Cesar wanted to do more than make Americans aware of the farmworkers’ hardships. He needed to prepare farmworkers for a fight for justice that would take years. He also wanted workers to protest peacefully no matter how they were provoked.

He chose to hold his march during Lent, the 40 days in the Christian year that lead to Easter. During this season, many Christians examine their lives and try to change the things that are not good. Cesar believed that as marchers became more aware of their own failings, they would be better equipped to protest peacefully.

Because Cesar Chavez and the vast majority of farmworkers were both Roman Catholic and American citizens whose ancestors had come to the United States from Mexico, he chose the Virgin of Guadalupe, the patron saint of Mexico, as their symbol of hope. Roman Catholic priests marched with them and held Mass every evening.

Many of the marchers walked barefoot. Cesar had such severe blisters and sores on his feet and legs that he used a cane. Reporters noticed blood seeping through the shoes of some people.

By the time the marchers reached Sacramento, their group had swelled to 10,000. As Cesar looked over the huge crowd, he announced that one of California’s largest grape growers had agreed to give them an immediate pay raise and would sign a contract. People cheered. This was the farmworkers’ first victory.

Cesar, speaking in Spanish, reminded them, “It is well to remember there must be courage, but also, that in victory there must be humility.”

When he spoke, he drew from lessons learned through his difficult childhood, a childhood that began with great promise on the family farm outside Yuma, Arizona.