

Teachers: March for Science

A How-To Guide for Teachers
to Organize or Join a March



Hello.

On April 22 people around the world will head out into the streets to celebrate science, highlight the critical role it plays in each of our lives, and increase the sense of connection between the scientific community and society at large. The main march will take place in Washington D.C., and thousands of people are expected to travel to it; but even more will be joining satellite marches in cities and towns around the world.

This is going to be a big deal. For the days leading up to and following the march, the news will feature stories about science and the march and run opinion pieces from scientists and science-lovers. Friends will talk about it at the coffee shop, and families will talk about it over meals. People will be paying a lot of attention to science (as we all should) and increasing their understanding of its huge & positive impact on their lives & their futures.

We think this is awesome.

We also think the march is an ideal moment for science educators to stand up and be recognized as pillars of the scientific community. After all, every groundbreaking particle physicist, society-shaping innovator, life-saving surgeon, and forward-thinking businessman had a teacher help them find the spark of inspiration that drove them to reach such great heights; and in classrooms around the country teachers are shaping the minds and hearts of every future Einstein, Grace Hopper, and Neil deGrasse Tyson. Even if we all can't be scientific heroes, none of us can ignore how important our teachers were in shaping how we approach science, investigation, and experimentation.

Since we are such big fans of science educators, we want to do them a solid and help to make it just a little bit easier for a teacher to join a march and share their march experiences, which will give everyone else a chance to thank them for all they do to promote science and truth and prepare all of us for the future.

So with that in mind, we have put together this little toolkit that has some helpful information about the main march in D.C. & how to join a satellite one. It also includes some language and templates to help you make those funny signs kids love these days, plus some tips for sharing things on Facebook and other social internet sites, and a few other goodies. All we ask in return is that you share this with others – especially teachers – and encourage them to join you at the march.

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The Topline Info

What is it?

The [March for Science](#) is a rally, teach-in, and march being held to celebrate science, highlight its essential role in our daily lives, and encourage increased understanding of the value of investing in it.

Who is it for and who is going?

The March for Science is a non-partisan effort (just like science itself!) supported by a diverse group of people and organizations from every sector: scientists, academics, museums, professional associations, companies, advocacy groups, unions, students, and teachers. This makes sense because we all benefit from science, we all need science, and we all should support and celebrate science.

When is it?

The March for Science will take place April 22, 2017 – Earth Day.

Where is it?

The main march is in Washington D.C., but there are going to be satellite marches seemingly everywhere! Seriously, there will be at least 428 officially recognized satellite marches taking place around the world. They will be in all 50 states and in 43 countries on 6 continents. The most up to date list of satellite march locations can be found [here](#). Each satellite march has a team of local organizers and its own unique website and/or social media presence with information about start times, locations, and other relevant details.

Additionally, if you are interested in attending a march but there isn't one near your location, it is possible to host your own satellite march. You can find more information on that option [here](#).

How To Connect with Other Teachers or Teacher Supporting Organizations

The March for Science is all about highlighting how important science is in our lives and to our future. As we all know, without science teachers, there would be no scientists, science lovers, or even scientifically literate people - so encouraging strong teacher presence and amplifying collective teacher voice before, during, and after the march is not only important to do, but also the right thing to do.

One of the best ways for science and other teachers to be recognized is to march together, and below are a few tips on how to make that easier for you:

Make it Official

[Register](#) for the March for Science and let them know that you are a teacher!

You Know People

Ask your colleagues and teacher friends if they are planning to participate. If they are, coordinate your participation; if they are not, encourage them to join you. While you are at it, ask anyone you know that is either a science educator, related to one, friends with one, used to be one, thinks they are awesome and would love to show their support for one (or all of them)...you get the idea. Tell them you'd love for them to join in on the fun and bring them along!

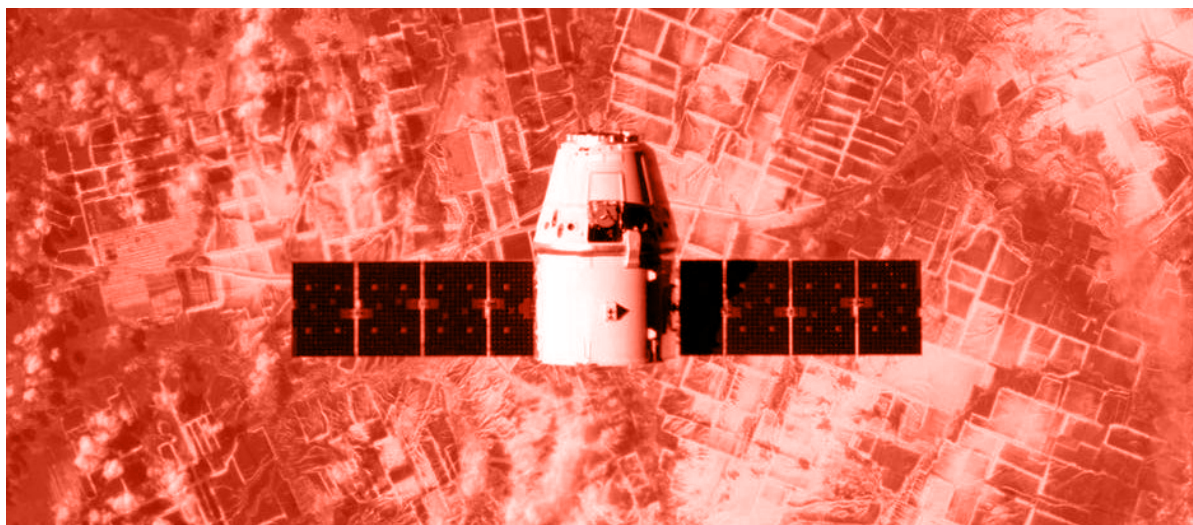


Washington D.C.: It Isn't Just for 8th Grade Class Trips

The Washington D.C. March for Science is the big kahuna, and there will be a ton of people going. Several large teacher-serving organizations like the National Science Teachers Association and the American Federation of Teachers are official partners. If you are planning on joining the D.C. March, the best first step is to contact one of the teacher-serving organizations that is partnering with the March for Science and let them know you are planning to

march. Ask them for details on teacher-specific meet-up points or for a contact person to coordinate with. Here is a list of teacher serving organizations that are [March for Science Official Partners](#):

- + American Association of Physics Teachers
- + American Association of University Professors (AAUP)
- + American Federation of Teachers
- + Association for Science Teacher Education
- + The Field Museum
- + National Association of Biology Teachers
- + National Association of Geoscience Teachers
- + National Coalition of Native American Language Schools and Programs
- + National Earth Science Teachers Association (NESTA)
- + National Center for Science Education
- + National Science Teachers Association
- + Natural History Museum
- + New York Academy of Sciences
- + New York Hall of Science



Satellite Marches: We Aren't Talking About Sputnik

Do you remember the part above where it said there will be over 425 satellite marches on April 22nd? That is a lot of marches, and chances are it means there is a march much closer to you than the one in D.C. (even though that also means you can't go to Ben's Chili Bowl

afterwards). Oh well, we are just glad that there are so many because it makes it that much easier for all of you to join one!

So, if you are attending a satellite march, here are a few things we suggest doing beforehand to make it an even more awesome experience for you:

Do Your Homework First

Check the website and/or Facebook page created for your local march for information about teacher-specific meet-up locations. As a reminder, you can find the full list of satellite march locations [here](#). Clicking on a satellite location will take you directly to either the location's website or Facebook page for specific details.

Reach Out

Connect with teacher serving organizations in your area, and ask if they are aware of any efforts to organize teacher participation. Local teacher unions, colleges of education, science museums, libraries, and education-focused non-profits are all great places to start. Many large teacher-serving organizations may not be serving as official partners for the march, but many of their members, employees, alumni, etc. will likely be participating and potentially helping to coordinate teacher participation. Once you've tracked down information on teacher groups participating, be sure to share it wide and far. (See how to do so under "Take Charge" below.)

Take Charge

If you are unable to find teacher-specific meet-up information, double check the Facebook group for info. If you still don't see anything, it's probably time to take matters into your own hands and start a rouge march or, better yet, pick a time and location for people to meet. Then, spread the word by:

01 —

Posting the time and location for the teacher meet-up on the satellite march's Facebook page.

02 —

Sending the information to the march organizer and/or the contact listed on the march's site. Ask them to send it to the group.

03 —

Asking the organizer to connect you with anyone that expresses interest in joining your band of merry teachers.

04 —

Posting regular reminders about the time and location in the days leading up to the march (while you are at it, share this toolkit as well!).

05 —

On the day of the march, showing up early with a sign, or some sort of easily identifiable piece of clothing (like a bright colored headband, or neon green socks, or one of those mildly-frightening and slightly too-realistic brain hats) that will make it easier for people to find you. Just remember to tell them beforehand what to look for.

Contacting Satellite March Organizers

Here is a list of the publicly available contact information for satellite marches in a few larger metropolitan areas:

<u>Phoenix, AZ</u>	<u>contact@phxmarchforscience.com</u>
<u>Los Angeles, CA</u>	<u>alex@marchforsciencela.com</u>
<u>San Diego, CA</u>	<u>sandiegomarch@gmail.com</u>
<u>San Francisco, CA</u>	<u>logistics@marchforsciencesf.com</u>
<u>Miami, FL</u>	<u>hello@sciencemarchmiami.org</u>
<u>Atlanta, GA</u>	<u>logistics@marchforscienceatlanta.org</u>
<u>Chicago, IL</u>	<u>info@sciencemarchchicago.org</u>
<u>Boston, MA</u>	<u>organizers@marchforscienceboston.com</u>
<u>Detroit, MI</u>	<u>marchforsciencedetroit@gmail.com</u>
<u>Minneapolis/St. Paul, MN</u>	<u>outreach@marchforsciencemn.com</u>
<u>New York, NY</u>	<u>mutale@marchforscience.nyc</u>
<u>Cleveland, OH</u>	<u>marchforsciencecle@gmail.com</u>
<u>Philadelphia, PA</u>	<u>philamarch4sci@gmail.com</u>
<u>Houston, TX</u>	<u>info@scientistmarchonhouston.org</u>
<u>Seattle, WA</u>	<u>info@seascimarch.org</u>

Be Visible

Nothing gets people's attention like visuals. Here are a few suggestions from us:

01 —

Make signs that highlight the essential role of science educators in the scientific community.

02 —

Host a poster-making party the week before or of the march. This will also help you spread the word about the march.

03 —

Make several posters. Then, hand them out - you might make a friend or run into

another teacher that somehow wasn't aware of your organizing efforts (you can make them your friend too if you'd like). Below you will find a few ideas that you can feel free to use and/or share with others.

04 —

Focus on celebrating science and science teachers. Make messages cute and clever, but keep them positive and optimistic. Doing so will help all of us reach an even larger audience.

Sign & Poster Templates

Don't worry if you are drawing a blank and can't think of something incredibly witty or heartfelt to write on your sign, we've got you covered. Here are a few ideas you can totally claim you thought of on your own:

**Behind every great
scientist is a great
science teacher.**

**Science teachers
enable exploration,
innovation,
and invention.**

**Science teachers
put our kids on the
frontier of discovery.**

**Teachers plant the
seed of curiosity for
the next generation
of innovators.**

**Every child deserves
the right to an excellent
education—including in
science, technology,
engineering, and math.**

**I'm a teacher
and I march for
_____.**

**I'm marching for
science because
_____.**

**I'm a teacher and every
day in my classroom
is a March for Science.**

**I teach science
so my students will
become scientists
and Senators.**

**Teach science
→
create scientists**

**Teaching science
=
inspiring innovation**

**This is what a science
teacher looks like!**



Documenting and Sharing Your Participation in the March

Sharing your march experience with friends, family, colleagues, neighbors, pets, and the random strangers who are checking out your Instagram is really important and useful (and not just because it creates some serious FOMO). This march is about the importance of science in our society, and teachers showing up, being recognized, and amplifying their stories will help increase awareness of their essential role in the scientific community.

So here are a few readymade tweets and Facebook/Instagram posts that you can use to share your experience and finally put your amazing selfie skills to use for the common good. We suggest you use these two hashtags in any of your posts so people will know you are representing your science teacher crew:

#teachersmarchforscience
#einsteindidntteachhimself

For the lead up to the march —

Tweets

I'm showing up for #ScienceMarch on April 22 because science teachers fuel progress and innovation in America.

On April 22, I'm marching because every child deserves the right to a well-rounded education, which must include STEM #ScienceMarch.

I'm going to the #ScienceMarch because supporting science fundamentally includes supporting teachers. Join me? bitly.com/teachersmarchforscience

Facebook & Instagram Posts

I'm going to the @marchforscience because marching to support science fundamentally includes supporting teachers. Join me? #ScienceMarch bitly.com/teachersmarchforscience

The spark of curiosity and discovery is in every single kid I teach. I'm going to the @marchforscience because I want each of them to have the chance to turn that spark into a flame. Will you join me? #ScienceMarch bitly.com/teachersmarchforscience

Every student I teach deserves an excellent STEM education. Agree? Join me at the @marchforscience on Earth Day #ScienceMarch

Why I @marchforscience: _____ *[Your story is powerful. Join the conversation and tell your Facebook friends why you're standing up for science on April 22nd by creating your own status that begins "Why I @marchforscience:"]*

For the day of the march —

Tweets

I'm at the #ScienceMarch because I'm a teacher and we can't advance science in the United States without empowering teachers and students.

The next Marie Curie could be in my classroom. She deserves an excellent and well-rounded education that includes STEM #ScienceMarch

Science teachers enable America's continued leadership in exploration and innovation #ScienceMarch

Science unites all people & parties b/c curiosity & discovery are fundamental to human experience – and my students' learning #ScienceMarch

Facebook & Instagram Posts

I'm at the @marchforscience because I'm a teacher and we can't advance science in the United States without empowering teachers and students with great science-based education. #ScienceMarch

Science teachers enable America's continued leadership in experimentation and invention @marchforscience #ScienceMarch

The next Marie Curie could be in my classroom. She deserves an excellent and well-rounded education that includes science, math, engineering, and tech. @marchforscience #ScienceMarch

Why I @marchforscience: _____ *[Your story is powerful. Join the conversation and tell your Facebook friends why you're standing up for science on April 22nd by creating your own status that begins "Why I @marchforscience:"]*

Following the march —

Tweets

Every day I walk into my classroom to teach my students #STEM is a #ScienceMarch. Saturday, I marched; tomorrow, I march again.

I marched at the #ScienceMarch because all my students deserve an excellent science education.

The look of wonder my students have during science class is why I went to #ScienceMarch. All kids should have that.

Facebook & Instagram Posts

Every day I walk into my classroom to teach my students #STEM skills is a @marchforscience. On Saturday, I marched in [town] so that my students can get the education they deserve. Tomorrow, I march again to see that they will. #ScienceMarch

Why I @marchforscience: The look of wonder and curiosity when my students make a new discovery. For me, the #ScienceMarch was about giving every student a great science education and a chance to experience that feeling.

Why I @marchforscience: _____ *[Your story is powerful. Join the conversation and tell your Facebook friends why you marched for science on April 22nd by creating your own status that begins "Why I @marchforscience:"]*

Final Checklist

Just when you thought you were done....Here a final task: a list of all the things you'll need to do make sure your March for Science participation is as great as you are:

- ☐ Register for the march [here](#).
- ☐ If you aren't going to Washington D.C., find the location of the nearest march [here](#).
- ☐ Ask friends/family/colleagues if they are planning on or interested in attending.
- ☐ Reach out to teacher-serving organizations associated with the march for any teacher-specific information they might have.
- ☐ If relevant, connect with satellite march organizers and ask if there are any existing efforts to organize teacher participation.
- ☐ If not, determine a time and location for teachers to meet, and share that information with the satellite march organizers as well as teacher-serving organizations in your area, colleagues, and friends.
- ☐ Make signs, posters, t-shirts, or anything else that highlights your status as a teacher and a vital part of the scientific community.
- ☐ Share your march experiences widely. Post pictures and videos, use hashtags, make your presence known.
- ☐ Have fun, be heard, promote science, champion teachers.