

# VALENTINE'S DAY WEEKEND 2015

## CREATIVE WENDY'S ACTIONS

This Valentine's Day we aren't sending flowers to Wendy's – we're sending the lone fast food holdout a clear and strong message: The #FairFoodNation supports the Fair Food Program, and you should, too!

We utilize creative actions to engage the public in a manner that is fun but also informative and imaginative. Creative actions can occur in varied shapes, sizes and forms from street theater to vigils. Below you'll find some ideas and helpful tools for getting started on developing your own creative actions.

### THE PLANNING PROCESS

When developing your action begin by thinking through your goals and options; consider how our action relates to the larger strategy on your campus and Boot the Braids nationally. Develop a clear understanding of what you are trying to communicate and to whom. These are some questions that can be useful to guide your planning process:



- ♥ **What is your goal for this action?** Is it to inform or build consciousness? Is it to escalate pressure on decision makers? Is it to bring visibility to your campaign? Is it to persuade a certain constituency of people?
- ♥ **Who is your audience for this specific action?** Is it an administrator? The student body? Local Wendy's management?
- ♥ **What messaging, style, and mode of delivery will be most effective in engaging that particular audience?** What does your audience care about? What do you want them to take away from your action?
- ♥ **Is the action fun?**
- ♥ **Does it raise participants' morale?**
- ♥ **Will it garner media coverage?**

## TYPES OF CREATIVE ACTIONS AT A WENDY'S LOCATION

### Huge Valentine Card Drop Off:

Use a large piece of cardboard poster paper, fold it in half to make a card. You can also cut it into a heart. Write a clear and direct message on it and have others write their names on it. (This could be a great tabling activity to invite more people to participate). Take the card to the Wendy's restaurant near you! Drop it off with the store manager to let Wendy's know that people across the country want them to get on board with the Fair Food Program!

### Valentine Cards Drop Off:



Make creative Valentine's directed to Wendy's and have students and the community write a clear and direct message on it. Drop the cards off at your local Wendy's and pass them out to customers inside the store and save some for the managers, too! You can do this with a large delegation all at the same time or you can use a trickle tactic throughout the day, sending smaller groups in with 2-3 people.

### Bouquet of Tomato Roses:

Very similar to sending V-Day cards, except your Valentine's can be in the form of tomato roses – with your messages written on the tomatoes! You can do this with construction paper of different colors. Make sure you direct your message to Wendy's!

### Teatro/Street Theater:

Street theater is an engaging and innovative way to communicate your message in public spaces: short skits performed on sidewalks or street corners, pageants, parades, costumed processions, accompanied by puppets and music are common forms of street theater. Effective street theater surprises and intrigues an audience, brings in passersby, garners media attention, and, importantly, energizes your group internally. You want to make sure that your message is clear, concise and easy to understand.



**Boot the Braids Schools:** Breaking up with Wendy's. "This relationship isn't working, we need to go our separate ways. We want Wendy's out of our hearts and off our campus."

**Non-Boot the Braids Schools:** Tell Wendy's to finally say "I do" by proposing. "Wendy's will you join us in this mutual partnership? Wendy's will you join the Fair Food Program?"

**Any group – or anyone – can propose to Wendy's:** "This partnership isn't going to work until you join the Fair Food Program!"

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### **Serenata/Serenade for Wendy's:**

Other examples to think about when composing songs:

#### Tune of Biz Markie's "Just A Friend"

"Oh Wendy's you....., you got what I need.  
Just pay one penny more, just pay one penny more.  
Oh Wendy's you....., you got what I need.  
So just sign the a-gree-ment, so just sign the a-gree-ment."

#### Tune of Lorde's "Royals"

"I've never seen exploitation in the flesh,  
Until Wendy's didn't care for farmworkers,  
And I'm not proud of your lack to pay,  
One penny more, to those who pick your tomatoes"

"But everybody's like Fair Food Program  
supportin' is the best, pay one cent more, we'll give you a rest  
You say you don't care, you're participatin' in your dreams.  
But everybody's like join Fair Food Nation, now is the time.  
We want justice, respect and dignity  
We all care, you gotta get with Program"



## Valentine's Poems for Wendy's:

There are many ways to spin cutesy poems and turn them on Wendy's as a way to pressure them to join the Fair Food Program. You can incorporate these in your Valentine's cards or in theater pieces, etc.

Here is one example:

Roses are red,  
violets are blue,  
thirteen have signed,  
so, now, you should too!

Things are a-changin',  
so please do your part,  
make your food fairer,  
and don't break our hearts!

## ACTION CHECK LIST

This check list is a helpful tool to make sure you are prepared. Depending on your action, part of this list may not be needed.

- Outreach plan: Make a list of people you can reach out to.
- Make list of materials you'll need and organize an art-making hangout session.
- Sign in sheet so you can follow up with people who come to the action!
- Make sure you have all the materials you need: Manager letter, megaphone, camera, Valentine's, art, flyers, buttons, sign in sheets...etc.
- Interpretation before and during the action: anticipate this and prepare.
- Chant/ánimo leaders: Have printed chant sheets so people can follow along. Assign chant leaders to begin first chants and hype up the team. BE EXCITED!
- Assign a photographer, videographer, and social media point person.
- Flyering: Have point people to flyer around the action so viewers and passer-bys know why you're there and know about the Wendy's campaign!
- Media contact: Designate a person who will outreach to media and who will be prepared for possible interviews. This person should also send out several press releases Make sure everyone who is present at the actions knows that they should direct media to that designated person.
- If possible, have a DRUM TEAM! Or great music on a speaker or musica en vivo, live music como por ejemplo, for example jaranas, pots and pans!!
- Report backs: Have a point person write a report to send to the network about details regarding the action.

## TYPES OF CREATIVE EDUCATIONAL ACTIONS TO DO WITH LOCAL STUDENT AND COMMUNITY GROUPS

All of the suggestions below can work great for group tabling or community meeting to bring awareness to your Wendy's Valentine's Day action!

### Flyers:

Cut the Wendy's flyer into a heart shape and glue it to colorful construction paper.

### Badges:

Cut hearts out of felt and glue a penny on it and write "1 penny more" so you can safety-pin it to shirts or backpacks.

### Flowers:

Give flowers away with informational flyers attached with yarn or string.

### Photo Drive:

Set up photo booths and have a photo/selfie drive. Create signs or face cut-out Wendy's poster with messaging around the Boot the Braids campaign. Have people can hold it to take a picture. You can then print them out and deliver them with a delegation to a local Wendy's with a letter. And, as always, share on social media!

## VALENTINE'S CATCH PHRASES

- ♥ The Fair Food Program says, "Wendy's be mine!"
- ♥ Don't break my heart Wendy's, join the Fair Food Program!
- ♥ Roses are red violets are blue join the Fair Food Program, and I'll love you, too.
- ♥ Wendy's food tastes better when picked with love. Join the Fair Food Program!
- ♥ Joining the Fair Food Program shows your customers you care about farmworkers!
- ♥ Wendy's, things between us may work out – if you joined the Fair Food Program!
- ♥ I could fall in love with you...if you join the Fair Food Program!
- ♥ I'll be dreaming of you tonight...joining the Fair Food Program!
- ♥ My love for you will never end.... if you join the Fair Food Program.
- ♥ We'd love you to support farmworkers!



- ♥ Have a heart! Support farmworkers!
- ♥ Have a heart! Join the Fair Food Program!
- ♥ On this Valentine's Day, I want one thing: Wendy's join the Fair Food Program!
- ♥ Will you be my... Fair Food Program participant?
- ♥ The key to my heart is by joining the Fair Food Program!
- ♥ Join the #FairFoodNation!
- ♥ Support Farmworker Justice
- ♥ Wendy's, get with the Program!
- ♥ Your burgers may be square, but your food ain't fair!
- ♥ Up, up with the #FairFoodNation! Down, down with exploitation!

## SOCIAL MEDIA HASH TAGS AND HANDLES

Make sure to tag your social media posts and tweets with the following hashtags and handles. Also, whenever possible include images and links in your posts to boost interaction!

- ♥ #EarnedIt
- ♥ #Frosty
- ♥ #FairFoodNation
- ♥ @Wendys
- ♥ @FairFoodProgram
- ♥ @ciw
- ♥ @sfalliance
- ♥ @alliance4ff

## VIDEO LINKS

As a resource, we've attached links of videos of creative actions that have been done in the past. Please use these to get inspired! And if you come across or know of any other photos and videos from past actions, make sure to share them with us via email: [organize@sfalliance.org](mailto:organize@sfalliance.org)!

- ♥ Bay Wendy's Valentines Action 2013  
<https://www.youtube.com/watch?v=b2UOtn50PAk>
- ♥ Do you know your tomatoes? University of Oregon 2014  
[https://www.youtube.com/watch?v=O\\_sqghm07v4](https://www.youtube.com/watch?v=O_sqghm07v4)
- ♥ Ohio State Student/Farmworker Alliance Action  
[https://www.youtube.com/watch?v=HljrOMM\\_rZA](https://www.youtube.com/watch?v=HljrOMM_rZA)
- ♥ March on Wendy's for Farmworker Justice - Columbus, Ohio  
<https://www.youtube.com/watch?v=FSLBiQuqwHU>