



Lesson 5

Organize a Rally

Overview

People hosted rallies to demonstrate their opinion and gather support about fair housing in Milwaukee. During this lesson, students will learn the power of a rally when they organize one that addresses an issue that is important to them. Students will choose an issue, develop a coherent message, publicize the event, and create goals for their rally.

Lesson Standards

Wisconsin's Model Academic Standards for Social Studies

Standard B: History

B.12.5 Gather various types of historical evidence, including visual and quantitative data, to analyze issues of freedom and equality, liberty and order, region and nation, individual and community, law and conscience, diversity and civic duty; form a reasoned conclusion in the light of other possible conclusions; and develop a coherent argument in the light of other possible arguments

Standard C: Political Science and Citizenship

C.12.8 Locate, organize, analyze, and use information from various sources to understand an issue of public concern, take a position, and communicate the position

C.12.10 Identify ways people may participate effectively in community affairs and the political process

C.12.14 Explain and analyze how different political and social movements have sought to mobilize public opinion and obtain governmental support in order to achieve their goals

Common Core State Standards for English Language Arts

RH.9-10.4 Determine the meaning of words and phrases as they are used in a text, including vocabulary describing political, social, or economic aspects of history/social science.

Lesson Targets

Students will work in a small group to plan a rally about an issue that is important to them using the provided *Rally Guide*. For the rally, students will

- Choose an issue for distribution.
- Create a leaflet.
- Develop a presentation.
- Form a plan to inform the public about the event.
- Write slogans.
- Make a list of goals.

Materials

- *Vel Phillips: Dream Big Dreams*, segments: 1962 *The Road to Open Housing* through 1967 *Open Housing* (25:47-41:14)
- *Rally Guide* (provided, one needed for each student)
- poster board
- markers
- computers with internet access

Teaching Guide



Organize a Rally - Lesson 5 cont.

Lesson Procedure

To activate their prior knowledge, ask students, “What is a rally? Describe it.” Record their responses.

Next, have students view *Vel Phillips: Dream Big Dreams*, segments *1962 The Road to Open Housing* through *1967 Open Housing* (25:47 - 41:14). Afterwards, discuss rallies and their influence on the fight for fair housing in Milwaukee using questions such as:

- What were the rally participants’ goals?
- Describe the work involved with organizing the fair housing marches during the 1960s.
- How did rally organizers get so many people to participate?
- How did the rally participants know they were successful?
- How did rally participants respond to individuals who disagreed?
- Tell how rally organizers communicated their message to individuals with influence and power in the community.

Provide each student with a *Rally Guide*. Working in groups of three, students should work together to organize a rally. Moderate the students, answering any questions they may have.

Using the guide, students will first choose an issue that is important to them. They then will develop a leaflet and a presentation for their rally.

Next, they must develop a plan to communicate information about the rally to the public, including when and where the rally is held, as well as the purpose of the rally.

Finally, the students develop goals about what they hope the rally will achieve.

.....
name

Rally Guide

Background Information

When Vel Phillips, Father Groppi, and others organized rallies addressing Milwaukee’s fair housing disputes throughout the 1960s, they were creating public awareness about a community issue they wanted fixed. The rallies had the power to give a voice to people who may not have one and encourage elected leaders to take swift action.

Rallies can feature:

- Speeches
- Posters and informational packets (called leaflets)
- Musical performances
- Poetry readings
- Theatrical performances
- Organized walks

A set of common goals or demands to be presented to legislators or other policy makers is a key rally characteristic.

Your Task - Organize a rally to address an issue that is important to you or your community.

Step 1: Choose an issue

You and your group members need to choose an issue that is important to you and something you are passionate about. The issue could be about your classroom or school rules; a law in your community; something a group of people do in your community that negatively affects others.

Summary of your chosen issue.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

State who this issue affects.

.....

.....

.....

Step 2: Create a leaflet

Prepare a leaflet (a short informational sheet), summarizing the importance of the issue and your goals regarding its resolution. Your leaflet should include

- A large title or a headline about the issue
- A short statement summarizing your position
- Photos or cartoons that illustrate the issue
- Quotes or statistics about the issue

Step 3: Develop a Presentation

How will you grab people's attention at your rally? What will you do or say to make them as passionate as you?

Develop a presentation your group will make at the rally. Your presentation should include at least one speech and one performance (musical, poetry, theatrical, march, etc.). Be sure your performance helps people remember the rally's issue.

Write a thesis statement for your speech.

.....

.....

.....

Write three supporting details for your thesis statement.

1

.....

2

.....

3

.....

Rallies usually have slogans. Write three or more memorable slogans for your rally.

People often prepare rally tools, such as signs or chants, before attending a rally. Write two or three sentences instructing rally participants to prepare rally tools. Encourage them to use the rally slogans.

Write an engaging and informative invitation to your rally. Use your ideas and information from the previous sections.

Step 5: Rally Outcomes

Rallies are one way to create awareness about an issue. Not only do rallies attract the public's attention, they also gain the attention of community leaders who can help fix an issue.

How will you know if your protest is successful? Develop a list of at least three outcomes you hope to achieve from hosting your rally.

1

.....

.....

.....

.....

.....

2

.....

.....

.....

.....

.....

3

.....

.....

.....

.....

.....