

# A GUIDE TO POLITICAL ORGANIZING

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## Introduction

Activism is an action (an activity). Becoming an activist is no easy task, as it comes with a lot of responsibility and dedication. To research and know the issues you're fighting against takes leadership, and it takes leadership to motivate others to help your cause.

"Be the Change You Want to See in the World"

No matter what your political ideology, you see things that you want to address, things that piss you off. You want change, but most of the time change does not come easily. Most of the time your government (or insert corporate entity here) will ignore the plight of the majority of the citizens asking for change. This is where activism comes into play. Yet most people do not want to stand up, most remain unmotivated to take action. It's because they're comfortable. Your job is to show the people who are comfortable that the issue(s) you're targeting are affecting them too.



Anonymous believes that everyone has various leadership skills, but many suppress those skills because of how society is structured. Some people are born leaders, while some need some training to attain how to get people to respect and follow

them. This isn't a manual on how to be a leader, this is a guide on how to organize protests and actions so that you can change what you want in the world. It isn't an easy task. Most people don't care about the state of the world. As an activist and political organizer, your job is to make people care!

The fact that you are reading this shows that you want some form of change in the world, maybe just a changing in your country or the community that you live, or perhaps you're just inquisitive about the various tactics used to organize people into action. The steps are easy, but getting people to actually get up off their couches, that's another story.

The more people who get involved in creating awareness, the more progress we can make as a species. So, if you're ready to step up to the challenge and change the world, keep reading!



## CHAPTER 1: INFORMATION

"The most potent weapon of the oppressor is the mind of the oppressed". -*Unknown*

Your main goal here is to firstly make the problem visible and shareable. To do that you must collect data and evidence, be it documents, video, testimonials or even statistics. You're going to take the evidence and translate it into stories that the public can identify with.

"How is it hurting people?"

Create simple messaging, flyers, websites, videos, memes and posters. Push that content to various local leaders, popular organizers (or organizations), and influencers. Using public forums is a big way to get support. Go to town halls, use social media, call in shows, push letters to editors of various news sources. Remember, with the internet your reach is unlimited. This is about pushing information at people to get them interested in your campaign. At this stage, the goal isn't to educate, it's to show people "This is wrong, and it can be changed!"

As an activist, your first job is not to persuade people with policy talk. Your first job is to help people see what is happening to them, name it as unjust, and believe that change is possible. Information is the spark that lights every other tactic. Done right, it is not neutral. It is selective, strategic, verified, and designed to move people from awareness to action.

Below is a field-tested, step-by-step process you can follow. Use it as a checklist and a training script for new volunteers.

### **Step 1. Define the wrong, the why, and the win**

- Write a one-sentence problem statement. Example: "The city closed three clinics in working-class neighborhoods which blocks access to care."
- Add a one-sentence why-it-matters. Example: "People are skipping treatment and getting sicker."
- Add a one-sentence winnable demand. Example: "Reopen the clinics or fund a mobile clinic in the affected wards within 60 days."

- Sanity check with impacted people. If they do not recognize their lives in your statement, rewrite.

## **Step 2. Collect hard evidence**

- Gather documents: budgets, emails, policies, contracts, inspection reports, public minutes, RFPs, enforcement data.
- Capture media: photos, short videos, audio notes, screenshots. Record dates, locations, and the names of witnesses.
- Pull statistics that quantify harm: number of people affected, dollars diverted, hours of delay, miles traveled, cases dismissed, evictions filed, arrests made.
- Use public records. File FOIA or local equivalents. Track requests in a shared sheet with status and deadlines.
- Create an evidence log. For every item, note source, date, link or file path, and a one-line summary.

## **Step 3. Verify and secure the evidence**

- Cross-check claims with at least two sources. If not possible, label as allegation and do not present it as fact.
- Protect sensitive sources. Strip metadata from images, blur faces when needed, and store originals in restricted folders.
- Create a rapid fact-check channel. Assign two people to review all public materials before release.
- Keep a timestamped archive. If you get challenged, you can prove what you had and when you had it.

## **Step 4. Turn facts into human stories**

- Interview impacted people with consent and dignity. Ask what changed in their life, what they had to give up, what they hope for.
- Structure each story using four beats: person, problem, barrier, demand. Keep it under 200 words for sharing and make a longer version for press.
- Prioritize diverse voices. Youth, elders, immigrants, disabled neighbors, workers on the front line. Let people speak for themselves.
- Pair each story with one data point that reinforces it. People remember stories and trust numbers that confirm those stories.

## **Step 5. Craft the message**

- Core frame: villain, harm, solution, action. Name the decision maker. Name the harm. Name the fix. Tell people how to help.
- Language rules:
  - Simple, concrete words. Say “rent hike” not “market adjustment.”
  - Short sentences. No jargon.
  - Present tense where possible. “This is happening now.”
  - Use moral clarity. “It is wrong to take public money from sick people.”
- Create three message lengths:
  - 15-second version for social and doorsteps.
  - 60-second version for calls and videos.
  - 3-minute version for meetings and radio.

## **Step 6. Build your information kit**

Create a shared folder with:

- A one-pager that fits on a single page: problem, proof, demand, contact, how to help.
- Fact sheet with 5 to 7 bullet points and citations.
- Story bank with three to five consented testimonies, each with a photo or illustration.
- Visual assets: logo, color palette, a simple banner, social frames, poster templates.
- Press kit: press release template, spokesperson list with bios, media list with emails and phones.

## **Step 7. Choose channels based on your people**

- Map where your base already listens. Church bulletins, Spanish radio, WhatsApp groups, union halls, barber shops, parent groups, neighborhood Facebook pages.
- Prioritize channels that reach impacted people first, then secondary audiences like allies and opinion leaders.
- Translate materials. At minimum, create versions in the top two languages used by your base.

- Make everything accessible. Alt text for images, captions for videos, high-contrast flyers, readable fonts, print options for people without stable internet.

### **Step 8. Produce materials that travel**

- Flyers: one strong headline, one image that shows a person and a feeling, three bullets, a single clear call to action, date and place if promoting an event.
- Posters and banners: few words, big text, high contrast. Design for visibility at distance.
- Short videos: 30 to 60 seconds, vertical and horizontal cuts, burned-in captions, end frame with action details.
- Memes and carousels: keep text large and minimal. Each slide should communicate one thought.
- Long reads: publish as a clean web page with a shareable summary at the top.

### **Step 9. Train your messengers**

- Host a 60-minute briefing for volunteers and leaders. Teach the message, the one-pager, and three common hostile questions with answers.
- Role-play hostile radio callers, online trolls, and a skeptical neighbor. Practice staying calm and on message.
- Assign spokespersons for press and separate messengers for community spaces. Not every strong organizer should be on camera.

### **Step 10. Plan the information push**

- Create a release calendar. Sequence leaks, stories, and data drops so interest grows instead of peaking in one day.
- Pair every release with an action. Example: publish the inspection photos on Tuesday and invite people to a clinic speak-out on Thursday.
- Target decision makers with each push. Example: tag the council committee chair and deliver printed packets to their office on the same day.

### **Step 11. Launch day checklist**

- Publish the one-pager on your site and pin it on every platform.



- Send the press release by 9 a.m. and follow with phone calls by 11 a.m.
- Release the anchor story video at noon and repost every three hours with different captions.
- Drop the document evidence thread in the evening for the researcher crowd.
- Staff a hotline or inbox for tips and new testimonies. Respond same day.

## **Step 12. Measure, learn, adjust**

- Track numbers: reach, shares, press hits, sign-ups, meeting RSVPs, calls to officials, donations, volunteer shifts.
- Track quality: which messages got callbacks from the target, which stories moved people to tears, which channels brought out new leaders.
- Debrief within 48 hours. Keep what worked. Fix what confused people. Drop what fell flat.

## **Tooling and infrastructure that makes this work**

### **Evidence locker**

- A cloud folder with access tiers, a file naming convention, and a log sheet. Example name: 2025-09-20\_clinic-closure\_budget-transfer.pdf

### **Story bank**

- A spreadsheet with columns: name, contact, consent status, short quote, full story link, photo status, language, follow-up needed.

### **Message house**

- Top-line message in the roof, three supporting points in the middle, proof points in the base. Train everyone to use it.

### **Press pipeline**

- Media list with local reporters, radio producers, podcasters, faith and community newsletters. Update monthly.

## **Distribution ladder**

- Owned channels first, partners second, press third, paid promotion last if needed. Ask partners to share with specific text and graphics.

## **Ethics and safety**

- Consent is not a checkbox. Explain risks, use first names only if requested, blur faces when needed, and let people withdraw stories later.
- Do not exaggerate. If you do not know, say you do not know. Your credibility is your shield.
- Protect whistleblowers. Separate identifying information from public materials, use secure channels for sensitive files, and never publish anything that puts a worker or undocumented person at risk without clear consent.
- Prepare for disinformation. Publish a simple corrections page. Pin it. Respond fast and briefly with receipts.

## **Rapid Response Kit**

Keep this ready so you can move within 24 hours.

- 1-page template
- Press release template with slots for quotes
- Social caption bank with 10 pre-written posts
- Two photos and one 30-second spokesperson clip
- Contact sheet for spokespersons and legal observers
- Short guide for volunteers: how to talk to a neighbor in three minutes

## **From information to action**

Information is not the finish line. Every piece of content should ask people to do something specific right now.

- Sign a public letter that will be delivered at a set time and place

- Come to a mass meeting
- Share a story in the hotline
- Call a named official and report back
- Show up for a banner drop or press conference

If your information work does not lead to a next step, it is not organizing. It is only publicity. Organizing begins when the people most affected start to move together.

## **Quick template pack**

### **One-pager layout**

1. Headline that names the wrong and the target
2. Two sentences of context
3. Three bullets of proof with citations
4. The demand and deadline
5. How to help with a date, time, place, link, QR

### **60-second script**

- Problem in 1 sentence
- Human story in 2 to 3 sentences
- Proof in 1 sentence
- Demand in 1 sentence with deadline
- Call to action in 1 sentence

### **Hostile questions prep**

- “This is just politics.” Response: “This is health and safety. Here are the inspection photos and the canceled clinics. People are getting sick. We are asking for clinics to reopen by a date. That is not politics. That is care.”
- “You do not have the full picture.” Response: “Here are the budget lines and the meetings where this was decided. If there is more, we welcome it. Meanwhile people are hurting now.”

Following those steps will certainly help you gather and push the information that you want to convey to the public about your particular issue. It can be any issue, from ICE abusing citizens and migrants alike to the city you live in neglecting

health and safety. You choose. Activism usually springs up from current events, things happen quickly! You're going to have to come up with slogans and information about what has transpired on the spot and sometimes that is best done with other activists forming a committee to help! Activism is all about community and community engagement. If you get the community engaged and willing to step forward, you're doing it right!



## CHAPTER 2: INOCULATION

“A lie can travel half-way around the world before the truth has got its boots on.”

– *Mark Twain*

“The thing about quotes from the internet is that it’s hard to verify their authenticity” – *Abraham Lincoln (see what we did there??)*

**The “Big Lie” Principle:** This propaganda technique is often associated with Nazi Germany’s Minister Joseph Goebbels. The idea is that if you repeat a lie that is so colossal and outrageous that no one would believe you had the audacity to twist the truth so infamously, people will eventually come to believe it and even create lies to protect the “Big Lie”. This is what we all are currently fighting against – so one thing you need to know is: you’re on the side of truth. It is not okay to lie to people. Tell the truth, and if you don’t know something, admit you don’t know.

**Goal:** Shield people from fear, lies and manipulation before it comes.

You’re going to have to be very honest about the backlash you may face, be it from smear campaigns by politicians, cops, online trolls or even counter protesters. Walk through the worst-case scenarios: what will they say? How it feels? What can you do to move past it?

Use role play training on how to respond to police, media and hecklers. Never feed the online trolls attacking your campaign (that gives them attention and power). Show examples of victories, “People have fought this kind of shit and they’ve won before so there’s no reason we can’t!”

Inoculating people about the lies that will be told will help people stay focused and in your campaign! Make sure that each person representing your campaign has the proper information to counter attacks.

As organizers we do not wait for lies to land and then scramble. We anticipate them, name them, and strip them of power before they spread. Inoculation is not about cynicism. It is about preparation. We tell the truth. If we do not know, we say we do not know. We never exaggerate. We always protect our people.

Use the Big Lie principle as a warning sign. Power often repeats one giant falsehood loudly and relentlessly until good people begin to doubt themselves. Our job is to set expectations about the backlash, teach people how to recognize manipulation, and give them short, confident ways to respond.

Below is a step by step plan you can run as a training and a live protocol.

### **Step 1. Name your opponent's playbook**

Create a short list of the five most likely attacks. Use past statements, press clips, and your own power map to predict what they will say.

Common categories

1. Personal smears
2. Divide and conquer myths
3. Fear and chaos frames
4. Legality and safety scares
5. False solutions and delay tactics

Write each attack as a headline in their voice. Example: "These protesters are outsiders who want to cause trouble."

### **Step 2. Write the prebuttal**

For every predicted attack, write a simple three part prebuttal. Teach this to every volunteer.

Template

1. Acknowledge without repeating the lie in full.
2. Pivot to the harm and the people.
3. Land on your demand and the action.

Example

1. Some people will try to paint us as outsiders.
2. We are neighbors, workers, and parents who are dealing with closed clinics and rising bills.
3. We want the city to reopen the clinics by October 15 and we are asking our council member to commit today.

Keep prebuttals short. Fifteen to twenty seconds max.

### **Step 3. Build the fact base that supports your prebuttals**

Prepare a one-page proof sheet with citations. Include three to five bullet points that directly undercut the predicted attacks. Store links and source files in your evidence locker. Train a two-person fact check team to approve anything that goes public.

#### **Step 4. Create the message house for everyone**

Top line message

One sentence that names the villain, the harm, and the solution.

Supporting points

Three short proof points with a person-centered example.

Call to action

A specific thing people can do today with a date or deadline.

Print the message house on a half sheet. Hand it to every speaker, marshal, and volunteer.

#### **Step 5. Run role play drills**

Hold a 60-minute inoculation practice. Divide into triads. Roles are organizer, hostile questioner, observer. Use a timer. Rotate every three minutes.

Prompts for the hostile role

- You are being funded by extremists.
- Your protest will hurt small businesses.
- This is illegal and the police will arrest everyone.
- Real residents do not want this.
- You do not understand the budget.

Scoring for the observer

- Did the organizer avoid repeating the lie?
- Did they pivot within five seconds?
- Did they land on the demand and the invitation to act?

Debrief quickly. Praise what worked. Fix what did not.

## **Step 6. Prepare a police and media protocol**

### **Police**

- Appoint a police liaison who is calm and experienced.
- Train marshals to direct participants to the liaison.
- Carry a legal hotline number on a card.
- Brief people on rights in public space and the plan for dispersal if required by your legal strategy.

### **Media**

- Limit spokespersons to two or three people.
- Provide a written statement and fact sheet at the top of every hour during an action.
- Never speculate. If you do not know, say you will check and follow up.

## **Step 7. Set your online engagement policy**

Create a short written policy so volunteers know what to ignore and what to answer.

- Do not feed trolls. No quote tweets or replies to accounts created last month with zero followers.
- Answer good faith questions with a link to the one pager and a meeting invite.
- Correct major falsehoods once with proof, then mute.
- Screenshot threats and d0xing. Report and archive.
- Use two factor authentication on all accounts.
- Centralize login credentials in a password manager.
- Post using prepared caption banks to stay on message.

## **Step 8. Build a rapid response pipeline**

Create a simple workflow so you can handle disinformation within one hour.

- Intake. Any volunteer can flag a rumor in a shared chat using the tag RUMOR.



- Triage. Assign one person to classify the rumor as ignore, monitor, or respond.
- Draft. Use the prebuttal template to write the response.
- Approve. Fact check in five minutes with your two person team.
- Publish. Post the response in one place and point people to it.
- Log. Record the rumor and the response in a spreadsheet for later training.

## **Step 9. Brief your people before every action**

### Ten-minute pre action huddle

- Review the message house and the prebuttal lines.
- Remind everyone of the police liaison and legal number.
- Assign a few people to be spotters for agitators and provocateurs.
- Rehearse one hostile question out loud and answer it together.
- Close with the demand and a clear plan for the day.

### Pocket card for volunteers

#### Front

- Top line message
- Demand and deadline
- Today's action details

#### Back

- Police liaison name and number
- Legal hotline (*Lawyers – suggest National Lawyers Guild*)
- Three hostile prompts with prebuttals
- Do not feed trolls reminder

## **Step 10. During the action, contain and redirect**

- If a smear appears, address it once briefly from the stage or the mic, then pivot to a story from an impacted person and restate the demand.
- If a hostile camera crew tries to bait people, move a designated spokesperson to them and ask marshals to create space.
- If counter protesters arrive, de-escalate and keep focus on your program. Do not get dragged into side debates.

- If misinformation spreads online, post your correction thread and have partners amplify it. Do not debate in the comments.

### **Step 11. After the action, reinforce the immunity**

- Publish a short recap that celebrates turnout, repeats the demand, and lists next steps.
- Share a corrections post if needed, with receipts and a calm tone.
- Thank partners and highlight solidarity.
- Invite people to a training on recognizing manipulation and practicing prebuttals.

### **Step 12. Measure and upgrade**

#### **Track**

- Number of volunteers trained in prebuttals
- Response time from rumor flag to approved reply
- Reduction in off message quotes in press coverage
- Growth of owned channels where you set the frame

#### **Improve**

- Update your predicted attacks list based on what actually showed up
- Refresh your prebuttals and talking points monthly
- Promote volunteers who stayed cool under pressure into spokesperson and trainer roles

### **Common attacks and model responses**

#### **Attack**

You are paid outsiders.

#### **Response**

Neighbors and workers built this campaign. Here are the block captains and union locals involved. We are asking Council Member Rivera to reopen the clinics by October 15. You should join us at the meeting tonight.

**Attack**

You are putting people in danger.

**Response**

We have trained marshals, a police liaison, and legal observers. The only danger is from closed clinics and delayed care. Reopen the clinics by October 15.

**Attack**

You do not understand the budget.

**Response**

We have the budget lines and the transfer that cut neighborhood health. People are getting sicker. Restore the funding and reopen the clinics.

**Attack**

Protest will not solve anything.

**Response**

Protest makes harm visible and forces decisions into the open. We are here to win a basic fix. Reopen the clinics by October 15. That starts tonight.

Keep answers short. Always pivot back to people, proof, and the demand.

**Training agenda you can run this week**

Time 90 minutes

1. Welcome and purpose 5 minutes
2. The opponent's playbook 10 minutes
3. Prebuttal writing in pairs 15 minutes
4. Role play triads with rotation 30 minutes
5. Police and media protocol briefing 10 minutes
6. Online engagement policy review 10 minutes
7. Rapid response pipeline and volunteer roles 5 minutes
8. Close with the demand and next action 5 minutes

**Materials**

- Message house half sheets

- Pocket cards
- Legal hotline stickers
- Rumor log link
- Caption bank link

## **Templates**

### Prebttal worksheet

- Predicted attack
- Proof point that undercuts it
- 15 second response
- Link to citation or file

### Rumor log sheet

- Date and time
- Channel
- Rumor text or screenshot link
- Classification ignore or monitor or respond
- Assigned to
- Final response link
- Outcome

### Caption bank

- Ten short posts that repeat the top line message and the demand
- Versions for English and Spanish
- Alt text for each image

## **Ethics and safety**

- Never publish sensitive information that could expose undocumented people, minors, or survivors.
- Do not stage content. If you correct a mistake, do it promptly and publicly.
- If a volunteer is doxx'd or harassed, prioritize their safety and well-being. Move them off the front line and provide support. Safety FIRST, it is your utmost priority!



## CHAPTER 3: AGITATION

“If there is no struggle, there is no progress. Those who profess to favor freedom and yet deprecate agitation are men who want crops without plowing up the ground. They want rain without thunder and lightning. They want the ocean without the roar of its mighty waters.” – *Fredrick Douglass*

Agitation is moving people from “oh man, that sucks” to “we have to act!” It’s getting people to emotionally connect to the issue and their own power. The sad thing that we’ve seen throughout our history as activists is that so many people rely on others rather than getting active. Most people think smaller issues don’t affect them, but in reality, eventually those small issues usually balloon out into bigger issues. One way to show this is using a domino effect example, noting that ‘losing one right led to a law being enacted which hurt everyone as it took away more than one right.’ (*Example: Patriot Act*)

Agitation isn’t lying to get your point across – it’s using facts. It isn’t manipulating people to act, it’s showing them the facts and reminding them of their own values and power. People have forgotten how powerful they are. The power of the people of any country could change their country overnight if they all stood together as a unified force – but the state has inoculated citizens to hate each other and distract from the real issues, and that is how they maintain their power. It’s a psychological game and they’re always 5-10 steps ahead. Yet, that doesn’t mean they’ve won, it just means we have to be more vigilant and work a bit harder to get our messages out so that the change we want will actually happen.

Have one on one conversations, ask people how the issue affects them, their family and their dreams. Use questions to surface contradictions: “you work hard. Why are they allowed to treat you like this?” Or, “all those taxes you pay, all to poison you and your family with shitty drinking water?” It all depends on the issue, and the way you frame the issue.

You also need to encourage small risk taking, sign a petition, wear a button for supporting the cause, speak at a meeting, or even become involved in promoting awareness.

Highlight moral clarity: “they are counting on you to stay silent. Are you ok with that?”

A lot of the times people will claim “Yes, I don’t want to stand out, I don’t want to put my family at risk!” No matter the issue, you need to show them that they’re already ‘at risk’, and that they’re already involved.

“At risk? So, you and your family are already at risk because you’re drinking the tap water that is literally causing cancer. Don’t be a statistic.”

Agitation is the engine that powers movement. It’s the emotional ignition. If information is the spark and inoculation is the shield, agitation is the **call to *feel*** and then to **act**.

Agitation is not about yelling at people. It’s not venting your own frustration. It’s about **moving people emotionally through structured, strategic conversations and experiences** designed to connect their personal pain to a collective solution.

You’re helping people *feel the contradiction* between what they believe and what they’re living under and then showing them, they have the power to change it.

Here’s how to do it, step-by-step:

### **Step 1: Identify the tension**

Before you can agitate someone, you need to understand what they *care* about what keeps them up at night, what gets them angry, what they dream about. That means listening first.

#### **Tools:**

- Structured 1-on-1 conversations (5–10 minutes minimum)
- Listening sessions in small groups
- Surveys that go deeper than demographics (“What scares you the most about the future?” “What do you wish you could fix?”)

#### **What to look for:**

- Pain points (evictions, bills, sick family, fear of police, student debt, no time with kids)
- Values (fairness, safety, dignity, respect, freedom, stability, justice)
- Contradictions (they work hard but are broke, they vote but feel voiceless, they’re patriotic but afraid of the government)

### **Step 2: Agitate through questions, not lectures**

Agitation is a **dialogue**, not a monologue. You're not convincing. You're **revealing** by asking questions that *force people to sit with the discomfort of their own reality*.

### **Sample agitation questions:**

- "You work hard every week. Why can't you afford rent?"
- "You said you believe in freedom. Does it feel free right now?"
- "How many people do you know that are sick from this?"
- "You said you care about your kids' future. What happens if this keeps going?"
- "Why are we paying taxes for this kind of treatment?"

Let the questions hang in the air. Do not rush to fill silence. Let people squirm a little. That's where growth happens.

### **Step 3: Surface the contradiction and name the injustice**

Once someone begins to recognize that gap between what they believe and what they're experiencing, **give them the name for it**.

Examples:

- That's corporate greed.
- That's systemic racism.
- That's environmental genocide.
- That's wage theft.
- That's surveillance capitalism.
- That's state-sanctioned violence.

Naming the system helps people stop blaming themselves and start seeing the enemy. It shifts their gaze outward toward power.

### **Step 4: Introduce solidarity as the solution**

After surfacing the contradiction, you pivot to power. Remind people that **they are not alone**, and that **collective action is how people win**.



### Phrases to use:

- “You’re not the only one. This is happening everywhere.”
- “This is exactly what they want to keep you isolated.”
- “You don’t have to fight this alone.”
- “When we move together, we win.”

Show examples: past protests, union wins, people power victories. Point to real people who look like them and stood up. Tell stories of success, not just struggle.

### Step 5: Invite small risk-taking behavior

People don’t go from silence to sabotage overnight. They need to **build courage through action**.

Start with small asks:

- Sign a petition
- Wear a sticker or button
- Post on social media
- Come to a meeting
- Share their story in a private space
- Put up a poster in their window

Celebrate these steps. Every small “yes” builds the foundation for the bigger “yes” that comes later.

### Step 6: Frame the moral clarity

Agitation is about **moral confrontation**. You’re holding up a mirror and asking people to choose.

Use questions like:

- “They’re counting on you to stay silent. Are you okay with that?”
- “What kind of world do you want your kids to grow up in?”
- “If not you, then who? If not now, then when?”

- “If you don’t fight this, who will?”

This is not manipulation. You’re asking people to *live up to their own values*.

### **Step 7: Call out the risk of inaction**

People will always say “I don’t want to put my family at risk.” Your job is to show that the **risk is already here** and that doing nothing makes it worse.

#### **Techniques:**

- Mirror the risk back to them using facts: “You said your son is already drinking lead-poisoned water. Isn’t that a risk?”
- Use metaphors: “A burning house doesn’t wait. You either move, or you burn.”
- Show consequences: “They’ve already cut funding. Next is layoffs. What happens to your neighborhood then?”

Agitation often means **forcing people to acknowledge that safety is a myth under oppression** and that dignity comes from fighting back, not staying quiet.

### **Step 8: End with an invitation to act now**

Agitation without a next step leads to burnout or despair. Always point toward a **specific action**.

Examples:

- “There’s a meeting tomorrow. Will you come?”
- “We need five people to put up flyers tonight. Can I count on you?”
- “We’re collecting stories for the press. Will you record yours with me?”
- “Our march is on Saturday. Want to walk with us?”

People need to walk out of an agitating conversation feeling **activated, not abandoned**. Give them a place to direct their energy.

### **Step 9: Train others to agitate**

Agitation is a skill. Teach it.

Run short workshops for volunteers:

- Roleplay 1-on-1s
- Practice asking powerful questions
- Practice handling “I don’t have time” or “It’s not that bad”
- Give feedback on tone, silence, and eye contact
- Rotate pairs and build muscle

Create a zine or card set with sample questions and conversation flows. Make it something they can carry with them.

### **Step 10: Track your agitation**

In your organizing spreadsheet or CRM, track:

- Who was agitated
- What their core issue is
- What contradiction surfaced
- What action they took
- What follow-up they need

Treat each conversation like a building block in a longer campaign. Agitation is not a one-and-done — it’s a **process of politicization**.

### **BONUS: Group Agitation Events**

You can agitate at scale through:

- Testimony panels with real people sharing their pain
- Town halls that center impacted voices
- Street theater or direct actions that create moral tension in public
- Art installations or projections that disturb the narrative
- Grief and rage rituals for collective mourning and clarity

In these settings, combine *emotion + information + a clear next step*. That is mass agitation.

## Tools You Can Use:

- Agitation Question Card Deck
- 1-on-1 Tracker Template
- Group Roleplay Scripts
- Storytelling Frameworks
- Contradiction Map Worksheet

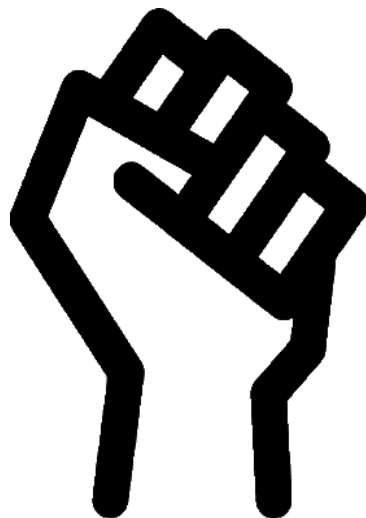
## Common Mistakes to Avoid

- Talking too much. Agitation is about *listening and guiding*. (80/20% rule – 80% letting them talk, you engage at 20% - this is about them understanding and engaging)
- Dumping facts. Lead with questions, not stats.
- Avoiding the hard stuff. Sit with discomfort. That's where power grows.
- Ending without an ask. Always invite an action.
- Rushing. Political identity formation takes time. Build trust.

Agitation is love in action. It is the uncomfortable gift we give each other to wake up. To reconnect to purpose. To feel the fire again. You are not manipulating people. You are showing them that their pain has a name, their rage has a purpose, and their voice still matters.

If information is the spark, and inoculation is the shield, agitation is the **flame**.

Let it burn. Let it move people. Let it change the world.



## CHAPTER 4: ORGANIZE

### Build Structure and Leadership

“Every moment is an organizing opportunity, every person a potential activist, every minute a chance to change the world.” – *Marshall Ganz*

Anonymous is a global decentralized collective of activists that come from many different backgrounds. We sometimes use subsets (or sects) that do have leaders – but overall, the collective has no leadership. We are not suggesting this course of action for people just stepping into the world of activism, because it takes more than just saying the words “we’re decentralized,” to do it. It takes stepping away from human ego, and the needs and wants of the self. It’s hard to convey the needs of the many outweigh the needs of the few, and we get it, people want to feel important. How many times has Anonymous made the news and no one steps forward to claim responsibility? Nearly always.

A true leader has no need to feel important, they just do what needs to be done when it needs to be done. A true leader doesn’t lead out of an egotistical drive for fame or power, they lead because they’re helping others. It’s a self-sacrifice that many are unwilling to make. So, for this document, we’re sticking to a standard leadership model. Eventually, you can configure your own decentralized resistance group/collective if you think that’s something you would all benefit from.

Your goal in this is to build an organized team that can carry out strategic actions. You don’t even have to be the leader. In creating organized resistance, you will need to form a core committee of trusted people across the affected group. It is then that you will be able to identify natural leaders who will step up, as people listen and follow them. Develop a communication structure; text trees, Signal groups, and even create phone banks. There are plenty of platforms that exist that will help you maintain your privacy. Use Wire, Signal, and even research any other platform that helps obfuscate your identity. Yes. You will be monitored by law enforcement and the government. This isn’t a manual about securing your privacy, but we must be adamant in stating: Protect yourselves from being monitored!

Map out relationship structures and networks: who is influencing whom? Who

can get people to get off their asses and motivate people to participate?

Movements always need a spine, governments trying to attack movements will always go for the spines of the movements. The “spine” of the movement is not just emotion but it’s strategy, roles, timelines, and discipline.

Information exposes injustice. Inoculation protects your people. Agitation activates them. But organizing is what turns all of that into real power.

Organizing is not just showing up with a bullhorn. It’s not about having the most followers online or the flashiest banner at a march. Organizing is about **building a structure** that can move people to act *together* again and again not just once, not just for a hashtag, but for a campaign, a season, a generation.

In this chapter, we’re going to walk you step-by-step through how to build a strong, strategic, secure organizing infrastructure that can survive pressure and grow over time.

### **Step 1: Form a Core Organizing Group**

Start with a **tight inner circle** of people who are committed, reliable, and trusted. This is not a fan club. This is the command center.

Your core group should:

- Reflect the people most impacted by the issue
- Have a range of skills: communication, logistics, tech, legal, art, security
- Include at least one person who is calm under pressure
- Be able to hold each other accountable without ego or drama

Start small if you need to. A serious group of 3 is better than a loud group of 30 who don’t follow through.

### **Step 2: Map Your Community**

Organizing is about people — and you need to understand the *ecosystem* of the people you're trying to move.

Make a **power map** of:

- Influential individuals: union leaders, student body reps, clergy, teachers, street medics, artists
- Institutions: schools, churches, workplaces, mutual aid groups, cultural

centers

- Digital channels: Facebook groups, WhatsApp chains, Discord servers, hashtags, listservs

Your job is to figure out *who influences whom*. Ask yourself: who do people listen to, and who do those people listen to?

Build out a **relational map**. You're not organizing a crowd. You're organizing a web of influence.

### **Step 3: Define Roles and Responsibilities**

Every movement needs a spine. That spine is not one charismatic leader it's **clearly defined roles** that allow the movement to function even if someone drops out.

Typical roles include:

- Communication lead
- Security lead
- Art and visuals team
- Press and social media coordinator
- Marshals and de-escalation team
- Legal observer coordinator
- Tech and tools support
- Logistics and transportation
- Fundraising and supplies
- Outreach and coalition building

Write out job descriptions for each role. Make it clear what is expected and how decisions are made. Avoid vague language like "help with stuff." People step up when they know what stepping up means.

### **Step 4: Choose a Leadership Model (and stick to it)**

Most people start with a **standard leadership model** where one or a few people are central coordinators. That's fine. What matters is clarity and consent.

Eventually, you can evolve toward a **decentralized structure** like a spokes council, collective, or horizontal pod model. But these require serious discipline, shared political understanding, and lots of trust.

Until then, use a model that matches your group's size, skill, and situation. Write it down. Talk about it openly. Let people know how decisions get made.

If you say you're decentralized but one person makes all the calls, people will notice and they'll stop trusting you.

### **Step 5: Build Your Communication System**

Every group needs a **secure, fast, layered communication system** that works across different risk levels.





Set up:

- **Signal or Wire group chats** for core leadership
- **Email lists or ProtonMail groups** for broader updates
- **Encrypted shared drives** (like CryptPad, Skiff, or a secured cloud)
- **Offline plans** (meetup locations, burner phones, mesh networks)
- **Phone trees or call lists** in case apps go down

Decide how fast each system should be used. Example: urgent decisions go through Signal. Planning goes on a shared doc. Public updates are posted every Friday on Instagram or through your email blast.

Back up your contacts. Keep redundant copies of your key documents. Train your team in secure communication practices.

## **Step 6: Recruit and Develop Leaders**

Organizing is not about doing everything yourself. It's about **developing other people into organizers.**

Look for:

- People others listen to
- People who follow through
- People who ask good questions
- People who already help others even if they're not "leaders" yet

When you find someone like this:

- Bring them in closer
- Give them a specific, meaningful task
- Follow up and give feedback
- Train them on skills like canvassing, messaging, facilitation, security, or media
- Ask them to bring one or two people with them

This is called **organizing up**. You are not just recruiting participants you are building *organizers*.

### **Step 7: Create Infrastructure for Action**

You need to be able to act quickly when the moment comes. That means **having your infrastructure in place before the crisis hits**.

Have ready:

- A press list and a press release template
- A rapid response protocol
- A bail fund or legal team contact list
- Art templates and banner materials
- A central location for meeting up or distributing supplies
- A contact form for people to join
- A follow-up system to track who has been contacted and what they said

Without infrastructure, energy burns out. With it, you grow.

### **Step 8: Set Timelines and Campaign Milestones**

You are not just throwing protests into the void. You are running a **campaign** and every campaign needs a timeline.

Build a rough arc:

1. **Launch** with storytelling and visibility
2. **Grow** through outreach, events, and recruitment
3. **Confront** with a public escalation or confrontation with the target
4. **Negotiate or escalate** based on the response
5. **Win or pivot** and prepare for the next fight

Break this into small, clear milestones:

- “Reach 50 emails by next week”
- “Have three partner orgs co-sign by end of the month”
- “Do a banner drop before the council vote”

Use timelines to keep people motivated. Celebrate each checkpoint. Momentum matters.

### **Step 9: Document and Evaluate Everything**

Movements without memory repeat mistakes. Build your **organizing memory**.

Use shared folders to document:

- Agendas and meeting notes
- Action debriefs
- Decision logs
- Contact lists
- Materials, flyers, slogans, graphics
- Lessons learned from each campaign

Review after every major action:

- What worked?
- What didn't?
- What was missing?
- Who stepped up?
- What surprised us?

Share these learnings with your group. Learning in public builds trust and strength.

### **Step 10: Build a Culture, Not Just a Structure**

Organizing is not just logistics. It's about building a **culture of care, accountability, and shared purpose**.

This means:

- Checking in on each other's well-being
- Addressing harm and conflict when it arises
- Practicing political education together
- Building rituals: potlucks, teach-ins, music nights, healing spaces
- Uplifting wins, no matter how small

People stay in movements because they feel seen, valued, and powerful. That is your job as an organizer.

### Tools You Can Use

- Relational mapping worksheets
- Leadership development tracker
- Contact list templates
- Meeting facilitation guide
- Secure communication policy
- Decision-making models guide (consensus, modified consensus, spokes council)

### Warning: Organizing Attracts Surveillance

Yes, you will be watched. That's not paranoia it's history. The state and corporations always monitor resistance.

Protect yourselves:

- Use secure apps with end-to-end encryption
- Do not talk logistics on public platforms
- Avoid naming people without their consent
- Have legal observers at public actions
- Keep sensitive information off your personal devices

Security is not just technical. It's cultural. Make it normal to double-check, ask questions, and protect each other. **Always practice good OpSec (Operational Security)**

### Remember

Movements fail when they confuse *excitement* with *organization*.

If you want to make history, you need more than passion. You need structure. You need leadership not in the sense of ego or fame, but



in the sense of responsibility, follow-through, and care.

You need people who will stay up late to fix the flyer, walk the block one more time, call every contact on the list, and show up even when the cameras don't.

That's the spine.

Build it strong. Build it quietly. Build it to last.



## CHAPTER 5: ESCALATION

“Change is the law of life. And those who look only to the past or present are certain to miss the future.” – *John F. Kennedy*

They’re going to try to ignore you. They’re going to try to get everyone else to ignore you. They’ll even start campaigns to make you out to be the villains and even come up with excuses to diminish your movement.

“They’re being paid by Soros!”

You’ve seen it a billion times over on every social media platform. The ones who are against you are never for the truth. They’re the ones with the agenda. They don’t want the world to be a better place because they don’t see a problem with human suffering. Their empathy and compassion were ripped out of them from a young age by abuse, and they conformed to that abuse. It’s a type of Stockholm Syndrome, they’ve become the abuser. They see it as a norm.

When you escalate, you do not want to immediately go on the offensive with massive actions. You will want to start slow, with low-risk actions such as teach-ins, banner drops, vigils, and petitions. These will be ignored by most media outlets; most politicians will never hear of them or care about them. But starting slow using low-risk actions is a very safe way to build momentum and educate the public. Once you’ve effectively engaged (and gaged) the community, you can now escalate into disruptive protests with: rallies, sit-ins, walkouts, boycotts, and noise demonstrations. One escalation tactic that works is planting people within a political get-together or meeting, each person waits and takes their turn to stand up and tell their truth and disrupt the optics of “everything is fine”. The truths being told can be of different issues that everyone is facing.

Scenario: A politician is talking “We need to be harder on criminals! We can’t afford to live in a society where criminals run wild!”

A protester stands up: “The police have killed 53 innocent people this month alone in the USA! Wouldn’t that make them criminals?”

It can go on and on, “Our economy is doing awesome!!” the politician smiles as they speak.

A protester stands up: “Gas is at \$4.00 a gallon, and I’m spending 5 times more on groceries! My electric bill is through the roof! What are you talking about?”

**Escalation is how you move from being ignored to becoming impossible to ignore.** It’s how you build pressure over time, forcing those in power to respond to your demands not on their timeline, but on yours.

Escalation is not just about being louder. It is about being smarter, more strategic, and more disruptive in a way that makes *doing nothing* the harder option for your target.

Opposition will always try to spin the narrative. They’ll call you dangerous, extremist, or “paid by Soros.” They’ll attempt to paint your movement as chaos rather than righteous outrage. That is the system defending itself. Expect it.

The goal of escalation is not chaos. It’s control, control of the narrative, the pressure, and the next move.

Below is your step-by-step escalation framework, from low-risk visibility to high-stakes disruption.

### **Step 1: Start with Low-Risk, High-Visibility Actions**

You begin by **making your presence known** through actions that are safe, accessible, and hard to oppose.

These actions are about visibility and base-building, not confrontation.

#### **Examples:**

- Community teach-ins
- Public art installations or wheatpasting campaigns
- Candlelight vigils or sidewalk chalk memorials
- Petition drives
- Banner drops over highways or buildings
- Leafleting at events
- Testimony nights and town halls

Use this stage to:

- Educate and activate new people
- Create shareable content for social media
- Gauge public opinion
- Test your team's communication and logistics
- Map which allies show up and which don't

Document everything. Visibility creates legitimacy. Share photos, videos, quotes, and signs. Build momentum before you escalate.

## **Step 2: Evaluate Engagement and Readiness**

Before you escalate, take stock.

Ask yourself:

- Did people show up to your teach-ins and vigils?
- Is there a committed core ready to take bigger risks?
- Do you have legal observers and security protocols in place?
- Are your demands clearly defined and publicly known?
- Have you attempted contact or negotiation with your target?

If yes, you're ready to increase pressure.

If no, go back to building. Do not escalate without infrastructure.

## **Step 3: Move into Moderate-Risk Direct Actions**

This stage is about **disruption with purpose**. You're creating friction — making it harder for business, government, or institutions to function without addressing your demands.

**Examples:**

- Noise demonstrations
- Boycotts
- Flash mobs
- Coordinated walkouts from schools or jobs
- Street theater targeting a specific official or corporation



- Protest caravans or mass bike rides
- Marches to politicians' homes or donor galas

These actions interrupt daily life without necessarily breaking the law. They're **disruptive but defensible**.

Use them to:

- Get media coverage
- Polarize public opinion
- Draw out statements from your target
- Build courage within your base
- Expose hypocrisies

#### **Step 4: Disrupt the Narrative in Strategic Spaces**

You don't have to protest in the streets to cause disruption. You can **infiltrate their spaces** and collapse their narrative from the inside.

**Examples:**

- Pack city council or school board meetings with speakers and signs
- Plant questioners in political rallies or corporate events
- Coordinate sequential disruptions during a speech or announcement
- Use civil disobedience within government offices or public hearings
- Organize "die-ins" or sit-ins in lobbies, banks, or transportation hubs

These disruptions work best when they're:

- Short and bold
- Coordinated with media outreach
- Backed by moral authority and truth
- Tied to specific demands

**Never escalate without a next step.** People watching need to know you're not just there to yell you're there to win.

#### **Step 5: Execute High-Risk, High-Pressure Actions**

Once you've exhausted polite engagement and moderate disruptions, and the powers still refuse to move, you escalate into actions that apply **maximum pressure** even at personal risk.

This stage should never be entered lightly. Prepare your people. Provide legal training. Have bail funds and support plans in place.

### **Examples:**

- Mass occupations of buildings or spaces
- Transportation shutdowns (roads, bridges, rail)
- Coordinated civil disobedience
- Workers' strikes or general strikes
- Hunger strikes or encampments
- Blocking deportation vans or evictions
- Interfering with commerce, development, or access to power centers

These actions are controversial. That's the point.

You're forcing a moral choice: respond to the issue or escalate the repression.

When done right, high-risk actions:

- Create unavoidable headlines
- Force institutions to negotiate
- Shift the political terrain
- Inspire others across the country or world

### **Step 6: Always Control the Optics**

Escalation without narrative discipline can backfire.

You must control:

- Who speaks and what they say
- What signs and symbols are displayed
- What visuals get shared online
- How the action connects to your core message

Assign:

- Spokespeople
- Photographers and streamers
- De-escalators and legal observers
- Social media coordinators

Create an **escalation message guide** ahead of time:

- “This is a peaceful disruption demanding clean water.”
- “We are parents and workers, not paid agitators.”
- “The state has failed us, so we are making the crisis visible.”

Control the story or the opposition will write it for you.

### **Step 7: Escalate the Target’s Cost of Inaction**

Escalation is not just louder action. It is action that **increases the cost** of ignoring you.

Cost comes in many forms:

- Negative media attention
- Public embarrassment or ridicule
- Loss of donor support or contracts
- Legislative gridlock
- Decline in morale among their staff or base
- Civil unrest
- Economic losses

Your job is to show that *not responding* to your demand is **more painful** than giving in.

Track their pain points. Hit where they’re sensitive. Reassess after every action.

### **Step 8: Sequence Escalations Thoughtfully**

Escalation is not random. It’s a **planned series of moves**, each building on the last.

Example campaign sequence:

1. Petition with 5000 signatures
2. Banner drop and teach-in
3. Vigil in front of city hall
4. Sit-in during council meeting
5. Disruption of mayor's press conference
6. March to private donor's home
7. Occupation of council office
8. Coordinated walkouts across city agencies
9. General strike and encampment

Each move should:

- Introduce new people
- Strengthen internal trust
- Increase pressure on your target
- Earn more public support or attention
- Lead closer to your win condition

### **Step 9: Provide Escalation Support and Debriefing**

Escalation can be stressful and dangerous. Prepare and care for your people.

Before an action:

- Offer legal trainings
- Review rights and risks
- Provide emotional support and clear exit plans
- Have medics, observers, and trained de-escalators present

After an action:

- Debrief as soon as possible
- Gather feedback
- Document lessons learned
- Provide counseling and support where needed
- Celebrate the courage of your people

Use each escalation to **build culture, not just tension.**

### **Step 10: Know When to Pause or Pivot**

Escalation is not always a straight line. There will be moments when:

- You win, and need to regroup for implementation
- The risk becomes too high for your people
- The political moment shifts and demands a new strategy

Do not escalate for its own sake. Escalation without strategy can isolate you, burn out your base, or provoke backlash that sets you back.

Pause. Regroup. Rethink. Then move again.

### **Escalation Tools You Can Use:**

- Escalation timeline template
- Risk assessment worksheet
- Legal observer and arrestee support guide
- Spokesperson message prep sheet
- Optics and visuals checklist
- Rapid response escalation plan
- Action debrief form

### **Summary: The Logic of Escalation**

You escalate to:

- Build momentum
- Disrupt business as usual
- Force negotiation
- Demonstrate moral urgency
- Expand the base
- Win real change

Each level of escalation should be **deliberate, strategic, and connected to your campaign goals.** Escalation is how you make injustice visible and power accountable.

Always ask:

- Who is this action for?
- What does it cost the target?
- What will it inspire the base to do next?

And always remember: escalation is not rage for rage's sake. It is the organized refusal to be ignored.

Escalate with wisdom. Escalate with clarity. Escalate with discipline.

When done right, escalation is how you make history.



## CHAPTER 6: SOLIDARITY

“The people united will never be defeated.” - *Cesar Chavez*

You may not know it, but you have allies. The problem is, they haven’t been convinced to stand up yet. Unions, students, certain religious organizations, media, other activist circles; they’re waiting for you to talk to them. They’re waiting for you to **ORGANIZE** them. When there is a call to action, if it’s a noble cause, many will rise to help your cause! But be careful too! This is where many instances of drama sprout up to destroy the momentum. Another entity may move into your space as an ally, raising their fists with yours only to try to co-opt your message and activism. This is where everyone needs to lay the ground rules down; “we’re inviting you; we expect you to honor our code of conduct which means you do not try to co-opt our message.”

Write language that other activists joining your campaign can understand. Make sure that you have an open mind too. Not everyone is trying to co-opt your movement, some might just be trying to add their two cents. The more brainpower, the better. Signs of co-opting include trying to change the message, or trying to change the goals of your activism campaign. The message and goals need to always remain the same. If you fluctuate on the goals you will lose. Raising the stakes or lowering the stakes is a sign of weakness and disorganization.

Solidarity is the multiplier of movements. It’s how 10 organizers turn into 1,000. It’s how a local fight becomes a national reckoning. It’s how we survive burnout, surveillance, isolation, and targeted attacks.

Solidarity is not charity. It’s not “allyship” for clout. It’s not clapping from the sidelines. Solidarity is a **commitment to shared struggle** — even when the cameras are off.

Solidarity means showing up, holding the line, backing each other up, and lifting each other’s campaigns when the stakes are high. But it also means **knowing how to protect your message, your base, and your mission** when new groups enter your space.

Here's how to build and manage solidarity step-by-step.

## **Step 1: Map Your Potential Allies**

Before you reach out, **identify who your real allies could be.**

Start with:

- Local labor unions
- Student groups and campus orgs
- Faith-based justice groups
- Civil rights and immigration organizations
- Environmental and climate justice orgs
- Housing justice and tenants' unions
- Indigenous, Black, and Brown-led movements
- Mutual aid collectives and grassroots networks
- Independent media, radical bookstores, and podcasters

Use your community power map from earlier. Ask:

- Who has capacity?
- Who has aligned values?
- Who has credibility with the people we want to reach?

Remember: the strongest solidarity usually comes from **those also directly impacted by oppression**, not from those who want to “help.”

## **Step 2: Reach Out with Intention and Respect**

When approaching another group or movement:

- Be clear about why you're reaching out
- Be honest about your goals, your timeline, and your needs
- Ask about their priorities and existing campaigns
- Avoid transactional language like “We need you to do this for us”
- Make it a **two-way conversation**



Initial contact sample:

“Hey, we’re organizing around environmental racism in our neighborhood. We’ve seen your group do amazing work around water access and housing justice. Would you be open to a conversation about how we might support each other’s work?”

Keep the tone humble and collaborative. Don’t assume people will drop everything to join your cause.

### **Step 3: Create a Shared Understanding**

Once you’ve opened communication, it’s time to **set expectations and ground rules**.

Topics to clarify:

- What is the goal of your campaign?
- Who speaks for the campaign?
- What is your group’s code of conduct or community agreements?
- What kind of actions are you planning?
- Are there red lines (for example: no police collaboration, no corporate funding)?
- What kind of support are you asking for?
- How will decisions be made?

Put this in writing. Share a **solidarity agreement** or coalition principles. Ask them to review and sign on **before** joining your public actions.

This prevents drama later. It also helps **weed out opportunists** early.

### **Step 4: Watch for Signs of Co-optation**

Sometimes, groups show up under the banner of solidarity, only to **reshape your movement to fit their agenda**. Stay alert.

**Red flags of co-optation:**

- They try to change your core message or reframe the issue
- They push to water down your demands

- They redirect attention to their own platform or goals
- They take credit for your work in press or public materials
- They attempt to make decisions without being part of your structure
- They bypass your organizers to engage directly with your base

Call this behavior out early and directly:

“We invited you to stand with us. This is not a platform for you to promote unrelated agendas. Please respect our message and leadership.”

If they continue, **ask them to step back or disengage**. Better to lose a partner than your movement’s integrity.

### **Step 5: Build Internal Political Education**

The best way to prepare for diverse partnerships is to **educate your own base** on shared struggle, intersectionality, and the history of coalition organizing.

Host:

- Study sessions on past multi-racial or cross-class movements
- Political education nights on settler colonialism, white supremacy, capitalism, ableism, etc.
- Trainings on how to speak with other groups in solidarity, not saviorism

This builds **cultural competency** and helps prevent your group from being the problem.

### **Step 6: Share the Stage But Keep Your Voice Clear**

When you host actions with allies:

- Invite them to speak or co-host when relevant
- Offer stage time **after** your impacted speakers have been heard
- Ask partners to amplify your hashtags, materials, and message
- Coordinate press responses to avoid confusion
- Include their logos or banners with consent but don’t let the visuals dilute your own brand

Use language like:

“We’re honored to stand with these groups in solidarity — and we ask everyone here to uplift the demands of the families fighting for justice in this campaign.”

Control the narrative. Elevate partners. Do not disappear your own cause.

### **Step 7: Create Shared Actions and Cross-Support**

True solidarity means showing up for each other’s fights not just asking them to show up for yours.

Ideas:

- Cross-promotion of events and fundraisers
- Showing up as marshals or security for each other
- Donating supplies or food to each other’s actions
- Sharing a campaign toolkit or media contacts
- Co-creating visuals or coordinated banner drops
- Hosting joint teach-ins or political education nights

When you stand for others, you show that your movement isn’t just about you. It’s about **liberation for all**.

### **Step 8: Handle Conflict with Care**

Solidarity is not always clean. Conflict will happen. Expect it.

When tension arises:

- Stay calm and grounded
- Speak directly, not through subtweets
- Address issues privately before they explode publicly
- Use your agreements and shared principles to resolve confusion
- Invite a neutral mediator if needed
- Remember that **white supremacist systems rely on infighting to fracture movements**

But also know this: **some partnerships must end**. If a group violates your trust or harms your base, it’s okay to walk away.

Hold the line. Protect your people.

### **Step 9: Celebrate and Uplift Solidarity Publicly**

Don't just build solidarity in private show it.

Post photos, tag partners, and thank them by name. Share their events. Promote their victories.

Highlight how your struggles are linked. Tell stories of **cross-movement wins**. When people see that your campaign is backed by others, it builds momentum.

It also sends a message to your target: **we are not isolated, and we are not afraid**.

### **Step 10: Expand and Evolve the Coalition**

As your movement grows, more groups will take notice. Keep growing your network but **move with intention**.

Ask:

- Is this group aligned with our values?
- Are they invested in our actual base or just visibility?
- Do they bring new capacity, reach, or knowledge?
- Are they accountable to their own communities?

Do not accept everyone just because they're loud. Strong coalitions are **rooted in trust**, not size.

Maintain quarterly coalition check-ins. Rotate spokespersons. Create shared rituals and culture. Build relationships beyond the next protest.

### **Tools You Can Use:**

- Coalition agreement template
- Solidarity outreach script
- Meeting facilitation guide for multi-group spaces
- Conflict resolution playbook
- Solidarity calendar for mutual support

- Media coordination toolkit
- Cross-promotion action checklist

Solidarity is how we win. It's how we protect each other. It's how we amplify each other. It's how we remind the system that our struggles are not isolated they are *systemic*, and so our resistance must be *united*.

But solidarity must be earned, not assumed. It must be practiced, not just posted. It must be strategic, not just sentimental.

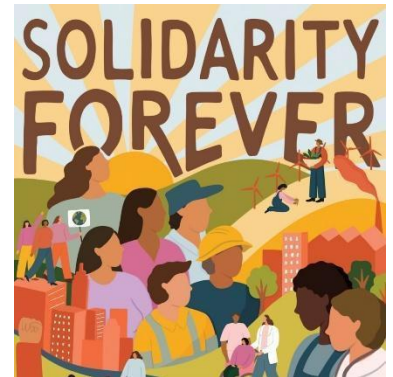
You don't build solidarity in a day. You build it over time by showing up, standing firm, and fighting side by side.

So organize your people. Then reach out. Lift others. Hold the line. And remember:

**An attack on one is an attack on all.**

**A win for one is a win for all.**

Solidarity forever.



## CHAPTER 7: CHANGE THE WORLD

"Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has." — *Margaret Mead*

We live in some pretty bleak times. Fascism is on the rise globally. Billionaires buy influence while people sleep in the streets. Censorship is creeping in under the guise of “order.” Police are militarized, ICE is beating and deporting citizens, and your data is currency in a digital cage. They make enemies out of your neighbors, criminalize compassion, and weaponize ignorance. This is not a dystopia in the making. **We’re already fucking in it.** Yes. Welcome to dystopia.

**Fascism and authoritarianism always starts off by creating enemies and dehumanizing people.** It’s literally their calling card. It then moves on to taking away various freedoms and human rights. Day by day they’re planning more shit to do to you and everyone else. It is a never-ending machine that is fueled by hatred, hatred of anyone different or what they view as ‘normal’.

- **They create enemies:** immigrants, trans people, the poor, the disabled, activists, journalists.
- **They dehumanize:** through slurs, through laws, through media campaigns.
- **They legislate hate:** strip voting rights, attack bodily autonomy, dismantle unions, outlaw protest.
- **They wait** for you to get tired. For you to doubt yourself. For you to give up.

They’re planning more every day and not because they’re smart, but because they’re disciplined. They’re organized. And they **believe** in their version of the world.

Now you have to ask yourself: **Do you believe in yours?**

You will see unending hypocrisy and you will get **angry**. Getting angry to injustice is a normal reaction, but don’t move so much into anger that you can no longer see and are blinded by it. That’s what the other side does, that’s what they want you to do, to be blinded by anger and hate. You, the activist, the organizer, the protester: you are trying to change the world for the better, not create the same thing you’re fighting.

Anger is what moved Harriet Tubman to freedom, Malcolm X to speak truth, Dolores Huerta to organize, and Marsha P. Johnson to throw bricks.

But your anger must be **sharpened**, not unleashed blindly. You must stay **strategic**. Because they want you to become what they already are: reactionary, chaotic, cruel. That gives them moral cover.

### **Change Is Already Happening**

It's easy to feel like you're screaming into the void. But understand this:  
**The void is listening.**

Every time you organize a protest, you build courage.  
Every time you speak truth to power, you give someone else permission.  
Every flyer, every banner, every act of defiance in the face of injustice **moves the needle**.

Movements don't fail because they are weak.  
They fail because they **stop**.  
Because they **fracture**.  
Because they **forget who the real enemy is**.

Don't stop. Don't fracture. Don't forget.

### **STRATEGIES TO SUSTAIN THE FIGHT AND WIN**

Changing the world is not just about intensity. It's about **longevity**. You need endurance tactics not just resistance for today, but strategy for tomorrow.

#### **1. Create Parallel Institutions**

You will never change the world by asking oppressors to be nice. You change it by **building alternatives** to their systems.

Examples:

- Worker co-ops to replace exploitative corporations
- Community bail funds and mutual aid networks
- Independent media to challenge propaganda
- Food sovereignty through community gardens

- Digital tools for secure organizing and communication

These are the seeds of the future. Build now. Scale later.

## **2. Infuse Art, Music, and Culture**

The revolution isn't just political it's **spiritual and cultural**. Movements need joy. They need symbols. They need soundtracks.

Tactics:

- Street art that confronts and inspires
- Zines and poetry to teach and provoke
- Protest songs, chants, and beats to unify marches
- Theater, puppetry, digital installations
- Flash mobs and disruption art

**Culture is how we reach the soul.** It opens hearts where logic fails. It reminds us that a better world is worth dancing for.

## **3. Train the Next Generation**

Every powerful movement invests in its future.

Create:

- Political education programs
- Organizing apprenticeships
- Zines and videos aimed at youth
- School walkouts and campus collectives
- "Each one teach one" models for peer leadership

You are not just fighting for your own life.  
You are fighting for kids you haven't met yet.

**Train them now.**

## **4. Get Strategic About Power**

Don't just yell into the air hit power where it lives.



- Identify pressure points: donors, funders, corporate backers, corrupt officials
- Time your protests with budgets, elections, shareholder meetings, major votes
- Divide your target's base
- Use public embarrassment as leverage
- Escalate consistently until they are forced to act

Power concedes **nothing** without pressure. Apply it **strategically**.

## 5. Build International Solidarity

Your fight is local but your enemy is **global**.

- Share tools and strategies across borders
- Translate your materials into multiple languages
- Join global days of action
- Signal boost resistance movements in Palestine, Sudan, Chile, India, France, the Philippines, and beyond

Global capital is coordinated.

**Our resistance must be, too.**

## 6. Focus on Movement Sustainability

Burnout is real. And it's a weapon they use against us.

Sustain yourself:

- Prioritize rest without guilt
- Practice collective care: therapy, food, check-ins, safety planning
- Rotate roles to avoid overload
- Set boundaries around toxic personalities and energy vampires
- Celebrate wins. Even small ones.

A dead revolutionary changes nothing! A healthy one changes everything.

## 7. Decentralize and Distribute Power

Every authoritarian system relies on hierarchy.

**You don't have to.**

Decentralize your movement:

- Let different groups take on different tactics
- Share decision-making through consensus or spokescouncils
- Allow for local autonomy with shared vision
- Protect against infiltration by avoiding charismatic singular leadership

Anonymous proved this model could work. So have Zapatistas, Kurdish resistance fighters, and antifascist collectives around the world.

Decentralization is not chaos. It's survival.

## **8. Stay Grounded in the *Why***

When you feel tired. When you're outnumbered. When your rage turns to despair **remember why you started.**

Write it down. Say it out loud. Tattoo it to your soul.

- "I fight because I want my children to live free."
- "I fight because silence is consent."
- "I fight because my ancestors never stopped fighting."

You will lose battles. You will feel alone. But if your **why** is clear, you will never be lost.

## **What About Leadership?**

Revolutions always create power vacuums. Be ready.

Ask:

- Who fills the gap?
- What values do they hold?
- Are they accountable to the people or just symbolic?

**True leadership isn't about personality. It's about process.**

Create transparent systems for:

- Decision-making
- Conflict resolution
- Resource sharing
- Succession planning

Choose leaders based on how well they listen, not how loudly they speak.

Remember: power reveals character. Choose wisely.

### **You Don't Need Permission to Start**

You're not waiting for the perfect moment.

You are the moment.

Start where you are.

With what you have.

Build alongside others.

It could be a phone call.

A flyer.

A poster.

A chant.

A tweet.

A sticker.

A banner drop.

A walkout.

A whisper that turns into a roar.

You don't need a title.

You don't need credentials.

You need **courage**.

### **Change the World.**

They'll call you naïve.

They'll say change isn't possible.



They'll laugh until they panic.  
Until they beg for peace when you demand justice.  
Until you win.

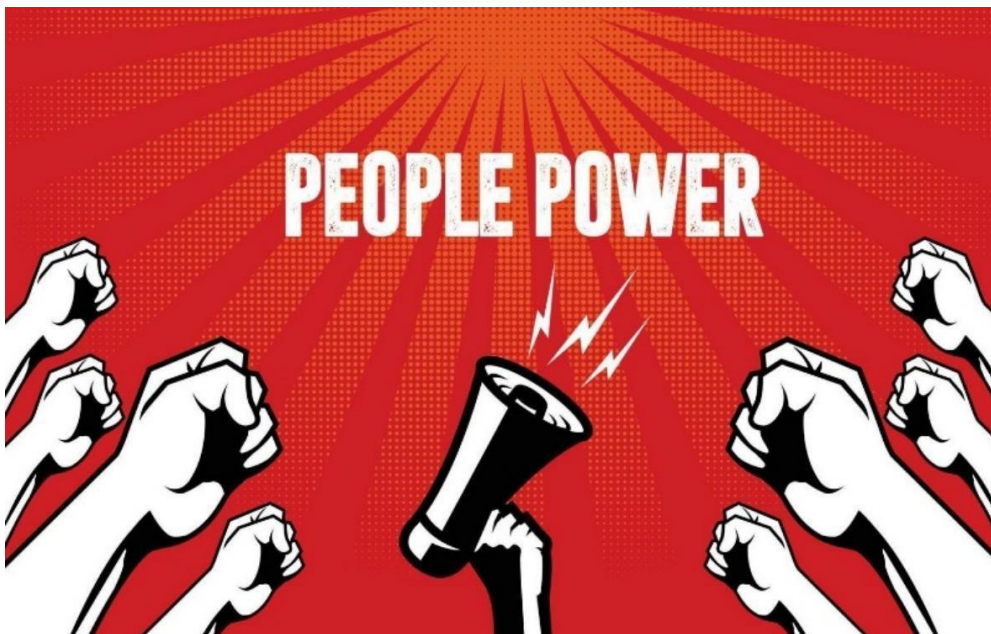
And when you do not *if*, but *when* remember:  
**Your job isn't done.**

Your job is to protect what you built.  
To teach others what you learned.  
To keep the door open behind you.  
And to never, ever stop imagining better.

Because they have their machine.  
But **we have each other.**

And a world worth fighting for.

The thing about revolutions; you're always going to  
have a leader and it all depends on who you pick for the next leader in line for  
your government. You choose wrong, you might be in worse shape than you are  
now. Choose wisely.

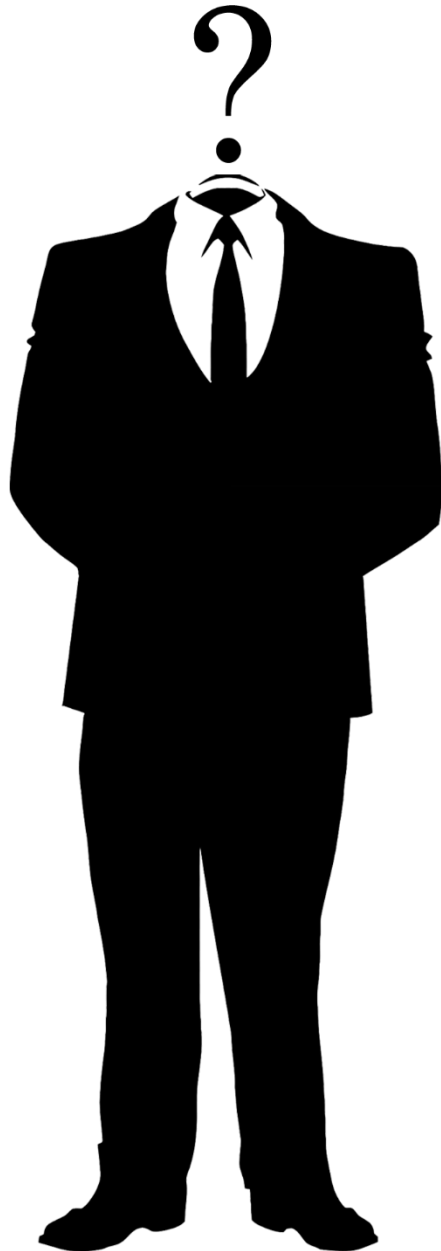


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*We are Anonymous.  
We do not forgive.*

*We are Legion.  
We do not forget.*



*Expect us.*