



## **ACT NOW FOR DARFUR:**

### **A GUIDE FOR EVENT ORGANIZERS**

April 2009 will be an important time for Darfur and Sudan. An arrest warrant has been issued for Sudanese President Omar al-Bashir. Darfuris will have been displaced by genocidal violence for six years. The struggle for comprehensive peace in Sudan will continue, and national elections will be looming. President Obama will have been in office for nearly 100 days.

April is also Genocide Prevention Month, which will include commemorations for the Bosnian, Rwandan, Cambodian and Armenian genocides and the Holocaust throughout the month.

To capitalize on this convergence of circumstances, we need your help to create an environment where President Obama must act for Darfur and all Sudan. When we remember the inaction of world leaders in the face of past atrocities, we must demand real action – not just empty words.

Save Darfur and you – our partners and grassroots supporters – will host a series of events that will help create this environment. These events will support our campaign to make Darfur a priority from “Day One” and support survivors of past genocides who are coming together to demand an end to genocide in Darfur and an end to genocide once and for all. These events will show that there is a powerful constituency of conscience – both in strength and moral authority – that wants the new administration to end the Darfur genocide and promote a just peace in Sudan.

The American people have drawn great attention to the plight of the Darfuri people, and, while the situation remains dire, we now have a president and secretary of state who made serious campaign promises to bring peace to Darfur. We can’t afford to not raise our voices. We can – and we will – hold them to those promises, ensuring that April 2009 will be a time to honor the past *and* lead the world in acting for Darfur.

Add your voice by hosting an event in your community, participating in a commemoration ceremony, signing a postcard to President Obama, lobbying your members of Congress, praying at your house of worship, or asking your local bookstore, library or city council to adopt April as Genocide Prevention Month. Each action is a crucial element in making sure the people of Darfur are a priority.

The Save Darfur Coalition may be able to provide limited financial support to some local April events on a need basis. If you will need such support please email [april@savedarfur.org](mailto:april@savedarfur.org) to receive more information on this program.

## Before Your Event:

- **Download materials or [order a complete kit](#).** If you are not ordering a kit, you will need to order a DVD separately. However, all print materials will be available online.
- **Organize your event.**
  - Choose the style of your event. Each event should include three elements: *Testimony*, a *Participatory Activity*, and a *Call to Action*. Details on these elements can be found in the **At Your Event** section.
  - Find a suitable location where you can watch a DVD or have a speaker, as well as engage in your participatory activity and film your call to action. Make sure to take into account the potential for photo ops and media friendly elements when selecting your location.
  - Read our event planning guide at [SaveDarfur.org/EventGuide](http://SaveDarfur.org/EventGuide) for more tips.
- **Register your event using the interactive map** at [SaveDarfur.org/page/event/create](http://SaveDarfur.org/page/event/create). Please make sure you select “Act Now for Darfur” as your event type.
- **Advertise the event** using the **poster and flyer templates** (*coming soon*) and fill in all the necessary information. Reach out to local news outlets (using the **press tips**) to write about the event or include the flyer in their publication. Make sure to invite the media to cover the event as well! Ask faith leaders to announce the event during services and include it in congregation publications. Announce the event at public libraries and through school information outlets. Be creative and get the word out!
- **Encourage people to sign up** for your event at [SaveDarfur.org/page/event/create](http://SaveDarfur.org/page/event/create).
- **Get your materials ready.** Use the **online event checklist** (*coming soon*) to ensure that you have everything you need for a successful event.
  - Plan for an “**action spot**” located on a folding table or other surface in a high traffic area of your venue.
  - Make copies of the **petitions** for people to sign at your event.
  - Make copies of the **Action Guide** for people to take home after your event.
  - Prepare a **fundraising jar**, with the labels available online, to collect donations from participants. We recommend that you sell the wristbands for \$2 each to raise money at your event.
- **Participate in a conference call on March 24<sup>th</sup> and/or April 7<sup>th</sup>** at 7:00 p.m. EST/6:00 p.m. CST for event updates and instructions. This will also be an opportunity to ask any questions you might have and to see how other people are organizing events. The specifics about the conference call will be available at [www.SaveDarfur.org/ActNow](http://www.SaveDarfur.org/ActNow). *To receive an invitation to participate in the call please register your event online at <http://www.savedarfur.org/page/event/create> ASAP!*

## At Your Event:

These events will be powerful opportunities to honor the past and act now for Darfur. We are hoping that you will customize the pieces of your event to best fit your intended audience and venue. Be creative!

The staff at the Save Darfur Coalition is always here as a resource to guide you, but we are counting on you to develop the best event for your community. Any event that raises awareness, earns media attention, creates energy for the movement or makes connections in your community is sure to be a success!

However, to connect these events in a cohesive, powerful call for action, we ask that you include survivor testimony and the recording of a YouTube video or group photo. These two elements will ensure that the voices of the entire nation are unified as voices for Darfur.

### Part 1: Survivor Testimony

*Hand out postcards as people arrive, so that they can have them filled out by the end of the event.*

Start your event with a small remembrance of the Darfur genocide by showing the DVD, *Voices from Darfur*, or having volunteers [read testimony from the camps](#).

Contact [april@savedarfur.org](mailto:april@savedarfur.org) if you would like help connecting with a Darfuri or other genocide survivor in your community to speak at your event in addition to or in place of the DVD. Speakers may not be available in all areas.

### Part 2: Participatory Element - Make it Your Own

#### Possible Options include:

Rallies, marches and vigils:

- Great ways to unite your community around ending the genocide
- Work best for larger crowds
- Almost always require permits—work with your local government to apply for permits and discuss any law enforcement presence.

A Remembrance Ceremony or Memorial Building:

- Solemn event including prayers for victims and symbolic elements including building a memorial for the victims of the Darfur genocide and other past genocides.

Darfur culture fair or other educational event:

- Teach people about aspects of Darfuri culture or the history of the genocide.

Concert:

- If you have access to local musicians or bands, you may want to invite them to perform at a concert.
- This can be a free concert, which encourages greater attendance, or a benefit concert to raise money for the Save Darfur Coalition or another Darfur focused group. Other coalition members can be found at [SaveDarfur.org/pages/organizational\\_members](http://SaveDarfur.org/pages/organizational_members)

See our Event Guide at [www.SaveDarfur.org/EventGuide](http://www.SaveDarfur.org/EventGuide) for more details on planning these options.

*Encourage people to sign their postcards at this point, if they have not already done so.*

### Part 3: Call to Action and Create a YouTube Video of Your Event

Film a dynamic speaker leading the event participants in the one-minute script provided, then post the video on our YouTube group: [YouTube.com/group/ActNowForDarfur](https://www.youtube.com/group/ActNowForDarfur).

#### Tips:

- The Leader can be anyone who is willing to lead the crowd. It doesn't need to be someone who is an experienced public speaker, so long as they are enthusiastic because the crowd will draw on their energy. This person can be anyone who is passionate about Darfur and can move the crowd to participate, from a young child, to a religious leader, to a political figure. The Leader should try to memorize the script beforehand to keep a good rhythm flowing.
- *A few tips for the leader:*
  - *You can use your hands to point to the crowd when you want them to repeat after you.*
  - *You can put your hand to your ear as if you can't hear them or even say "I can't hear you!" to pump up the crowd.*
  - *If the crowd doesn't catch on right away, you can keep calling out and pointing for them to repeat a couple times and they should catch on.*
  - *If you have people in the crowd who know the script they can get the people around them pumped up and this should help get the momentum going.*
- If you have a larger crowd, it may be a good idea to also have a crowd leader with a megaphone or microphone to lead the responses.
- *While filming this video, encourage the crowd to hold up their postcards and show their green Save Darfur wristbands!*
- If you do not have a large crowd or if you would prefer to do a different kind of YouTube video, we encourage you to take some of the key points of this video script and make it your own. The most important part to include is who you are/where you are from and that you are a voice for Darfur!
- You can also take pictures and post them to our Flickr group [Flickr.com/groups/ActNowForDarfur](https://www.flickr.com/groups/ActNowForDarfur).

#### End the event

- Make closing remarks and thank the audience for coming.
- Use the **action guide** to help your attendees take immediate action now and at home.
- Direct people to tables in the event venue designated as "action spots."
- Collect postcards and petitions and mail them back to us, so that they can be counted.
- Post your video to the YouTube Group [YouTube.com/group/ActNowForDarfur](https://www.youtube.com/group/ActNowForDarfur). *Read instructions here.*

## After the Event:

- **Use the action guide to take immediate and long-term steps to support men, women and children in Darfur.**
- **Log on to [SaveDarfur.org](http://SaveDarfur.org).** There will be many more ways for you to get involved and make a difference.
- **Organize a second event** and reach out to groups and friends that didn't attend your first gathering.
- **Collect petitions.** Use community gatherings, youth groups, clubs and events at congregations in your community to gather them.
- **Follow through.** Brainstorm with your event committee to determine future activities to keep your community engaged.



## One-minute YouTube Video Script

Record this video and post to [YouTube.com/group/ActNowForDarfur](https://www.youtube.com/group/ActNowForDarfur)

*Leader: During his campaign, President Obama promised unstinting resolve to end the genocide in Darfur. Today, we are standing here in [insert community] calling on him to keep that promise by making Darfur a priority. Join me now in calling on President Obama to act!*

### Begin Call and Answer

*Leader: President Obama!*

**Crowd:** President Obama!

*Leader: End the Darfur genocide!*

**Crowd:** End the Darfur genocide!

*Leader: End the Darfur genocide!*

**Crowd:** End the Darfur genocide!

*Leader: Do we want peace?!*

**Crowd:** Yes!

*Leader: Do we want protection?!*

**Crowd:** Yes!

*Leader: Do we want justice?!*

**Crowd:** Yes!

*Leader: Peace – protection – justice!*

**Crowd:** Peace – protection – justice!

*Leader: Peace – protection – justice!*

**Crowd:** Peace – protection – justice!

*Leader: Peace – protection – justice!*

**Crowd:** Peace – protection – justice!

*Leader: When do we want it?*

**Crowd:** Now!

*Leader: When do we want it?*

**Crowd:** Now!

*Leader: Can Obama do more?*

**Crowd:** Yes (he can)!

*Leader: Can Obama do more?*

**Crowd:** Yes (he can)! Yes he can! Yes he can! Yes he can! (Allow the crowd to chant at will)

*Leader: We are (insert community) and we are voices for Darfur!*

**Crowd:** We are (insert community) and we are voices for Darfur!

*Leader: We are (insert community) and we are voices for Darfur!*

**Crowd:** We are (insert community) and we are voices for Darfur!

*Leader: Thank you for coming out today! Let's keep this pressure up and see this through*



## ACTION GUIDE

You have heard the personal testimonies of Darfuris and their call to action. Now you can take action to help the people of Darfur. Here is what you can do right now, tomorrow and in the days thereafter.

### Right Now

- If you have not already done so during the break, visit the action tables. Sign postcards or petitions and gather fact sheets.

### Tomorrow

- Mail in your postcards to be counted!
- Become an advocate by joining the Save Darfur community. Sign yourself up on the Save Darfur Coalition's email list by signing a petition online. We will email you regular updates and opportunities to take action.

### This Week

- Upload your video to [YouTube.com/group/ActNowForDarfur](http://YouTube.com/group/ActNowForDarfur), or visit to see videos from other events around the country.

### April – May

- Advocacy: Meet with your Representative and let them know that Congress must do its part to resolve the conflict in Darfur. Ask them to press the Obama administration to build an inclusive peace process. Tell your Representative to fully fund the programs necessary to stop the Darfur genocide. Visit [http://www.savedarfur.org/pages/pending\\_legislation](http://www.savedarfur.org/pages/pending_legislation) for tips on how to set up a lobby meeting and legislative updates.
- Fundraising: Raise money for relief programs or Save Darfur Coalition advocacy efforts by placing a fundraising jar at your house of worship, designating a day at local schools for Darfur donations or organizing a fundraising auction, concert or dinner within your community.

Please feel free to submit follow-up questions and ideas by emailing [april@savedarfur.org](mailto:april@savedarfur.org).



## Genocide Prevention Month – Act Now for Darfur **PRESS TIPS**

*This tip sheet is to serve as a guide as you organize and publicize your local Genocide Prevention Month Act Now for Darfur event. Getting media attention is a helpful way to raise awareness of the issue in general and is a crucial tool to creating a successful event. Remember, though, that media advocacy is merely another tool in the activist's belt and not an end in itself.*

### Getting Started

- **Get to know the lay of the land.** Look at what media outlets are in your community (daily newspapers, TV stations, radio stations, weekly/community newspapers, websites and blogs). Take note of who has covered Darfur, community events, feature stories, etc. and how they've done it. Look at how similar community events have been covered.
- **Begin building a press list.** Get phone numbers, fax numbers and email addresses (if possible) for all relevant reporters and keep it in a well-organized spreadsheet. If there are organizations sponsoring the event, many times they have press lists from which you can build. Don't be afraid to call the news desk and ask who covers Darfur, as well as who covers events in your community. Be sure to include calendar editors, the people who compile a list of what's going on in town.
- **Know the messages you're trying to get across.** See the fact sheet and activity kit documents for more information. Memorize these. Work them into sound bites and build a case in your head for the event's newsworthiness. Imagine yourself trying to convince a reporter to cover the event.
- **Think strategically.** When planning your event, you can make choices that will help the press outreach. If you want to get cameras (video and photo), make sure there's a good visual – a compelling image like the ones you see on the nightly news. If you're having speakers, think of who is notable and might attract media.

### Materials

- **Press List**
  - Update it regularly.
  - Keep precise notes of messages sent and voicemails left.
- **Media Advisory**
  - This document serves as the "who, what, where, when" for journalists in order to get the event on their radar. It is typically in the future tense. Briefly introduce the event in a paragraph announcement and then spell out the Ws. Make it easy for a journalist to find the event's key stats (speakers, time, location, etc.) just by glancing at the sheet.
  - Download the template media advisory (*coming soon!*) at [www.savedarfur.org/actnow](http://www.savedarfur.org/actnow)
- **Press Release**
  - This document is typically distributed the day of the event and is often included in a press kit at the event. It is written in the past tense and reads like a news article. Make sure to put the piece of news in both the headline and the first sentence. Include quotes from the speakers at the event or the event's organizers.
  - HINT: On occasion, some smaller outlets have been known to take the release and print it with only making a few minor changes. While you can't guarantee this will happen, it is best

- o to make the press release as close to “printable” as possible. This means to keep the text impartial, with the opinions and emotion inserted in the quotes from the speakers.
  - o Download the template press release (*coming soon!*) at [www.savedarfur.org/actnow](http://www.savedarfur.org/actnow)
- **Press Kit**
  - o Sometimes all you need is the press release, but on many occasions it’s helpful to include other information for journalists who cover the event – a speakers list (in order, with titles), speakers’ bios, a background document on the crisis in Darfur, and any necessary fact sheets.
- **Letters to the Editor**
  - o Encourage supporters to write short letters to the editor about the events taking place during Genocide Prevention Month, plugging your local event. These are usually about 200 words, max., but you should check on each individual publication. Give the authors everything they need – talking points, the email address and rules of submitting the letters, etc.
  - o HINT: Write several unique letters yourself and ask your supporters to sign and submit them. This allows you to control the messages going out and also is much easier for the person you’re asking to be the sender.
- **Op-Eds**
  - o Get your event speakers or organizers to write a longer piece about the Darfur genocide and the urgency of acting now to end it. It is often helpful just to call a newspaper and ask if they’d be interested in an op-ed written by your author about Darfur and your event coming up. Op-eds should not be too essay-like. Rather, jump right in and get to the point. (See post-event media relations below).

## How to Reach Out to the Press

- **Send, then call.** Email the advisory and follow up on it that day (within a few hours, if possible). Journalists get plenty of these, so draw their attention to it by calling to make sure they saw it. Leave a message and follow up on it after a day or two; don’t be offended if a journalist doesn’t call you back.
- **Be brief.** News stories require concise, succinct messages that can be made into short quotes or sound bites. But most of all, respect the reporter’s or editor’s time. Journalists are often on deadline and need you to keep it short and sweet.
- **Have a plan.** Know what you’re going to say before you get on the phone. It is often effective.
  - o Confirm he or she has received the document. (If not, make sure you have the right email address and resend it.) “I’m just calling to make sure you saw a media advisory I sent a little earlier today.”
  - o Briefly describe the event. This is your pitch, your chance to make the case of why this event is newsworthy.
  - o Confirm he or she is the right person to be speaking with.
  - o Gauge his or her interest. Sometimes, they’ll say if they’re interested, but most times it’s easiest just to ask “Do you think this sounds like something you’d be interested in covering?”
- **Know the outlet and tailor your pitch accordingly.** If it’s a local community paper, pump up the local angle. If it’s a television station, tell them about the visuals.
- **Make it personal.** Journalists often look to humanize their articles and reports with real-life stories. Consider telling the story of your event through the people who are organizing it or participating in it. Are there local Darfuris or Sudanese people in attendance? Find the compelling stories and use them in your pitches, especially to the journalists who are interested or on the fence about covering it.
- **Make his or her job easier.** Make spokespeople and the event’s organizers available to be interviewed before and after the event. Just because a journalist can’t make it to an event doesn’t mean he or she can’t cover it. (See Post-Event Media Outreach below as well).

# Being Interviewed

- **Before an Interview**
  - Research the interviewer and the outlet
  - Develop 3 to 4 key messages
  - Develop facts, anecdotes or examples that back up the key messages
  - Anticipate difficult questions, but do not be intimidated: you don't always have to give them the answer they're looking for, just the message you're trying to convey
- **Use every opportunity to bridge to your message.** "Bridging" is a rhetorical tool to get from a difficult question or line of conversation to the heart of your message, such as "But the point is...", "But the real question is...", "What is important is...", and "We have to remember that..."
- **Control the Interview**
  - Remember that you are the expert
  - You can't control the questions, only the answers. Use the questions as platforms for your messages.
- **Hook the reporter.** Make reporters listen to your key points by using phrases such as "There are three things your readers/listeners/viewers should know..."
- **Tips for Radio:** For radio interviews, voice quality and expression are critical. Try to picture your audience and speak to them
- **Tips for TV:** Talk conversationally. Use short answers and avoid too much detail. Keep eyes on the interviewer, not on the camera. Natural hand movement is fine, as long as it's not excessive.
- **Tips for Print and Online:**
  - Nothing is off the record – don't say anything you don't want to see in print.
  - Speak in short, complete sentences.
  - Give the sound bites you want to see quoted in the article.

## Timeline

- **Right now.** Start to prepare. Build your press lists. Write your letters. Think of strategy and how you're going to go about getting press coverage for the event.
- **2 Weeks Away:** Send the advisory to target publication's community calendars (sometimes referred to as daybooks), and follow up with a call to confirm. Send in letters to the editor.
- **1 Week Away:** Distribute the advisory by email and make follow-up calls to the calendar editors and your key journalists. You want to make sure it's on their radar and get them thinking about how they're going to cover it. To your top target outlets, pitch a story that would run in advance of the event – a profile on an interesting speaker or even just a preview of the event. Prepare an op-ed, if possible, to run in the days leading up to the event. Keep the letters coming.
- **2-3 Business Days Before:** Resend the advisory. Make follow-up calls to all journalists and ask if they plan to cover the event. Follow up, follow up, follow up! (Don't assume someone received your voice messages). Push for an outlet to publish an op-ed or a preview story to run in advance of the event. Don't let up on the letters!
- **The Day of the Event:** Make one last round of calls to anyone you haven't gotten a solid answer from. (If the event is on a weekend, note that many smaller print outlets probably are not operating. Get your calls to them in before.) Prepare a media sign-in sheet – with name, outlet, email and phone – to keep track of the journalists who come. (See the post-event media for how to work with those who didn't). Distribute the release immediately after, shortly before or – if possible – during the event. If the event is at night, you might want to send it again the next morning.

## At the Event

- **Make the media sign-in visible.** Ask all journalists and photographers to sign in.
- **Ensure that each reporter gets the story he/she wants.** Ask them if they have any questions or if they'd like to speak to anyone. If the reporter wants to talk to the organizers or the speakers, make them available. It's a good idea to keep track of them and even to check in with them on occasion as the event progresses and after it ends.
- **Make sure the photographers have the shot they want.** Same principle at work here.

## Post-Event Media - Immediate

- **Look for the articles and follow up.** Use your media sign-in to keep track of each reporter and what/when they cover the event. Most of the time (except for weekly papers), it's within the first 24 hours. If you haven't seen an article from a reporter you know attended the event, don't be afraid to call and ask when he or she expects to write the story.
- **Follow up on the release.** Remember, just because someone couldn't attend the event doesn't mean they can't cover it. Some smaller outlets that don't have a large number of staff will even run a news story that you can offer to prepare for them. Include photos from the event.
- **Follow up on the no-shows.** Call the reporters who said they would attend, but didn't. You're not looking for an apology, you're looking for a way to get the story written. Ask if they'd like an interview with an organizer or a speaker at the event.

## Post-Event Media – Longer-term

- **Plan.** Think about the post-event media before the event happens. Be creative.
- **Get the most bang for your buck.** Again, reaching out to the press is not about getting coverage for the event; it's about getting your messages to a wide audience. Often, the most important part of a media strategy is the way you capitalize off of the initial coverage of the event to generate more awareness of Darfur and bring more people into the movement.
- **Pitch an op-ed piece** that uses the event as a hook to reinforce your messaging. Send in follow-up letters-to-the-editor thanking outlets for their coverage and reinforcing the messaging.
- **Ask the newspaper to editorialize about Darfur.** There's nothing like a local news angle to get a newspaper editorial board to weigh in on an issue of a much larger scope. Ask the papers that cover the event to consider writing an editorial and get them any information they need.



### **Where is Darfur?**

- Sudan is the largest country in Africa. Located just south of Egypt, it sits on the eastern edge of the Sahara desert.
- Darfur is a region about the size of Texas in western Sudan. Before the genocide it was home to about 6 million people.

### **What has been happening?**

- February 2003 - Fighting broke out in the Darfur region of western Sudan between government forces and two groups of rebels.
- July 2004 - The U.S. Congress unanimously recognized the crisis as a genocide.
- November 2005 - The death toll was estimated at 400,000 people. The Sudanese government still claims that only 10,000 have died in the conflict.
- May 2006 - A peace deal was reached between the main rebel group and the Sudanese government. Two rebel groups, however, refused to sign and the deal later fell apart.
- January 2007 - New Mexico Governor Bill Richardson negotiated a 60-day cease-fire. It was violated only 2 days later.
- May 2007 - The International Criminal Court's chief prosecutor names two war crimes suspects in Darfur. Sudan says the ICC has no jurisdiction and rejects arrest warrants.
- May 2007 - U.S. President George W. Bush imposes new U.S. sanctions on Sudan and asks for support for an international arms embargo to end the genocide in Darfur.
- July 2007 - The United Nations Security Council passed Resolution 1769 unanimously, authorizing the deployment of a United Nations-African Union Mission in Darfur (UNAMID). UNAMID is to be the largest United Nations multilateral peacekeeping force ever deployed, totaling more than 26,000 troops, police, and civilian personnel.
- September 2007 - Twelve African Union (AU) peacekeepers were killed in the deadliest single attack since 2004.
- February/ March, 2008 - The Sudanese government launched three major offensives, resulting in hundreds of deaths and the displacement of nearly 80,000 persons.
- July 2008 - International Criminal Court (ICC) requests arrest warrant for Sudanese President Omar Hassan al-Bashir for war crimes including genocide.
- November, 2008 - Sudanese government declares unilateral ceasefire, then continues attacks within days.
- As of January, 2009 - Only about 12,000 uniformed personnel—roughly 63% of the total authorized force—had been deployed.
- March, 2009 - ICC issues arrest warrant against Sudanese President Omar al-Bashir for seven counts of crimes against humanity and war crimes

*What has happened since? Check out the News Room at [www.SaveDarfur.org](http://www.SaveDarfur.org) to learn.*

## Darfur Fact Sheet (back)

### What are the consequences?

- The UN estimates that 300,000 Darfuris have died.
- More than 2.5 million Darfuris have become internally displaced persons (IDP) and live in camps in Darfur.
- 200,000 Darfuris live in refugee camps in Chad.
- 1 million Darfuris still live in their villages under the threat of the Janjaweed.

### Why is there a conflict?

**Myth:** The crisis in Darfur is an Arab v. African conflict.

**Fact:** The Janjaweed militias, the main perpetrators of the violence, are generally labeled as "Arabs" and the civilians as "Africans", but "identity" was more fluid before the conflict. Differences have since become exaggerated, and divisions are more a result than a cause.

**Myth:** It's a conflict over water resources.

**Fact:** Drought and desertification exasperated tensions between herders and farmers.

**Myth:** It's nothing more than a tribal conflict.

**Fact:** Darfuri rebels are dissatisfied with the government due to Darfur's geographic, political, and economic isolation.

### Who is involved?

**Government of Sudan:** led by President Omar al-Bashir, accused of arming and funding the Janjaweed.

**Janjaweed Militias:** supported by Government of Sudan, these are the main perpetrators of violence, who attack and destroy villages.

**Rebel Forces:** Varied and fractious rebel forces fight the Janjaweed and oppose the government. Two main rebel groups exist: the Sudan Liberation Army/Movement (SLA/M) and the Justice and Equality Movement (JEM). Since the start of the conflict, these groups have split into more than nine different factions, complicating peace talks.

#### **International Community:**

- international organizations: United Nations, African Union
- proponents of intervention: US, UK, France, several EU members
- reluctant states: China, Russia, South Africa

#### **Nongovernmental Organizations (NGOs):**

- Advocacy groups (Save Darfur Coalition, Genocide Intervention Network, ICG)
- Humanitarian groups (Oxfam, Refugees International, International Rescue Committee)
- Human rights organizations (Amnesty International, Human Rights Watch)

### Save Darfur Coalition

The Save Darfur Coalition - an alliance of 180 faith-based, advocacy and human rights organizations - raises public awareness about the ongoing genocide in Darfur and mobilizes a unified response to the atrocities that threaten the lives of people throughout the Darfur region. The coalition's member organizations represent 130 million people of all ages, races, religions and political affiliations united together to help the people of Darfur. For more information on the coalition, please visit [www.SaveDarfur.org](http://www.SaveDarfur.org).



**SAVE DARFUR**

**Donations for the Save Darfur Coalition**



**SAVE DARFUR**

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### Join our YouTube Group

1. Go to <http://www.youtube.com/group/ActNowForDarfur>, click the "Join This Group" link in the upper right corner.
2. You'll have to wait until the Group owner gives you permission before you can post videos or topics for discussion.

Once you've joined a group, it's easy to post new topics for discussion, or add comments to other topics.

### Upload your video to YouTube

Once you've finished editing your video, make sure it's less than 10 minutes, smaller than 1GB in size, and in an acceptable format (.AVI, .MOV, .WMV, and .MPG files), you're ready to upload it.

- Click the "Upload" button in the upper-right-hand corner of any YouTube page.
- Click the "Browse" button to browse for the video file you'd like to upload to our site. Select the file you want to upload.
- Click the 'Upload Video' button to start the uploading process.
- As the video file is uploading, enter as much information about your video as possible in the relevant fields (including Title, Description, Tags, and Category). You're not required to provide specific information, but the more information you include, the easier it is for users to find your video!
- Click the 'Save changes' button to save the updates you've made to the video file.

It can take from a couple minutes to an hour for your video to upload to YouTube. If you're receiving an error with your Upload, you might want to make sure you're attempting to upload a file that's recognized by YouTube. YouTube accepts video files from most digital cameras and camcorders, and cell phones in the .AVI, .MOV, .WMV, and .MPG file formats.

**Please note:** your video must meet YouTube uploading requirements: no larger than **1GB** and no more than **10 minutes in length**. If your video does not meet these requirements you will need to re-edit the video file on your computer then upload the new file to YouTube.

### Add your video to the YouTube Group

Add any video to your group by following the steps below:

1. Go to <http://www.youtube.com/group/ActNowForDarfur>.
2. Click the "Add Videos" link in the top right corner of the main group page.
3. Check the box next to each video you're interested in adding from your uploaded videos, favorites, or individual playlists.
4. Click the "Add to Group" button.