

How To MARCH FOR SCIENCE : Sign-Making Guide

SAN DIEGO

Key Points

- **Be positive:** Show what we are *for*, not what you are against
- **Be personal:** What does science mean to you? How are *you* a scientist?
- **Bring props:** A small sciencey thing to spark conversations
- **Use the in-law test:** If you showed this to your aunt / uncle / in-law with different political views, would they be more likely to join you in supporting science?

Specific Tips:

1. At the top of your sign, above whatever other message you have, write what science means or does for you. If you are in STEM, write what you do and how it's saving the world, in 10 words or less. Run it by some 8-year-olds to be sure it makes them say "wow!"
2. Avoid slogans that would make someone with a different viewpoint less likely to agree with you on science. Don't resist - transform! No clenched fists - we're not fighting against, we're inviting everyone to join!
3. Attach the appropriate logo (on the next page) to help show the diverse types of Marchers For Science.
4. Bring a small, easily carried prop (being sure to follow your march's safety instructions). Wear a part of your field gear, bring something you use in lab, carry a model of what you study, or bring something sciencey that inspires you. This is a once-in-a-lifetime opportunity for science outreach; use it to spark conversations!

Non-Partisan, But With A Policy Message

Science is for everyone. Science is done by all types of people for all types of people, and political ideology is just as valuable a form of diversity as any other. March For Science aims to bolster this public support from both sides of the aisle. The amazing enthusiasm for these marches presents us with a unique and powerful opportunity: if we can unite around anything, it's science. These marches are about inviting *everyone* to support science.

Evidence Says: Be Positive

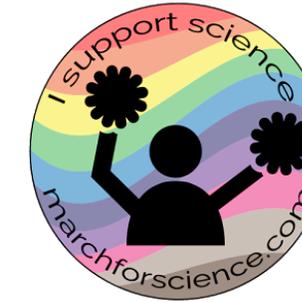
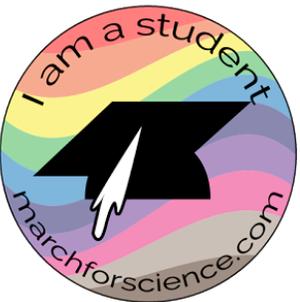
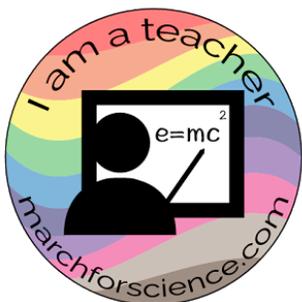
As a rally for science, it's only appropriate to use an evidence-based strategy! Social science shows telling people they're wrong does not work, and attacks only make people less likely to agree with your message. Instead, let's show why science is something everyone can support. Our goal for the day after March For Science is that reasonable people from *all* parts of the political spectrum will wake up and think, "Science is cool, and it's for people like me."

What are we for?

Public policy that both supports, and is supported by, scientific research.

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