin Cities, and more around the country.

We are demanding that Enterprise stop renting to the ICE agents terrorizing our communities.