What are the stated goals of the March for Science?
The March for Science hopes to energize science advocates from multiple spheres to create tangible change and call for greater accountability of public officials to enact evidence-based policy that serves all communities. For the second time in as many years, scientists and supporters from across the globe are mobilizing for the March for Science to speak up about the value of science in policymaking and take action. Scheduled on April 14, events range from science expos and festivals to rallies and large-scale marches.

Cities in the U.S. planning to have march activities include Washington, D.C., Los Angeles, Chicago, San Diego, Denver, New York City, Philadelphia, Seattle, St. Louis, Las Vegas, Dallas. More than 70 satellite events around the world have already registered to participate in the 2nd annual event including Frankfurt, Warsaw, Winnipeg, Windsor (Ontario), Toronto, Koblenz, Gottingen, Videnskab, Abuja, Ottawa, and Montreal.

Why did AGU decide to partner with the March for Science as opposed to offering support in a less visible fashion?
Over the last year, AGU has spoken out about the policies proposed and enacted, and other actions taken, and statements made by the administration, agencies and members of Congress. We have called on federal agency heads to protect scientific integrity and the open communication of scientific information, addressed the impacts of the President’s Executive Order withdrawing the U.S. from the Paris Climate Accords and backtracking from the Clean Power Plan.

At the same time, many AGU members and others in the Earth and space science community have been actively supporting science by engaging in meaningful communications with their elected representatives, colleagues, friends, associate and local community groups.

After consultation with the March’s organizers, an in depth look at the goals of the event, AGU concluded that the March aligns with and reinforces many elements of AGU’s mission and our core values of scientific integrity, the free and open exchange of science, diversity and inclusion.

What does AGU stand to gain by formally endorsing the March for Science?
Endorsing the primary March for Science serves to energize the community of members and their
networks who are or who have recently decided to become more engaged in communicating the value of science to policy makers and the public. There is also the potential to build alliances with new organizations and segments of the scientific community and the supportive public by actively reaching out to them to coordinate day-of march activities, share resources and ideas, and craft messaging to create a more unified and diverse front.

At What Level has AGU Decided to Sponsor the 2018 March for Science:
AGU has joined as an official sponsor of the 2018 March for Science at the Copper Level, which is $10,000. AGU has set aside another $10,000 to support AGU members who are leading local Marches, to be provided on a first come, first serve basis. Sponsorship at the Copper level entitles AGU to the following:

- Large logo on March for Science partnerships page
- Mention in March for Science press release
- Highlighted multiple times on social media
- Participation in a twitter chat
- 2 blog posts

How is AGU Supporting the Satellite Marches
AGU has set aside a small fund of up to $10,000 (the same amount that AGU has committed to the formal March for Science organization) to help support AGU members who are leading local Marches. To determine eligibility for support, March organizers will be asked to fill out a form with some basic questions about intended activities, name of the lead organizer, names of speakers, expected number of AGU participants, goals, etc. Those who meet team criteria, including the threshold of a minimum of 10 marchers, will receive:

- Up to $500 in reimbursable financial support
- Material support in the form of the official the AGU March for Science banner; AGU March for Science posters and postcards; social media support; mentions on AGU.org; in a From the Prow blog post and/or other AGU blogs and communications

Timeline and Deadlines

- 16 March: Applications for Financial and Material Assistance open
- 26 March: Applications close
- 27 March: Financial and Material Assistance Decisions made
- 28 March: Material Assistance Announcements sent out to applicants
- 14 April: March for Science
  - In Washington, DC
    - 12:00 noon rally on the National Mall begins
    - 3:00 p.m. march begins

Please see the application form for more information.
By partnering with the March for Science, does AGU risk potential to damage our relationship with the segment of members and other scientists who want AGU to stick with science and are leery of both outreach and advocacy?

While the initial impetus of the organizers last year might have posed some concerns, the March for Science’s platform has evolved, and continues to do so. It is a nonpartisan event, as opposed to a protest of the actions and statements of the Administration and Congress.

This is a unique moment in time for our nation and for the scientific community, and AGU cannot afford to be on the sidelines. The March for Science presents AGU with a very real, high-profile opportunity to, as Chris McEntee wrote following the election, “call on our elected leaders to remember the role science plays in our society and to support scientific innovation and discovery, and the people and programs that make it possible.”

What are AGU’s plans, post-march, to keep members engage and active?

Following the many Marches for Science, AGU hopes to keep the momentum going by engaging our members in activities including:

- Through our Sharing Science Network – resources, tools, and trainings to help scientists effectively share their work with broader audiences to promote the widespread awareness of Earth and space science and its value.
- A discussion board on AGU Connect that will enable members to share their impressions of the march and related activities
- Congressional Visit Days and other outreach to elected representatives
- Regularly sharing updates and new opportunities through a variety of emails and newsletters, including Science Policy Alerts, AGUniverse and the Sharing Science newsletters, etc.

AGU Points of Contact

- Dana Rehm, Senior Vice President of Marketing, Communications and Digital Media, drehm@agu.org, 202-777-7436
- Joshua Speiser, Manager of Strategic Communications, jspeiser@agu.org, 202-777-7444