MARCH FOR OUR LIVES

FIVE YEAR STRATEGIC PLAN 2026 → 2030

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FIVE YEAR STRATEGIC PLAN

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EXECUTIVE SUMMARY

Gun violence is the leading cause of death for young people in the United States, yet progress on gun safety is under assault by far-right extremists and an emboldened gun lobby dismantling hard-won victories. Countering this crisis requires more than policy reform; it demands a cultural force, driven by young people, that sparks urgency and holds accountable the systems and actors enabling gun violence.

March For Our Lives is that force. Our new five-year strategic plan harnesses and reignites the power of young people whose grief and rage ignited a national movement after Parkland. This plan was developed with important input and guidance from partners across the gun violence prevention community.

As the only national gun violence prevention organization founded and led by survivors of the school shooting generation, March For Our Lives is uniquely positioned to mobilize young people at scale. Our expertise in digital organizing, cultural storytelling, and bold accountability campaigns moves youth from awareness to action — and ultimately into the sustained pressure needed to end gun violence and break the gun lobby's grip on this country once and for all.

TO ACHIEVE THIS, WE ARE LAYING OUT AN UPDATED MISSION, VISION, AND FOCUS FOR OUR WORK OVER THE NEXT FIVE YEARS.

MISSION:

March For Our Lives works to educate, engage, and mobilize young people into sustained action that challenges the systems enabling gun violence and creates the conditions for the cultural and policy change needed to make our communities safe.

VISION:

March For Our Lives envisions a future where young people inherit a nation free from gun violence, where the systems that profit from and perpetuate it are dismantled, and where safety is valued above gun industry profit.

FOCUS:

Mobilizing: March For Our Lives engages young people primarily through digital platforms, activating them in key moments such as critical elections, pivotal legislative votes, and major news events like mass shooting responses. Our reach is national, but our impact is concentrated where youth activism is uniquely positioned to shift narratives and outcomes.

Substance: March For Our Lives focuses exclusively on gun violence — its impact, its direct drivers, and the solutions that can end it.

Operations: March For Our Lives complements partner organizations in the gun violence prevention movement by mobilizing young people and building a pipeline of new leaders whose voices will help shape the national debate.

OUR PILLARS:

Our work is driven by four pillars that, together, create a powerful force for change:

1. DISRUPT POWER STRUCTURES THROUGH ACCOUNTABILITY CAMPAIGNS

March For Our Lives will expose and challenge lawmakers, corporations, and cultural figures who enable our country's gun violence crisis. Our youth-led campaigns will use creative, digital-first tactics to generate public pressure, making inaction or complicity carry visible costs. We will lead with unapologetic, youth-driven accountability that makes those in power uncomfortable and forces a response.

2. CONFRONT GUN VIOLENCE APATHY BY ILLUMINATING STORIES OF THOSE IMPACTED BY GUN VIOLENCE

Too often, gun violence is reduced to numbers and policy debates. March For Our Lives will center the lived experiences of young people impacted by this crisis to reframe how the country understands gun violence and to demand action. Through storytelling campaigns, partnerships with artists and influencers, and bold cultural interventions, we will force Americans to reckon with the human cost of gun violence and create the urgency needed for change.

3. MOBILIZE YOUNG PEOPLE INTO RAPID RESPONSE AND SUSTAINED ADVOCACY

Many young people are politically engaged but often lack clear pathways to take action on gun violence. March For Our Lives will close this gap by offering timely, accessible, and meaningful opportunities for advocacy and engagement through a new digital action hub and mobilizing opportunities. By making participation simple and impactful, we will grow a base of young advocates who respond in critical moments and sustain long-term pressure for change. This strategy reflects our namesake: we will march for our lives.

4. CULTIVATE YOUTH LEADERS TO SHIFT PUBLIC UNDERSTANDING AND DRIVE CULTURAL CHANGE

March For Our Lives has always believed in the power of authentic youth voices as the moral force of the gun violence prevention movement. Through our new *March Forward* cohort, we will train, resource, and elevate the voices and stories of young survivors and youth directly impacted by gun violence. Equipped with media, organizing, and advocacy training, these leaders will become trusted movement voices, ensuring the next generation defines the fight to end gun violence.

Our strategic plan is both a roadmap and a declaration: **March For Our Lives will be the definitive youth voice driving a future where young people are safe from gun violence.**

THAT FUTURE BEGINS NOW.

Seven years ago, I was a high school student in Parkland, Florida, hiding from gunfire. In the days that followed, I became something else — **a survivor, an organizer, and ultimately, a co-founder of March For Our Lives.** I will never forget gathering students onto buses bound for the Florida State Capitol, determined to confront lawmakers face-to-face. I will never forget standing on stage at the first March For Our Lives, looking out at hundreds of thousands of people in Washington, D.C. and millions more around the world, and realizing that our grief had been transformed into something powerful: a movement.

Since then, I have carried those memories — and that responsibility — into everything I do. For seven years, I have walked with this movement: through victories and setbacks, through moments of national attention and moments when we had to fight simply to stay alive in the public imagination. What has endured is our purpose. **March For Our Lives was created to turn pain into power, to transform grief and rage into collective action, and to demand a future where young people can live free from the daily terror of gun violence.**

That purpose is more urgent now than ever. The gun lobby is emboldened, and a president who bows to them has returned to power. Once again, we are told to accept the unacceptable. But we know better. After Parkland, we proved what urgency could achieve: states passed new laws, corporations cut ties with the NRA, and millions of young people voted for the first time. We showed the country that **when young people rise, power shifts.**

Over time, though, that urgency waned — and the gun lobby knows it. They are counting on us to forget, to tire, to surrender. Our mandate now is to reignite that fire in young people by building a survivor- and youth-led movement that is digital-first, unapologetically bold, and unwilling to let gun violence be ignored or normalized. A cultural force that makes lasting change on gun violence possible.

This strategic plan is our blueprint for that future. It is more than a roadmap; **it is a declaration.** That we are still here, that we are not done, and that the generation who once marched out of classrooms and into history is ready to lead again.

I am honored to stand alongside you in this fight. The next chapter of March For Our Lives begins now, and it belongs to all of us who refuse to accept a future defined by gun violence.

WITH RESOLVE AND HOPE,

JACLYN CORIN
EXECUTIVE DIRECTOR

THE CURRENT MOMENT

The gun safety landscape is under assault: federal progress on gun violence prevention (GVP) is being rolled back, far-right extremists are increasingly emboldened, and the gun lobby is resurging under new leadership and with new force. This political moment is driven by a deeper cultural crisis that predates the Trump Administration and will outlast it if we don't act now: Americans are increasingly distrustful of government and isolated from one another.

The gun lobby has used this crisis to its advantage, fanning the flames of fear and offering guns as the answer. They are making an emotional appeal to the country, tapping into anger and discontent. Our side has largely responded with a policy appeal. We counter with legislation, data, and appeals to existing government frameworks. To be sure, reforms are critical to saving lives from gun violence, but they are not enough. For the GVP movement to succeed, we need a cultural force to reconnect people — especially young people — to this issue. Only then can we create the momentum that makes policy breakthroughs possible.

MARCH FOR OUR LIVES IS THAT FORCE.

At our best, we are a generational movement that confronts and disrupts the status quo. We make an emotional appeal to young people, prompting them to engage with the consequences of gun violence and preventing them from becoming desensitized to death. Our goal is to channel anger, grief, and betrayal into action — **empowering younger generations to hold the gun lobby and its allies accountable.** We don't just explain why we're right; we make you feel it. We don't adapt to broken systems; we challenge them. We don't tell the story of gun violence; we are its survivors and its witnesses, and we force the country to reckon with what it has done to us.

March For Our Lives draws its power from the young people whose lives are directly at stake. Gun violence is the leading cause of death for America's youth, **claiming 12 lives a day and scarring an entire generation.** After Parkland, it became the number one issue driving young people to the polls in 2018. By 2024, it had disappeared from the top five. With Gen Z and Millennials soon to make up nearly 60 percent of the electorate, we cannot and will not allow that urgency to fade. Harnessing their power is how we restore the fight to end gun violence as a defining feature of youth political identity — and how we break the gun lobby's grip on this country once and for all.

STRATEGIC ADVANTAGE

YOUNG PEOPLE ARE OUR SUPERPOWER.

March For Our Lives is the only GVP organization built specifically to mobilize young people at scale — as voters, organizers, and cultural leaders.

OUR LEADERSHIP UNDERSTANDS THESE ISSUES, BECAUSE WE'VE LIVED THEM.

We are the only national GVP organization led by survivors of the school shooting generation. The daily reality of gun violence has shaped our lives — in our schools and in our communities — giving us the credibility to shift how this country understands the crisis.

WE SHAPE CULTURE, NOT JUST POLICY.

For March For Our Lives, storytelling isn't an accessory — it's a strategy. Our generation moves through a media environment shaped by personal narrative, identity, and virality. We use that landscape to reframe public understandings of gun violence, bring hidden stories to light, and create emotional entry points that drive action. In doing so, we aim to make the urgency of ending gun violence a shared cultural truth — one that transcends partisan divides.

THE "NEW MEDIA LANDSCAPE" IS THE ONLY LANDSCAPE WE'VE EVER KNOWN.

March For Our Lives' origins in grassroots engagement, digital fluency, and youth-led narratives give us an edge in capturing public attention, shaping the cultural conversation around safety and violence, and reaching audiences that traditional institutions often miss. Other organizations are trying to adapt to the "new media landscape" — but for us it's not new. It's the only landscape we've ever known.

WE KNOW WHAT WE'RE GOOD AT, AND IT'S ALL WE DO.

Our renewed focus on accountability, narrative power, and youth mobilization fills a gap in the movement and supports the strong policy and legal capacity of other organizations. While our partners excel at legislative strategy and policy development, we mobilize young people into action and build public pressure to generate culture change and policy wins.

WE SPEAK BOLDLY AND UNAPOLOGETICALLY.

We speak to young people in ways that move them, capitalizing on digital-native strategies, and executing bold accountability campaigns — unconstrained by inside-the-Beltway politics.

MISSION

March For Our Lives works to educate, engage, and mobilize young people into sustained action that challenges the systems enabling gun violence and creates the conditions for the cultural and policy change needed to make our communities safe.

VISION

March For Our Lives envisions a future where young people inherit a nation free from gun violence, where the systems that profit from and perpetuate it are dismantled, and where safety is valued above gun industry profit.

FOCUS

As we move from high-level mission and vision to execution, we will maintain a targeted strategic focus:

Mobilization Focus: March For Our Lives reaches young people primarily through digital platforms — the spaces where they consume information, build identity, and connect with one another. From there, we mobilize them to take action in response to key moments of opportunity — including elections, legislative battles, and major news cycles — at the state and federal levels. While our reach is national, our impact is concentrated where youth-driven activism can influence the narrative or shift the outcome. In the short-term, our mobilization work will be primarily 501(c)(3) nonpartisan advocacy; over time, as budget allows, we envision engaging in targeted 501(c)(4) activity, especially around election seasons.

Substantive Focus: March For Our Lives focuses exclusively on gun violence — its impact, its direct drivers, and the solutions that can end it.

Operational Focus: March For Our Lives complements the legislative and legal work of partner organizations by running advocacy and accountability campaigns that mobilize young people. Central to this work is building a deep and visible pipeline of young leaders who have been directly impacted by gun violence and can speak with moral authority to shape the public debate around gun violence.

STRATEGIC CRITERIA

Young people are pulled into many fights that matter, with competing demands on their time, voice, and energy. To be effective, March For Our Lives must be disciplined about where and how we engage.

This framework lays out the criteria that will guide our choices. It ensures we deploy our brand, voice, and capacity in ways that maximize impact, protect our focus, and strengthen our core mission.

"WHEN TO ENGAGE?" QUESTIONS:

- Does this engagement directly challenge the systems or actors that enable gun violence?
- Does it create meaningful opportunities for young people to take action on gun violence prevention?
- Is youth-led engagement a missing and crucial factor in shaping the outcome?
- Does our participation fill a gap or add unique value to the broader movement?
- Do we have the resources, partnerships, and capacity to contribute effectively and sustainably?
- Will this generate narrative or digital content that can travel widely and capture attention?
- Will this expand our reach to young people beyond our current base?

DECISION FRAMEWORK:

✓ **When the answer to all of these is yes, March For Our Lives should act decisively.**

✓ **When the answer to most of these is yes, March For Our Lives should participate actively,** but calibrate the level of investment to match our capacity.

✓ **When the answer to some of these is yes, March For Our Lives should consider a secondary role** rather than leading, such as supporting or amplifying partner engagement.

✗ **When the answer to the majority of these is no, March For Our Lives must pass** even if it feels urgent or values-aligned. Strategic restraint will protect March For Our Lives' power, integrity, and focus.

GOALS & STRATEGIES

March For Our Lives' work is driven by four interconnected pillars that, together, create a powerful force for change: we will **disrupt** the systems that enable gun violence, force people to **confront** its human cost, **mobilize** young people to take action, and **cultivate** the next generation of GVP leaders.

DISRUPT

Disrupt power structures that enable gun violence through accountability campaigns.

STRATEGIES:

1. **Launch accountability campaigns** that combine digital organizing with grassroots mobilization to expose how specific actors enable gun violence.
2. **Create viral moments** that shift conversation around gun violence accountability.

MEASURES OF SUCCESS:

- ☑ Increased public recognition of industry actors that were previously unknown or hidden.
- ☑ Young people increasingly see and name industry actors as responsible for gun violence.
- ☑ High-impact campaign outputs, including media mentions and online resonance.
- ☑ Number of young people directly participating in accountability actions.
- ☑ Public responses, commitments, policy shifts, or demonstrated loss of influence among accountability targets.

CONFRONT

Confront gun violence apathy by illuminating stories of those impacted by gun violence.

STRATEGIES:

1. **Reframe public understanding** of gun violence by laying bare its human cost through powerful, youth-led stories and content.
2. **Place these stories in unexpected, high-visibility spaces** and embed them into the broader cultural conversation.

MEASURES OF SUCCESS:

- ☑ Volume and diversity of survivor and community stories collected and shared.
- ☑ Reach and engagement of storytelling content, including media coverage and social media performance.
- ☑ Number, scale, and influence of partnerships that amplify survivor and community stories.
- ☑ Evidence of survivor narratives shaping public discourse, influencing policymakers, or shifting cultural conversations.

MOBILIZE

Mobilize young people into rapid response and sustained advocacy to advance gun violence prevention.

STRATEGIES:

1. **Build digital pathways** that transform attention from campaigns into rapid response actions and long-term youth advocacy.
2. **Provide youth mobilization support** to GVP movement partners and allied elected officials.

MEASURES OF SUCCESS:

- ☑ Growth in March For Our Lives membership activated through mobilization pathways.
- ☑ Percentage of young people taking multiple actions over time.
- ☑ Size and diversity of youth turnout at rapid response events and mobilizations.
- ☑ Number of partner campaigns and allied officials visibly supported by March For Our Lives youth.
- ☑ Engagement rates on digital calls to action tied to mobilization.
- ☑ Demonstrated impact of mobilization efforts through media coverage, legislative progress, and cultural influence.

CULTIVATE

Cultivate youth leaders — especially gun violence survivors — to shift public understanding and drive cultural change.

STRATEGIES:

1. **Launch *March Forward*** to build a visible pipeline of young leaders — especially survivors and directly impacted youth — who speak with moral authority on gun violence.
2. **Provide tools and resources** for *March Forward* leaders, including media training and platforms for their stories to reach national audiences.

MEASURES OF SUCCESS:

- ☑ Number of *March Forward* members trained in media and advocacy skills.
- ☑ Number of media appearances and mentions featuring *March Forward* members.
- ☑ Reach and impact of *March Forward* member content on social media.
- ☑ Retention and continued engagement of *March Forward* members over time.
- ☑ Number of *March Forward* members who transition into leadership roles across the GVP movement or allied fields.

THEORY OF CHANGE

PROBLEM

Young people are politically aware, fearful, and frustrated about gun violence, but often feel disillusioned or disempowered to take action.

STRATEGY

March For Our Lives makes an emotional appeal to young people, prompting them to engage with the consequences of gun violence and giving them the tools, platforms, and campaigns to turn fear and outrage into action.

OUTCOME

Policymakers and the gun industry are met with visible, coordinated youth engagement and sustained pressure that holds them accountable.

IMPACT

We create the political conditions and cultural momentum needed for transformative policy and cultural change, moving us closer to our vision of a United States free from gun violence.

TARGET AUDIENCES

March For Our Lives' strategy centers on building power with key constituencies to apply pressure to drive change. We organize and mobilize our core base of young people, survivors, and allies, then leverage that power to influence policymakers, corporations, and other actors who can end gun violence.

CORE CONSTITUENCIES WE ORGANIZE AND MOBILIZE.

Youth survivors and young people directly impacted by gun violence are centered as leaders whose lived experience and moral clarity drive the movement. They are developed into visible public leaders who become the face of a generation refusing to accept the status quo.

Politically engaged young people are equipped and mobilized to serve as organizers, storytellers, and campaign leaders across key fights.

Allied celebrities and digital influencers amplify youth narratives and shift cultural perceptions.

Partner organizations work with us to align strategy, fill gaps, and drive collective impact.

Funders resource youth-led powerbuilding and sustain long-term narrative, organizing, and advocacy work.

CORE CONSTITUENCIES WE SEEK TO INFLUENCE, PRESSURE, OR CONVERT.

Everyday young people are engaged to build their awareness, politicize their frustration, and provide them with clear on-ramps to action.

Policymakers at the state and federal levels are influenced to shape legislation, public priorities, and the political calculus on gun safety. Local decision-makers such as school boards and mayors are engaged in specific, high-impact campaigns.

Corporate actors are engaged to take accountability for their own role in enabling gun violence and to change their dangerous industry practices.

The media and press are engaged to amplify youth and survivor voices, reframe how gun violence is understood, and keep pressure on those in power.

STRATEGY IMPLEMENTATION

PILLAR ONE: DISRUPT

DISRUPTING POWER STRUCTURES THROUGH ACCOUNTABILITY CAMPAIGNS

The gun lobby and its allies have operated with impunity for too long. That ends now. March For Our Lives will run high-visibility, targeted accountability campaigns that force powerful actors to answer to young people and prove that ignoring gun violence carries real costs.

Our youth-led campaigns have a unique advantage over traditional advocacy. Our voices cannot be dismissed as partisan, and our creative, digitally native approach cuts through the noise to expose those responsible. These campaigns will not only drive accountability but also build March For Our Lives' capacity and show our strength to allies and opponents alike.

501(C)(4) DISRUPTION ACTIVITIES

Our accountability campaigns will begin with a strong focus on 501(c)(3) education, engaging young people around the dangerous actions of those who enable gun violence. At key legislative and electoral moments, March For Our Lives will also deploy 501(c)(4) resources to activate young people against policies and candidates bankrolled by the gun lobby. These efforts will concentrate on targeted states and districts where our voice can have the greatest impact, helping young people connect the harms of gun violence in their communities to their power to change policies and elect leaders who share their vision for safety.

DISRUPT: STRATEGY ONE

Launch accountability campaigns that combine digital organizing with grassroots mobilization to expose how specific actors enable gun violence.

March For Our Lives will develop targeted campaigns against three primary categories of actors who sustain and legitimize gun violence in America. First, we will hold lawmakers and government officials accountable when they oppose gun safety measures or allow the crisis to persist through inaction. Second, we will confront corporate actors, including the gun industry itself — from manufacturers and dealers to trade associations such as the National Shooting Sports Foundation (NSSF). Third, we will challenge influential figures, including media personalities, who spread misinformation and shape narratives that normalize or excuse gun violence.

Each accountability campaign will deploy paid digital tactics to engage young people and convert that investment into earned media attention. Campaign geographies will be tailored to the target, focusing both locally — such as the state where a manufacturer operates, the home district of a member of Congress, or the headquarters of a corporation — and in Washington, D.C., to generate national political coverage. All tactics will be scalable based on resources and goals, with a digital-first strategy that maximizes visibility, drives press coverage, and demonstrates the power of youth mobilization. Across every campaign, our messaging will remain bold, unapologetic, and relentless in holding actors accountable for enabling gun violence.

TACTICS

EMAIL CAMPAIGNS TARGETING SPECIFIC ACTORS.

March For Our Lives will mobilize our membership base through targeted email campaigns that deliver a sharp narrative about specific politicians, corporations, or other enablers of gun violence, along with clear actions members can take to hold them accountable. These campaigns will provide pre-written templates for contacting targets directly, tools for sharing across social media, and coordinated steps to escalate pressure through multiple touchpoints.

ORGANIC SOCIAL MEDIA PRESSURE CAMPAIGNS ACROSS PLATFORMS.

March For Our Lives will coordinate sustained social media campaigns across X, Instagram, TikTok, Snapchat, and other platforms to create visible public pressure on targets. These campaigns will combine educational content about the target's role in enabling gun violence with clear calls to action, hashtag strategies, and coordinated posting schedules to maximize visibility and engagement.

TARGETED DIGITAL ADVERTISING IN KEY DISTRICTS AND MARKETS.

We will deploy paid digital advertising in geographic areas where targets are most susceptible to public pressure. These ads will educate local audiences about each target's role in enabling gun violence and provide clear calls to action that channel outrage into pressure and accountability.

EVENTS AND ACTIVATIONS IN TARGET GEOGRAPHIES.

March For Our Lives will organize events and activations in key locations to generate media coverage and demonstrate youth power. These may include protests and rallies — like the ones we led in our early days — town halls, art installations, or other creative actions designed to capture attention and force targets to respond. We also plan to activate at major youth-centered music festivals (Lollapalooza, Coachella, Bonnaroo, Rolling Loud, etc.), concert tours, sporting events, or Pride festivals where tens of thousands of young people are already gathered and engaged. These are prime opportunities to host pop-ups, distribute campaign materials, showcase creative installations, and engage attendees through mobile actions like digital petitions and pledge forms.

BILLBOARD CAMPAIGNS IN HIGH-VISIBILITY LOCATIONS.

March For Our Lives will strategically place physical and/or mobile billboards in high-traffic areas to create unavoidable public accountability moments for targets. Locations will be selected based on proximity to target offices, major commuter routes, and areas with high youth demographics. Billboard messaging will be designed for maximum visual impact and social media shareability.

PETITION DRIVES AND ONLINE ORGANIZING.

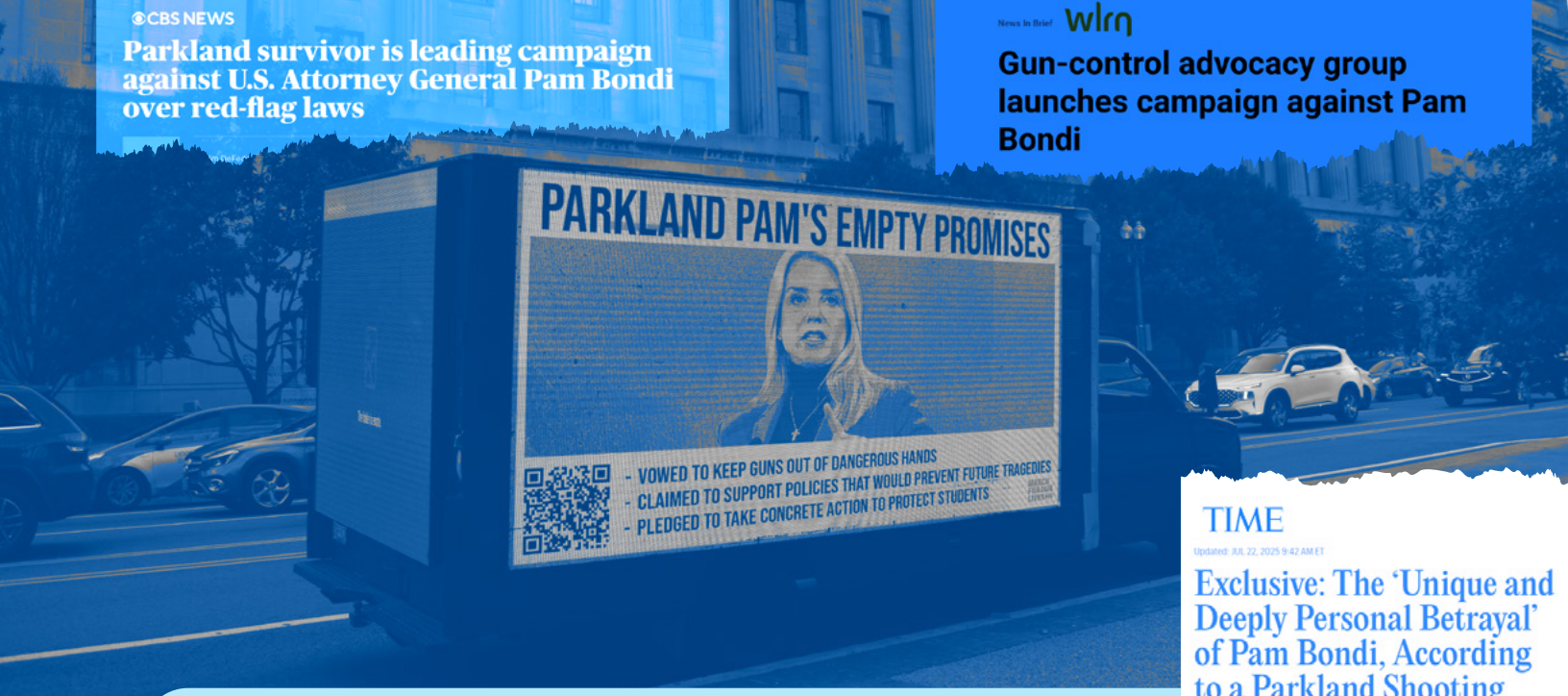
We will launch digital petition campaigns that highlight public opposition to targets' positions and build a database of engaged supporters for continued pressure. These petitions will be fully integrated into March For Our Lives' digital infrastructure, ensuring that signers are quickly converted into sustained advocates and organizers.

QR CODES TO ATTRACT NEW PEOPLE IRL.

March For Our Lives will experiment with placing QR codes that link to petitions or digital campaigns in everyday spaces where young people spend time. These may include bathroom stalls near college campuses, gym locker rooms, laundromats, and urgent care waiting areas — places where phones are out and there are a few minutes to engage.

EARNED MEDIA TO AMPLIFY CAMPAIGN MESSAGING.

March For Our Lives will proactively pitch local and national outlets to secure coverage of our accountability campaigns and elevate youth voices as credible critics of those in power. Tactics will include placing op-eds, pitching news stories, and providing expert commentary that highlights targets' roles in enabling gun violence.



"PARKLAND PAM" CAMPAIGN

In July 2025, March For Our Lives launched the "Parkland Pam" campaign to expose U.S. Attorney General Pam Bondi's betrayal of Parkland families — using survivor voices, billboards, and a viral microsite to show how she exploited tragedy for power but chose the gun lobby over kids.

DISRUPT: STRATEGY TWO

Create viral moments that shift conversation around gun violence accountability.

March For Our Lives' campaigns will stand out for our bold language and culturally relevant focus, compelling mainstream media and social platform audiences to pay attention. To do that, we will develop creative concepts that are inherently shareable — visual actions, symbolic campaigns, and narrative frames that make complex issues accessible and emotionally compelling.

TACTICS

VISUAL ACTIONS AND SYMBOLIC CAMPAIGNS DESIGNED FOR SOCIAL MEDIA VIRALITY.

March For Our Lives will create powerful visual moments that are inherently shareable and emotionally compelling, such as art installations, protests, or creative demonstrations that communicate complex messages through striking imagery. These actions will be designed specifically for digital amplification, with consideration for how they will appear in photos, videos, and social media posts to maximize organic reach and engagement.

CREATIVE DISRUPTIONS AND PUBLIC INTERVENTIONS.

We will deploy unexpected public actions such as street art or pop-up installations in high-traffic areas that create surprise moments designed to capture public attention and generate social media buzz. These interventions will also occur digitally; for example, we plan to organize youth advocates to post negative reviews on gun stores' and gun manufacturers' Google pages en masse.

CELEBRITY AND INFLUENCER PARTNERSHIPS.

We will collaborate with our network of celebrity supporters, social media influencers, and cultural figures who can amplify viral moments to their large followings and bring mainstream attention to accountability campaigns.

PILLAR TWO: CONFRONT

CONFRONTING GUN VIOLENCE APATHY BY ILLUMINATING STORIES OF THOSE IMPACTED BY GUN VIOLENCE

Gun violence is often reduced to policy debates, statistics, or talking points that make it easy for people to tune out. But for millions of young Americans, it's personal. March For Our Lives will demand public attention for the names and faces of gun violence by amplifying the experiences of young people impacted by this crisis, especially those from communities that are often ignored. Through storytelling campaigns, art, and digital content, we will force Americans to confront the reality of gun violence, moving them from apathy to urgency with raw, youth-led stories that lay bare its true human impact.

501(C)(4) CONFRONTATION ACTIVITIES

We will use survivor stories primarily for 501(c)(3) education and awareness building on the devastating impact gun violence has on young people across the country. When there are specific opportunities to leverage key stories to help drive a legislative or electoral opportunity, March For Our Lives will commit 501(c)(4) funds to elevate those voices in emails, social media content, and other advocacy or electoral activations.

CONFRONT: STRATEGY ONE

Reframe public understanding of gun violence by laying bare its human cost through powerful, youth-led stories and content.

Since our founding, lifting up the voices of those impacted by gun violence has been central to our work. Our organizing efforts have generated thousands of stories from young people, and we continue to receive and share those testimonials today. But in order to turn those stories into a force for real change, we need to compel Americans to pay attention. That means both widening the aperture of how we're collecting stories in places young people are spending their time, and showcasing the stories in unexpected places that make them harder to look away. The survivors and stories we gather won't just be words on a page; the people behind them will be woven into the fabric of March For Our Lives, staying engaged and involved as advocates and champions for our shared vision.

TACTICS

PURSUING UNTOLD STORIES.

As we promote a dedicated web page for story collection via social media and digital engagement, we'll also turn to unusual channels to encourage young people to share testimonials, photos, videos, and more. Our team will proactively seek out stories through our existing survivor networks and by engaging young people where they are: setting up story collection booths at music festivals and spring break hotspots, working with influencers across social platforms to promote our story collection page, and launching specific story-collection efforts anchored in key moments like stories of partner loss around Valentine's Day or school shootings around back-to-school season.

AMPLIFYING STORIES ON EXISTING CHANNELS.

March For Our Lives will strategically share collected stories across all of our channels — including advocacy emails, social media (short-form videos and shareable graphics), media outreach, accountability campaigns, and mobilization efforts. These stories will elevate authentic voices and provide the moral authority that drives our broader strategy.

ENGAGING SURVIVORS.

March For Our Lives will maintain ongoing touchpoints with young people who share their stories through our campaigns and activations. We will invite them to participate in high-impact advocacy opportunities and offer pathways to join our spokesperson cohort, *March Forward*, outlined below. We will also provide regular updates on how their stories are being used and the impact they are making.

CONFRONT: STRATEGY TWO

Place these stories in unexpected, high-visibility spaces and embed them into the broader cultural conversation.

We know that culture shapes politics, and artists shape culture. While March For Our Lives' platform is powerful, the stories of those impacted by gun violence must reach audiences far beyond our own network. By partnering with artists, celebrities, and other cultural influencers, we will expand the reach of these stories, bringing gun violence prevention into mainstream culture and introducing our message to new audiences. We will also show up in person, putting human faces to the stories we share and embedding the survivor experience into the everyday lives of Americans.

TACTICS

GOING BEYOND TRADITIONAL MEDIA + SOCIAL MEDIA.

March For Our Lives will go beyond the tried and true social media channels to reach young people. While millions of youth still scroll TikTok and Instagram, just as many are spending hours on Twitch, and gaming platforms like Minecraft, Roblox, and Fortnite. We'll collaborate directly with streamers and gaming creators, asking them to share stories of those impacted with their followers during livestreams and build virtual memorials and spaces that bring these stories into the environments where youth gather and play. We will also explore strategic media partnerships on platforms like the Snapchat Discover page, collaborating with progressive news outlets such as NowThis or Good Luck America to integrate survivor stories and campaign content directly into the media spaces where millions of young people get their news.

PARTNERING WITH ARTISTS AND INFLUENCERS.

March For Our Lives will collaborate with content creators to reach new audiences that may not typically engage with GVP advocacy. Partnerships could involve social media influencers amplifying survivor stories to their followers, hosting live Q&As on social media channels, or participating in coordinated efforts for story submission or amplification. We will also work with partners to turn raw stories into compelling artistic works that can infiltrate and influence mainstream audiences through established cultural channels. This could include visual art installations, poetry performances, or original songs to drive widespread cultural conversation. We'll also partner with podcast creators to share survivor stories and reach young audiences.

LEVERAGING GUERRILLA TACTICS.

Beyond our digital campaigns, March For Our Lives will stage disruptive actions that capture public attention and elevate stories from survivors and impacted communities. Examples include projecting survivor testimonies outside the Department of Education, displaying the names of young people killed by assault weapons on the walls

of gun manufacturers' buildings, or flying banners with the faces of children lost to gun violence over crowded beaches on July 4th weekend. Other tactics may include hyperlocal digital ads featuring stories during major sporting events or pop-up installations — such as rows of empty desks on college campuses with QR codes linking to the stories of students who never returned.

PILLAR THREE: MOBILIZE

MOBILIZING YOUNG PEOPLE INTO RAPID RESPONSE AND SUSTAINED ADVOCACY TO ADVANCE GUN VIOLENCE PREVENTION

Many young people are politically engaged, yet when it comes to gun violence they often don't know how to act or whether their actions will matter. March For Our Lives will close that gap by offering timely, accessible, and impactful ways to participate in critical moments and in preventative efforts that stop violence before it happens. We will run rapid-response campaigns and serve as the youth mobilization hub for the broader gun violence prevention movement, making it simple for young people to step in when their voices are needed most. By pairing urgent response with proactive prevention, we show young people that their voices matter not only in crisis but also in shaping long-term solutions. When participation is easy and meaningful, more young people take action — and together we build real power in the moments that matter most.

501(C)(4) MOBILIZATION ACTIVITIES

The vast majority of our advocacy and mobilization work will be focused on 501(c)(3) education — both educating young people on how to get involved at key moments and informing policymakers and other actors about America's gun violence crisis. Around specific state or federal legislative fights or campaigns, March For Our Lives will also use 501(c)(4) funds to advocate directly for or against a bill, or to call out elected officials or candidates for their voting records and commitments. These resources will be directed toward high-impact opportunities, where March For Our Lives' base of engaged young people can help to drive the passage of gun safety policy and the election of gun safety policymakers.

MOBILIZE: STRATEGY ONE

Build digital pathways that transform attention from campaigns into rapid response actions and long-term youth advocacy.

March For Our Lives will maintain a digital action hub that connects young people to high-impact opportunities for participation during key moments as well as preventative campaigns that build safer communities. The hub will be strategically activated around major campaigns, legislative battles, and breaking news, ensuring that actions provide meaningful ways for young people to make their voices heard. The platform will offer engagement options at different commitment levels — from sharing campaign content to contacting policymakers to organizing local events — ensuring every young person can participate at their comfort level while being encouraged to deepen their involvement with March For Our Lives over time.

TACTICS

LAUNCH A "MEMBERS-ONLY" ACTION HUB.

March For Our Lives will create a digital headquarters for young people who sign up as members, giving them exclusive access to resources, updates, and advocacy opportunities. Membership will be defined by active participation, ensuring our most engaged advocates stay connected to the March For Our Lives team for special activations and leadership opportunities. The hub will feature a mix of digital actions (e.g., "Email your Representative," "Post about our campaign") and offline opportunities (e.g., "Organize a rally," "Meet with your Representative"). This flexible, scalable platform will allow members to take action independently or with friends.

By shifting from our high-touch chapter system to this action hub, we are opening up a more accessible and proactive model that shows young people exactly how they can take action, whether on their own or alongside others, with consistent support and opportunities from the national team.

DEPLOY THE ACTION HUB DURING CRITICAL MOMENTS.

March For Our Lives will activate the digital action hub during rapid response moments, with flash pages offering timely, accessible, and impactful actions that enable members to respond quickly to breaking news and political opportunities.

CREATE PLATFORM-SPECIFIC CONTENT TO PROMOTE THE HUB.

March For Our Lives will develop tailored content for Instagram, TikTok, X/Bluesky, and other platforms that drive engagement into concrete action through the members-only hub. Some content will focus on recruitment by encouraging young people to join the hub with their email, while other content will focus on activation by mobilizing existing members to take timely actions tied to specific moments and campaign goals.

ENGAGE A CREATOR NETWORK.

March For Our Lives will develop and formalize a March For Our Lives Creator Network, a group of socially conscious YouTubers, TikTok creators, streamers, and artists with politically engaged audiences. This network will receive timely campaign content and calls to action to share with their followers during rapid-response moments, driving their audiences to join the hub and take action.

ORGANIZE MASS MOBILIZATIONS AND STUDENT ACTIONS.

In rapid-response moments that demand visible youth presence, March For Our Lives will mobilize members and the broader youth community to organize large-scale protests, state capitol rallies, and student walkouts. These actions will be strategically timed around key moments when physical demonstrations of youth power can influence outcomes and generate significant media coverage. We will also tap into existing youth gatherings such as sporting events and music festivals to create spontaneous mobilization opportunities where thousands of young people are already present. Mobilization messaging will drive participants to the members-only hub for follow-up actions and coordination, ensuring that energy is captured and sustained.

MOBILIZE: STRATEGY TWO

Provide youth mobilization support to GVP movement partners and allied elected officials.

March For Our Lives will serve as the youth mobilization arm of the broader gun violence prevention movement, activating young people through our digital action hub, in-person events, *March Forward* cohort, social media base, and membership network to support partner organizations in critical moments.

TACTICS

STRATEGIC COALITION SUPPORT.

March For Our Lives will join coalition efforts led by partner organizations, providing youth mobilization capacity through our action hub tools, social media amplification, and coordination of youth participation in protests, rallies, and other mass actions during critical moments.

LEGISLATIVE PRESSURE CAMPAIGNS.

We will activate our network to both support and pressure legislators and legislative initiatives that need youth constituencies activated. This includes driving activations around specific votes, hearings, or public pressure campaigns.

PILLAR FOUR: CULTIVATE

CULTIVATING YOUTH VOICES AND LEADERS

We are most powerful when our leadership reflects lived experience. The voices of gun violence survivors carry a moral authority that politicians, business leaders, and media cannot dismiss. At its founding, March For Our Lives demonstrated the transformative power of authentic youth voices when survivors became household names and put a human face on gun violence. To build on that legacy in a sustainable way, we must continuously develop and elevate young survivors as visible leaders who will define the next generation of the gun violence prevention movement.

501(C)(4) YOUTH CULTIVATION ACTIVITIES

Our cohort of youth leaders will focus their time and energy on sharing their stories through 501(c)(3) activities and channels, highlighting the impact gun violence has had on their lives, and offering concrete solutions for a path forward. When their voices can be impactful in legislative advocacy, such as delivering testimony on a bill, or in media appearances offering comments on specific candidates or elections, we will leverage 501(c)(4) funds to support those targeted tactics.

CULTIVATE: STRATEGY ONE

Launch *March Forward* to build a deep and visible pipeline of young leaders — especially survivors and directly impacted youth — who can speak with moral authority on gun violence.

In practice, putting real faces, names, and lived experiences at the front of the GVP movement requires cultivating a group of individuals whose voices can represent our movement, now and into the future. These survivors will serve as a frontline for our work, showing up as spokespeople for the media, at rallies and events, on social media streams, for legislative testimony, and in other public-facing moments.

TACTICS

LAUNCHING "MARCH FORWARD" TO DEVELOP A COHORT OF SPOKESPEOPLE.

March For Our Lives will launch *March Forward*, a cohort of 20–25 young people (ages 16–28) whose lives have been directly impacted by gun violence. Members will bring diverse lived experiences — from survivors, to family members of those lost, to community members from heavily impacted neighborhoods. We will prioritize both demographic and geographic diversity, with particular emphasis on high-

priority states for legislative opportunity. Recruitment will be invitation-based, drawing from our existing networks and the stories shared with March For Our Lives.

ACTIVATING "*MARCH FORWARD*" MEMBERS AS MOVEMENT LEADERS.

Once the cohort is established, members will receive quarterly stipends and ongoing support as they engage in high-impact media opportunities, speaking engagements, and public appearances. March For Our Lives will pitch cohort members for national and local press opportunities, manage speaking requests, and position them as go-to sources for journalists. We'll amplify their stories on our website and in our social and digital outreach. Cohort members will also serve as featured speakers at March For Our Lives events — from rallies to live-streamed social media events to advocacy activities in key states.

CULTIVATE: STRATEGY TWO

Provide tools and resources for *March Forward* leaders, including media training and platforms for their stories to reach national audiences.

Sharing personal stories about gun violence in public settings requires courage and confidence. March For Our Lives will ensure that *March Forward* members are fully supported as they build their voices, refine their narratives, and step into national leadership. We will provide training, coaching, and ongoing guidance so they feel prepared to share their stories with authenticity, stay aligned with broader organizational messaging, and respond effectively in challenging or high-pressure moments.

TACTICS

TRADITIONAL MEDIA TRAINING.

During the first weeks of the program, participants will receive comprehensive media training. Each member will then receive individualized support to refine their signature story, develop key talking points, and practice public speaking and interview techniques.

SOCIAL MEDIA TRAINING.

Participants will learn how to build a sustainable social media presence to tell their stories directly. Training will cover creating compelling content, handling harassment or negative comments, and connecting with new audiences across multiple platforms (e.g., Twitch, Instagram Live, YouTube Live, TikTok Live, podcast appearances, Reddit AMAs). March For Our Lives will also provide each cohort member with customizable graphics and digital toolkits. Members will be encouraged to cultivate other youth voices in their own communities, expanding the reach of survivor narratives.

LEADERSHIP DEVELOPMENT AND MOVEMENT TRAINING.

Beyond storytelling, *March Forward* members will participate in leadership development workshops that prepare them to serve as long-term leaders in the gun violence prevention movement and beyond. Training will include campaign strategy, legislative advocacy, coalition-building, and skills for organizing peers. Members will receive mentorship from experienced advocates and opportunities to shadow senior leaders in national campaigns, ensuring they grow not only as spokespeople but also as effective changemakers.

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FIVE YEAR STRATEGIC PLAN