

# wear orange

## supporter toolkit 2024

Friday, June 7th will be the 10th National Gun Violence Awareness Day, followed by Wear Orange Weekend, June 8-9, 2024. During #WearOrange, everyone who believes we can and must solve the problem of gun violence in America will take action and stand together in a bold statement of resilience and fortitude as we advance our efforts to prevent gun violence.

### THE ORIGIN OF WEAR ORANGE

On January 21, 2013, Hadiya Pendleton, a high school student from the south side of Chicago, marched in President Obama's second inaugural parade. One week later, Hadiya was shot and killed on a playground in Chicago. Soon after this tragedy, Hadiya's childhood friends decided to commemorate her life by wearing orange, the color hunters wear in the woods to protect themselves and others.

Wear Orange originated on June 2, 2015 — what would have been Hadiya's 18th birthday. Now, it is observed nationally on the first Friday in June and the following weekend. The color orange has a long and proud history in the gun safety movement. Whether worn by hunters in the woods of Pennsylvania, activists in New York City, or Hadiya's loved ones in Chicago, orange honors the more than 120 lives cut short and the hundreds more wounded by gun violence every day — and it demands action.

### WEAR ORANGE 2024

We invite individuals and communities to come together to elevate Wear Orange. First, check to see if there is an event already being hosted in your community that you can join by [searching online](#). If you're motivated to host your own event, please review this guide and join our event host support calls on [May 16, 2024](#) and [May 30, 2024](#).

### BUILDING YOUR WEAR ORANGE EVENT

It is important to remember Wear Orange is nonpartisan, inclusive, and serves as an entry point for thousands of people to get involved and take future action to prevent gun violence. Supporters are encouraged to create accessible and inclusive events open to all wishing to join the movement to end gun violence.

**PLEASE NOTE:** Wear Orange is a nonpolitical, nonpartisan campaign that amplifies awareness for gun violence prevention. Wear Orange events are supported by the Everytown for Gun Safety Support Fund, a 501(c)(3) charitable organization, which may not intervene in elections. Accordingly, Wear Orange activities, communications, and events must remain focused on awareness and education, and may not include electoral activity or legislative advocacy.

Once you've determined the details of your event, to be listed on the official Wear Orange event page, please submit them through our request form (listed below).

## Event Planning

1. All events should take place between **June 7-9, 2024**. Everything else is up to you!
2. Below are some examples of Wear Orange actions and events:
  - Peace Walks (avoid activities that need permits)
  - Local Community Artwork (painting of graffiti bridge, poetry slam)
  - Popsicles/Picnic in the Park
  - Wear Orange Social Media Photo Booth
  - Turn your business/company orange (window front display, staff activities)
  - Submit a Letter to the Editor raising awareness for gun violence prevention
  - Other ideas? Email [wearorange@everytown.org](mailto:wearorange@everytown.org) for guidance.
3. Submit your event details to be listed as an event online. Please use the form that is assigned to your state:
  - [Midwest Request Form](#) (CO, IL, IN, IA, KS, MI, MN, MO, NE, ND, OH, SD, WI)
  - [Northeast Request Form](#) (CT, DE, DC, KY, ME, MD, MA, NH, NJ, NY, PA, RI, VT, VA, WV)
  - [Southern Request Form](#) (AL, AR, FL, GA, LA, MS, NC, OK, SC, TN, TX)
  - [Western Request Form](#) (AK, AZ, CA, HI, ID, MT, NV, NM, OR, UT, WA, WY)
4. Enter your contact details and information about the event including event name, date, time, location, and description.
  - **Event Name:** Use the following event naming protocol: State Abbreviation-City-Event Name.  
Example: FL-Tampa-Wear Orange Picnic
  - **Event Type:** **Wear Orange** will be selected by default.
  - **Description:** A simple, yet descriptive overview of your event that will be **visible on the RSVP link**.  
For example: Join Tampa gun violence prevention supporters, community organizations for a family-friendly community safety fair. All are welcome!
5. Once your event is approved, you'll receive an email with the subject line *THANK YOU for hosting a Wear Orange event*. Bookmark this email as you will use it throughout the planning process for your event. It will include your RSVP link to share with your network to recruit participants. You'll be able to monitor the page to see RSVPs and check people in at the event. By using these tools, participant contact information will be shared with Everytown organizations.

Please note that the Wear Orange Team at Everytown for Gun Safety Support Fund reserves the right to make a final determination about whether an event will be included on the Event website.

6. Get prepared: We will be holding event support calls on [May 16th](#) and [May 30th](#) to answer any questions you might have and make sure you have all the answers you need!

## PUBLICIZING YOUR EVENT

By creating your event in our system, subject to approval, it will be included in our national recruitment messages and will be published on our [Find an Event website](#) and [Demand Action App](#). This is the best way to have the biggest impact! We will also be able to follow up with you and the people who attend your event to keep you all involved in the gun violence prevention movement. After you create your event, we will send you instructions about how to see who has signed up and how to mark who attended your event, as well as additional resources and invitations for our event host prep calls.

## Event Promotion: Get the word out!

1. **Signs and Promotional Flyers:** After you create your event, you can create a digital flier ([full page](#) or [half page](#) on Canva), [print placards](#) or make homemade signs.
2. **Connect with your local Moms Demand Action chapter:** You can contact them by emailing [your state name]@momschapterleaders.org (ie newyork@momschapterleaders.org). If you're a student, reach out to students@everytown.org to be connected to other local student groups.

3. **Recruit:** Use your personal network to recruit participants. This might include friends, family, coworkers, community organizations and more. Moms Demand Action and Students Demand Action local groups should use their recruitment tools like phone banking, peer-to-peer texting, emails, and more to recruit for their events. If you are not involved with a local chapter, consider getting in touch with local leaders (above), and they may be able to help you. We will also have national emails and texts that will include the event lookup page. Your approved event will be listed there, as long as you submit it through the process above.
4. **Involve community partners in planning and promotion:** Consider involving partners in planning and ask everyone to share the event with networks and on social media.
5. **Wear Orange:** Whether it is an official shirt or just something else orange!
6. **Post on Social Media:** Join the nation by posting pictures of your event on social media with #WearOrange.
7. **Check in attendees:** You'll receive details once your event is approved, and this will allow folks to engage in future gun violence prevention efforts.

## Messaging Guidance

Across America, supporters will be talking about National Gun Violence Awareness Day and Wear Orange. The notes below are being shared with all hosts to unify our message:

- We Wear Orange to demand a future free from gun violence. Orange symbolizes the value of each person's life and we wear it to honor those killed, wounded or impacted by gun violence, and to call for an end to this crisis.
- National Gun Violence Awareness Day is an annual event that takes place on the first Friday in June, and marks the beginning of Wear Orange Weekend. Wear Orange is dedicated to honoring the lives of people in the United States affected by gun violence and elevating the voices of those demanding an end to gun violence.
- Wear Orange originated on June 2, 2015 — what would have been Hadiya (Ha-dee-ya) Pendleton's 18th birthday. It began with teenagers in Chicago, who wanted to honor their friend, Hadiya, after she was shot and killed. Today, Wear Orange honors Hadiya and the more than 120 people shot and killed every day in the United States, as well as the hundreds more who are wounded and the countless others who witness acts of gun violence.

## Social Media Best Practices

- Use your social media (Facebook, X, Threads, Instagram, etc.) to **honor survivors, raise awareness**, and illustrate the power of the movement by sharing your event.
- Your social media is most powerful when it reflects your unique voice.
- If you are supporting the event as a business or organization, use your handle and **#WearOrange** in all of your posts, use **@Everytown @MomsDemand and/or @StudentsDemand** if appropriate.
- Include a photo of you to personalize your post, orange-themed selfies at events are great!
- Visit [wearorange.org](https://www.wearorange.org) for more information and be on the lookout for event host meetings and calls.

### Example Post

This weekend, I #WearOrange in [YOUR CITY, YOUR STATE]

- “in honor of [LOVED ONE/MY FAMILY/SURVIVORS etc.]”
- “because I'm a hunter, and I know gun safety saves lives.”
- “because organizations like [ORGANIZATION YOU ARE SUPPORTING] continue to make a difference and reduce gun violence in my community every day”

**Thank you for hosting a Wear Orange event as we raise awareness for gun violence prevention!**