

Dear friends,

We are very excited to share with you the following information regarding the upcoming Global Week of Action in March 2013! Please stay tuned - we will soon be publishing a Week of Action toolkit that will contain many more details. This email is meant to kick-start your planning for what will hopefully be a very busy week of action around the globe!

THEME:

- The theme of the Week of Action will be "missing pieces". What does this mean? It means that we are very close to having a bulletproof ATT - there are just a few missing elements to the draft text that would make it complete. In our reports we call them loopholes, but for public outreach we thought that 'missing pieces' is a bit more friendly.

MAJOR MESSAGES:

- As such, the major messages that you should use that week are "Finish the Job!" and "Arms Treaty Now!" because by finishing the job, we will get those missing pieces into place.

IMAGES:

- Control Arms encourages its membership and partners to use the image of puzzle pieces as much as possible. If you feel that image does not resonate in your culture, then another suggestion would be to use images of incomplete architectural structures, works of art, etc.

SUGGESTED ACTIONS:

- **Organizing a stunt** is a great way to get attention and raise awareness. One suggestion is to construct a giant puzzle in a public space - when it is assembled it might spell out the words "Arms Treaty Now!". Or, you could print small information cards in the shape of puzzle pieces, each of which relates to one of the "missing pieces" in the draft ATT.
- **Media** outreach is extremely important during a Week of Action. We encourage press conferences, letters to the editor and other media engagement.
- Control Arms will identify a unified **political** action that all members can take in this week, such as an embassy action, letter writing, or handover to national governments. Details will in the toolkit.

RESOURCES:

- We will produce a series of **graphics** for use in social media or for printing. Each one will correspond to one of the loopholes/missing pieces in the draft text.
- **Lobby messages** will be available by February that can continue to be used during the Week of Action.
- There will also be a **report** published in early March that includes more substantive information about the current loopholes, and why it is important to have a strong treaty.

- A full toolkit to help you plan your Week of Action activity!

Thank you for your support and hard work. It certainly hasn't been easy, but we are optimistic that this will be the year we win an ATT.

-Allison

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