



Participating in Marches and Rallies

A Guide for Appalachian Mountain Club Volunteers



This document provides guidance for when it is appropriate to organize an AMC event to attend an issue-based march, rally, or demonstration. Any such activity must align with our mission and conservation priorities. It must demonstrate our values as an outdoors organization with conservation policies grounded in science. You and your participants are ambassadors for AMC and all we stand for, and this guidance is intended for you to represent AMC accordingly.

By participating in a march, rally, or demonstration, you and your participants will be representing AMC. Anyone participating in and/or watching the event will recognize that the organization is supporting the platform of the event. As such, this action falls under our communications policies in terms of how the club is represented as follows:

- AMC members, staff, volunteers, committees, chapters, camps, etc. cannot make public statements or express opinions/positions on behalf of the organization without the written approval of our Vice President of Conservation. Permission can be sought by a committee chair by contacting AMCConservation@outdoors.org. You can also send questions to this address.
- AMC is a nonpartisan organization and our actions and programs must reflect that ethic and strategy. We communicate with our elected leaders and ask them to support our values and mission. Participants may not carry signs or wear clothing or other visible items (hat, pin, etc.) that endorse or oppose any elected leader by name.
- If you have ideas to share or questions to ask, please get in touch.

What this means in practice is that AMC volunteers can organize participation in demonstrations if they have approval to participate as indicated above, and where the participants may:

- Organize an AMC trip/event by posting it in the Activities Database or on Meet Up.
- Carry a banner or sign with AMC's logo.
- Share your participation through AMC social media and other communications outlets.
- Display signs that express our views such as 'Hikers for Clean Air' or 'Skiers for Climate Action' or 'What do we want? Scientific Data! When do we want it? After peer review!'

Restrictions:

- Do not display signs that present a particular view (either for or against) a specific elected leader or candidate. Best practice is to not name any elected leader or candidate in any way.
- Do not display signs/pins/clothes with inappropriate or explicit content, images, expletives, etc.
- Do not volunteer to be in the 'willing to be arrested' cadre of protesters.
- Do not make statements to the press or media in the name of AMC.
- Do not allow AMC to be listed an event organizer without permission.
- Do not join marches, rallies or demonstrations that are not mission aligned.

Trip listings advertising such events – whether in the activities database, on an email list serve, or on Meet Up – must include the following statement:

The Appalachian Mountain Club is a nonpartisan organization that can advocate for laws, rules, policies, and other outcomes that are consistent with our mission. Our conservation & recreation values know no political allegiance, including our support for a clean and healthy environment, the protection and management of public lands for recreation, and science-based public policy decisions. Participants must refrain from either endorsing or decrying any elected leader by name or nuance through sign or other visible item (hat, pin, etc.).