

# FREEDOM SUNDAY

GOD'S PEOPLE  
WORKING TOGETHER  
TO END HUMAN TRAFFICKING

FLASH MOB  
RESOURCE

# FLASH MOB: WHAT & WHY?

A great way to learn about trafficking, raise awareness and inspire young people is to prepare and undertake a flash mob.

Mitch Kay from Global Mission Partners ([www.inpartnership.org.au](http://www.inpartnership.org.au)) shares his experience and insights into how to prepare for a flash mob.

## WHAT & WHY?

A flashmob is an organised routine that a group of people performs in either a dance, song, mime or a record breaking attempt. A flashmob is about cultivating attention and interest from the public. It's about spontaneity and engaging observers. Generally flashmobs finish as if nothing ever happened, BUT not ours! After the performance, you have captured the attention of the public and they are probably asking what just happened? Go and tell them! Take STOP THE TRAFFIK postcards and collect signatures, create awareness of campaigns, and tell your story. Do whatever you can do to engage and advocate on the issue.

## STEPS TO A FLASHMOB.

### 1. CHOOSE A SONG

Something up-beat or mellow?  
Certain style of music/dance?  
Something well-known? Consider your context.

### 2. CHOREOGRAPHY

Find someone to help turn the dance into something unique, unforgettable and fantastic!

### 3. VENUE

Choose a space where there will be a lot of people around. Time can also play into this; what about lunchtime or when people are heading home? When can you target the most people at one time? Make sure you know the local laws. Check out what your council says about large gatherings in particular places. Is it safe and legal? Do any authorities need to be notified?

## 4. TRAINING

A good way to see how other successful flashmobs have worked is to check out Youtube! Have a look at the Flash Mob which Vetamorphus and GMP did for STOP THE TRAFFIK at Flinders Street Station, by clicking [here](#).

### 4.1 DANCE

Teach the dance in smaller groups of people first and then all come together to perform. It doesn't matter if everyone is not perfect because the whole idea is to create attention in any shape or form.

### 4.2 LEARN THE CAMPAIGN

Run a training session about STOP THE TRAFFIK, learn about the issues and understand the campaign! Consider training with role plays so your youth can feel confident about owning the issue and what they are asking people to engage in. It is often best if youth form teams of 2 or 3 that they can do role plays in and be in on the day so they can support each other when speaking to the public.

## 5. PREP FOR THE DAY

There are many things to prepare for the day, here are just a few to get you thinking. Do you have enough STOP THE TRAFFIK postcards? Do you have pens so people can sign postcards?

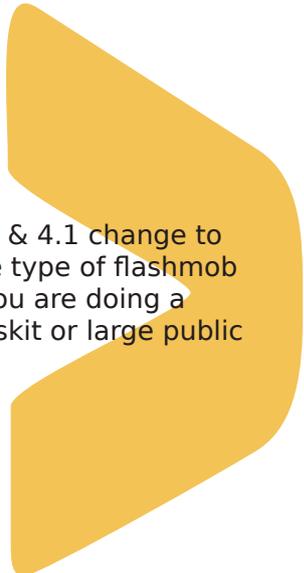
5.1 Provide clear instructions to your group for the day. Do they know where to meet? Do they know the time and venue? Do they know where to stand before the Flashmob? Do you have any props?

5.2 Distribution of postcards.  
On the sides of the flashmob have leaders with bundles of postcards. Immediately after the initial flashmob a youth from each team can collect a bundle and begin talking with the public. Members of the public will often be happy to sign the postcard and let you send it on their behalf, this is the preferred option. However, if they would like to take the postcard away and send it themselves this is good too!

5.3 Tell your story!  
Think about filming and taking photos of the flashmob for church and social media. Pass these onto STOP THE TRAFFIK so we can tell your story too.

## 6. PERFORM

Get your actor on!



Note: 1 & 4.1 change to suit the type of flashmob i.e. if you are doing a mime, skit or large public action.