MARCH FOR SCIENCE
MOBILE, ALABAMA
marchforsciencemobile.org

Sign Making Guide

- Be positive: show what we are for, not what you are against

- Be personal: What does science mean to you? How are you a scientist?

- Use the in-law test: If you showed this to your aunt/uncle/in-law with different political views, would they be more likely to join you in supporting science?

WHAT ARE WE FOR?

Public policy that both supports, and is supported by, science.

SPECIFIC TIPS

- Avoid anything that would make someone with a different viewpoint less likely to agree with you on science. Science is above and outside of any other political divides. Science doesn't resist; it transforms! No clenched fists – we're not fighting against; we're inviting everyone to join in supporting science.
- Remember, you are representing the spirit of our march – your signs will help create the mood/atmosphere, and may be photographed and widely disseminated.
- Suggestion: At the top of your sign, above whatever other message you have, write what science means or does for you. If you are in STEM, write what you do and how it's saving the world, in ten words or less. Run it by some eight year olds to be sure it makes them say 'wow!'
- Avoid bringing signs on wooden stakes or sticks.

NON-PARTISAN, BUT WITH A POLICY MESSAGE

Science is for everyone. Science is done by all types of people for all types of people, and political ideology is equally as valuable a form of diversity as any other. The March for Science aims to bolster this public support from both sides of the aisle, and we need your help to be sure *everyone* feels welcome. The amazing enthusiasm for these marches presents us with a unique and powerful opportunity: if we can unite around anything, it's science.

EVIDENCE SAYS: BE POSITIVE

As a march for science, it's only appropriate to use an evidence-based strategy! Social science shows telling people they're wrong does not work, and attacks only make people less likely to agree with your message. Instead, let's show why science is something everyone can support. Our goal for the day after the March for Science is that reasonable people from *all* parts of the political spectrum will wake up and think, "Science is cool, and it's for people like me.

SIGN IDEAS

Science, not silence

Citizens need information, give us science education

What do we want? Evidence-based science. When do we want it? After peer review.

Don't suppress progress

Science serves everyone

Support scientific research and evidence-based policies

Science is discovery! *Or* Science is curiosity!

Defunding science defunds humanity

Science matters

No science, no beer

Ice has no agenda; it just melts

Every day is earth day

Scientists have solutions

If you're not part of the solution, you're part of the precipitate

You can't repeal physics

Evidence over ignorance / Evidence > ignorance

Mad scientist

Have your own opinions, not your own facts

Remember polio? I don't. Vaccines + science based policies save lives

"What's polio?" #ThankScience

Other than giving us cars, planes, spaceships, cell phones, the internet, life-saving medicine, a dramatically increased lifespan, valuable warnings and guidance, a fundamental understanding of how our world works, and Jurassic Park, what has science done for us?

Didn't die of infection? Thank a scientist.

Pi is all the irrationality I need

Scientists already have oversight. It's called peer review.

There is no Planet B

The oceans are rising and so are we

So bad even introverts are here

We have the solution

Einstein was a refugee

Don't trust scientists? Then return your: phone, wifi, weather forecast, GPS, internet, MRI, microwave, flatscreen TV, electric lights, antibiotics, airplanes, storm warnings, Pringles (yes, the chips)

Stand up for science

Educate! Vaccinate!

Women in STEM

Think like a proton – always positive!

For Facts' Sake!

[image of dinosaur] You're gonna hear me roar!

Never stop learning