

XR UK 100 Days Campaign Strategy 2023

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See also

- The Big One <https://extinctionrebellion.uk/the-big-one/>
- [Project 3.5](#) - The most ambitious mass mobilisation plan ever
- Support Pack:  Support Pack - 100 Days

1. A little background

The original concept for the 100 Days Campaign began with two experienced local rebels in Cornwall.

They saw an opportunity to do something new and delivered a proposal to the UK Strategy Circle.

Since its inception in August 2022, the plan has been developed with care and dedication by welcoming input from organising circles and all rebels - yet the original core concepts remain intact. It's been quite a journey of growth and learning: the design of the campaign has benefited greatly from creative contributions from around the movement, especially rebels who are closest to the work of communicating the climate crisis message. Some of these rebels we've managed to inspire to get on board with the planning of 100 Days and that's how we know we're on to a winner!

The campaign builds on a principle of inclusivity - partnerships with other movements and a deliberate effort to make XR relatable and accessible to a much wider section of society. It learns from past experience, building on our successes and our failures to create something better. It plays to the strengths of both local and national elements of the movement. And it sees an evolution of our messaging, one designed to capture the shift in public perception and growing discontent.

The strategy described in this document outlines the essential components of the 100 Days Countdown Campaign and The Big One in April. It communicates the key differences of this campaign to previous XR actions.

It is the result of countless hours from many local and central rebels, and as with all effective strategies it continues to be developed and refined through feedback.



2. The Demands

XR's three core demands remain the same: Tell the Truth, Act Now, and Decide Together.

The immediate demand, added in 2022 to recognise the need for definable action, remains - but with new, more inclusive wording:

We demand:

- A citizen-led democracy to end the fossil fuel era.
- A fair society that includes reparation.

Detail:

END THE FOSSIL FUEL ERA: We must end all new licences and funding for fossil fuels.

REPAIR: Those who hid the science and projected impacts, worsening the situation for short-term profit, should be made to pay. Rich countries must support those already on the front line of climate impacts. The people will work together to address inequality and restore the living world through tackling the climate crisis.

ENTER AN AGE OF TRANSFORMATION: Mobilise a UK-wide effort, more ambitious than anything in all of history, to transform society using a participatory approach to politics at local, national and UK levels.

Citizens assemblies, citizen-led politics, are the transitional tools needed to achieve this.

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We also retain the option to write a specifically worded political demand - one that uses the above demand as a base whilst leveraging language more familiar to the audience of MPs and policymakers. Similarly, the public marketing campaign may require simpler versions in order to break down the content and engage people new to climate protest.

3. Context for 100 Days

A Moment in History

XR has already had a huge impact: we have forced change and held the reality of climate breakdown in the public consciousness.

But with the failure of COP, with 2022 another record year for emissions, and with our government's persistent failure to take action, it is clear that our leaders have given up.

Climate disasters are playing out around the world and we're experiencing an energy and cost of living crisis - while fossil fuel companies make unprecedented profits with support and funding from our government.

People are furious: they're striking, organising and demanding change. And we're witnessing a dramatic shift in perception: [the majority of people now support nonviolent direct action on the climate.](#)

We need to seize this moment; our commitment to making change through civil disobedience needs to be aligned with the wider public's concern and their willingness to participate.

Millions see the need for action but don't see themselves as activists - **we have to open the door to them**; millions believe in what we're trying to achieve but are doubtful about the plan and their place in it - **we need to fill them with confidence**. Confidence that caring is powerful, to care in the face of criticism is courageous and to care collectively is to create change.

The Vision

The vision of the campaign is to bring 100,000 people to the Houses of Parliament, refusing to move, day after day.

Numbers provide not only strength and pressure on the government, but also convey legitimacy and self-efficacy in the eyes of the public. **The work for XR to do is to convince people that their involvement is not only necessary but effective.**

We won't need the locks, glue and spray paint: with 100,000 people arrests need not be the focus. Putting aside the arrest strategy and focusing attention exclusively on Parliament increases the inclusivity and appeal of the invitation.

History tells us that civil disobedience works when a critical mass of people make themselves impossible to ignore. 100,000 people holding the space outside Parliament will force the government to respond and force the media to report not a fringe group of radicals, but a mass movement of citizens from across society.

This is why we will stick to one of the well-known principles of civil disobedience: that compliant protest will be ignored. Imagine if the millions on the anti-Iraq war march had sat down and refused to move!

Collaboration and inclusivity are essential so we will work with other organisations - big and small - who share our concerns. The members of environmental groups, unions, social

justice campaigns, youth groups and religious communities all share important characteristics: they care about people and the planet, they are motivated by that care, and they are already connected.

How do we get there?

Between now and April there are 100,000 streams of conversations, invitations and preparations that will spread and grow and then flow together. This is how we win.

Before the 100 days countdown begins on 11th January there will be a ten-day media campaign to announce the new campaign and set the narrative for what happens next.

Then for 100 days between January 11th and April 21st XRUK will mobilise, spread the word, build alliances, and bring the inclusive invitation to everyone.

There are 170,000 people on the XRUK mailing list, whom we need to convert from passive spectators to active participants. Project 3.5 is supporting local groups to bring in new people and sign them up for April. Local groups will build on their alliances and connections with other local organisations. Negotiations with national groups are already well underway.



4. Organisational Structure

The 100 Days Campaign has been adopted as XR UK strategy and is working closely with other central circles such as the Operations circle in order to deliver the aims of the campaign.

Positioned as a sub-circle of the XR UK Operations Circle, the 100 Days Steering Group and its members consist of roles representing teams and circles that are key in the design and delivery of 100 Days and The Big One.. The organisational circle diagram can be viewed [here](#). It has a mandate and Internal and External Coordinators. The 100 Days Steering Group acknowledges that their work reaches out to all groups in XR and is committed to seeking advice when necessary to incorporate the views of rebels and would like to express gratitude for the trust implicit in our mandate to deliver this campaign.

Specific group information can be found on the XR UK Hub - if you have a Hub account you can view the [100 Days Steering Group information](#) here.

5. Strategic Priorities

- 5.1 Brave & Bold Alliance Building
- 5.2 Mobilise, Mobilise, Mobilise
- 5.3 Reach New Audiences
- 5.4 Mindful Marketing & Carefully Considered Comms
- 5.5 Fundraise Fearlessly
- 5.6 Audacious, Accessible Actions
- 5.7 Sticky Pathways
- 5.8 Support Structures and Regenerative Culture

5.1. Brave & Bold Alliance Building

XR UK doesn't intend to mobilise 100,000 people alone. This is a movement-building opportunity.

We are in a moment of huge potential. On one hand, there are many reasons to feel the future is bleak: the recent failure of COP27, vicious attacks on migrants, unravelling living standards, widening inequality, and extreme weather events brought about by worsening climate conditions to name a few.

On the other hand, there is a unique opportunity to unite across divides for effective action, and there is a tangible potential for change. The climate crisis is connected to all of our social issues, the cost of living crisis is the price of climate inaction. Across almost every sector, unions are re-energised and strikes are taking place. The corruption and

inadequacy of government have never been so transparently flawed and widely understood.

The aim is to collaborate courageously with other climate, social justice and aligned groups - working closely with a wide spectrum of partners and allies to co-create a true *movement of movements* action. And in doing so we will strengthen our shared vision of change, which simultaneously acknowledges the connection of all crises and mobilises the maximum number of people.

This requires community organising at a scale we have not attempted before, using new techniques and learning as we go. We are casting a broad net, reaching out to any and every potentially allied group that we can. By April 21st, XRUK aims to have spoken to and invited every appropriate environmental and social justice group in the UK.

The building of relationships is delicate work and it is essential we move at the speed of trust. In order to build a solid coalition with deep roots that can weather storms and disagreements, in order to establish common ground and a shared way of working - one that allows for different priorities, we are engaging in deep conversations, exploring overlaps and contradictions in our theories of change, and listening to and taking on feedback.

As relationships with partners grow, we will develop both the action and the 100 days Countdown Campaign to make space for a number of voices.

Local Group (LGs) Alliances

- Many rebels are connected to other movements and LGs are already working in coalition with other grass-roots organisations.
- Rebels are being encouraged to email relationships100days@gmail.com to share their personal connections in, or suggestions of, local or national organisations to target
- Growth on a local level will need to feed into discussions on a national level, and vice versa; new systems are needed and are being assessed.
- The XR UK Relationships team will offer ongoing, regular training on how to contact other groups and build local coalitions, as well as creating regional hubs so that LG can support each other and share learnings
- [Resources](#) to help LGs with this work will be provided

UK Wide Alliances

- A dedicated relationship team is in negotiations with large NGOs and activist groups across a broad spectrum
- Informal relationships with many potential national partners already exist - and are showing huge potential.
- Systematic stakeholder analysis and mapping have been carried out, allowing us to prioritise partners who are most willing and able to support us.

- Organisations and movements are being targeted in groups, eg, nature NGOs, CEE and social justice NGOs, Unions, migrants rights groups, peace groups, cost of living crisis/inequality groups, climate justice groups, MAPA groups and many more
- Contacts within various parts of the wider movement are being recruited to help initiate introductions to movements and build coalitions within parts of the movement that build to 100 days.
- An array of initial meetings have already taken place across a range of groups to large NGOs to smaller activist groups. On the whole we have had surprisingly positive responses
- Potential partners are being offered a range of options so they can choose the best way be involved in a way that works for their organisation or group
- We are open to feedback, input and ideas from potential partners
- We welcome partnerships with groups whose theories of change differ from ours, as long as they do not compromise the mass nature and accessibility of the action
- The campaign is initially branded with XR's identity - though this may change after discussion with other organisations.
- All partners will commit to non-violence during the action
- Partner organisations will be expected and encouraged to engage their own followers.
- We hope that the alliances we are building will help us tell a new story about who we are and how we work

Global Alliances

- An opportunity exists for the format of this campaign to be made available globally.

5.2. Mobilise, Mobilise, Mobilise

Project 3.5 was rolled out last year as a trial to find out how we could mobilise on a different scale. Countless hours have been clocked up trialling a range of outreach activities to bring in people that we had not previously reached.

We tested new outreach methods and scripts, held community talks and supported LGs to build and make the most of their mailing lists. The emphasis has been on listening first and lowering barriers to entry.

We've learned a huge amount about what works and what doesn't. LGs don't need to make a decision about whether or not to "do Project 3.5". Instead, the work that has been done and the systems that have been set up can be used as a resource and support network for our broader goal: to mobilise, mobilise, mobilise!

Project 3.5 is now offering a range of methods and support to help LGs get as many people as possible signed up to take part in The Big One in April. This could involve using citizen

survey boards, re-engaging people on mailing lists, having low-key socials or bigger more formal talks with a speaker.

Getting people activated and signed up is the objective and there's no single 'right way' to do this - but we do know that some methods are more effective than others.

5.3. Reach New Audiences

100,000 is a huge number of people. No one is denying that. It is simultaneously the exciting bit and the challenging bit. Though almost three times that number have subscribed to the XRUK newsletter over the years, with almost twice that number currently subscribed, email lists do not always convert into attendees.

So who else is coming?

There are five audience segments this campaign seeks to reach:

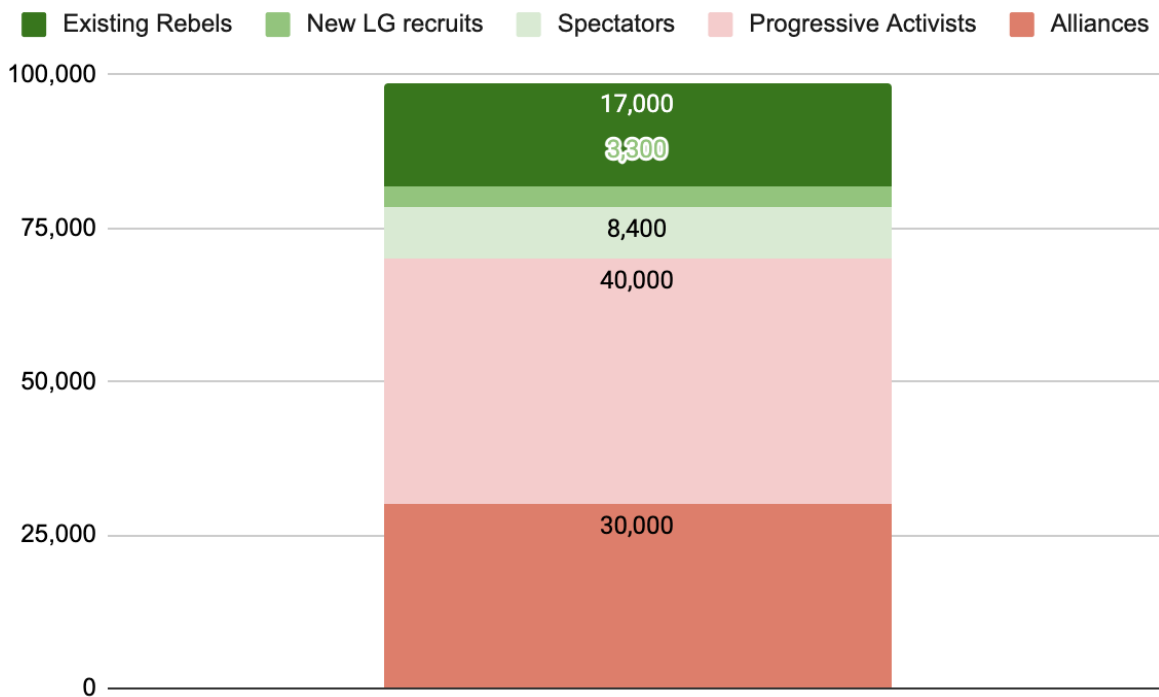
1. Existing Rebels
2. New LG Recruits
3. Spectators (tens of thousands of people on the mailing list)
4. Public - XR Campaign
5. Public - Partner Supporters [this segment is the responsibility of Alliances]

People within segments 3, 4 and 5 can be considered "Progressive Activists" from [Britain Talks Climate](#) (an extensive research project by climate communication specialists Climate Outreach). These differ from segments 1 & 2, which are already closely aligned with XR and the principles of NVDA.

We roughly know the audience sizes of the first three segments and can take educated guesses at conversion rates. The last two segments we cannot yet specify estimates for. So for these two segments, we set targets - the necessary numbers required to "top up" to 100,000.

It is estimated there are over 100k "spectators" on the XR UK mailing list - many of who've been following progress since 2019. A very conservative conversion rate is estimated for this group - but it is a critical pillar of the campaign.

In summary, the 100,000 is made up from 17,000 existing rebels, 3,300 new LG recruits (Project 3.5), and 8,400 "spectators" from the mailing list. Then we need to persuade 40k members of the public to turn up - and we aim to get an additional 30k from alliances. See chart below and more detail here: [100D - Audiences & Asks](#)



5.4. Mindful Marketing & Carefully Considered Comms

The 100 Days Campaign and the ambition to mobilise 100,000 people is a recognition that there are millions of people who want to get involved - but they need a clear plan and a lower barrier to entry. That is the challenge of our communication and messaging - to overcome prior perceptions of XR and offer our potential supporters the opportunity to act on their love, rage and grief.

To achieve this, XR needs to carefully convey the complex yet subtle shifts in the movement narrative, whilst also communicating the exciting essence of the 100 Days Campaign - then condense that further into bite-sized pieces to inspire action. This is a work in progress. A more detailed Media strategy with more information is being worked on between 100 Days and the Media & Messaging team.

The framing of the campaign is captured here [100 Days - Framing Piece](#), underpinned by strong foundations and messaging pillars. This copy has also been added to the XR UK website here: <https://extinctionrebellion.uk/the-big-one>. The website is constantly under review and is being updated with the work to further integrate 100 Days.

The messaging will be developed during the countdown to April, as more effective and precise copy is created and as the campaign evolves.

Data Driven

For the last 18 months, the Data Analysis and Insights circle has been working to ensure XR is an evidence- and data-driven organisation.

Effectiveness is tracked through impact evaluations and our approach is constantly adjusted - improving with each metric measured.

The 100 Days campaign and fundraising teams are incorporating this research and tracking the performance of the campaign through detailed analytics, audience segmentation, and analysis of channel performance.

10 Day Media Storm

From New Year's Day 2023 a 10 day media storm will see the launch of the campaign. This is where the new demand, narrative, focus and direction for the movement arrive and are delivered. This is the start of a journey for rebels - old and new - towards The Big One.

Explicit in this messaging will be an announcement in the form of a New Year's Resolution - that XRUK will not be undertaking any disruptive actions targeting the public for the 100 Days Countdown Campaign and the duration of The Big One at Parliament.

The selfless sacrifices made by those who have (and continue to) use disruption have created this opportunity. Disruption remains a key tactic at the heart of rebellion. Shifting the **priority** of public disruption to power **over** people is key. 100 Days takes advantage of public awareness and perception and in doing so disrupts the normal narrative.

Support of existing rebels is critical and will be leveraged as an organic amplifier for this fresh, exciting and carefully crafted messaging. Platform-specific, shareable messages, which are easy to use, forward, share, and repost, will be distributed for rebels to send to their networks.

Mature Marketing Methods

During the media storm and beyond into the Countdown Campaign, many of the proven techniques of digital marketing campaigns will be employed to maximise our reach.

Our email list remains an important asset, but in addition, the new narrative will build new audiences on social media.

Data analytics across social, email, website and signups will create rapid feedback loops, to inform improvements to our marketing strategy and tactics. Qualitative and quantitative research will further guide our content.

Tone of Voice

As well as an audacious and ambitious shift in XR's tactics - toward attendance and away from arrest, away from public disruption and towards parliament - the challenge of the campaign is to evolve our communication to be radically inclusive, coherent and consistent.

Communicating the maturity in XR and the differences of the new campaign presents both challenges and opportunities. In doing things differently, the campaign seeks to adopt and embed language which places more emphasis on the reader than the writer. So, more instances of the word “you” and far fewer of “we”, “our”, and “us”. Some alternative expressions for frequently used phrases in external comms:

REPLACE	WITH
On the streets	At The Houses of Parliament
This action takes disruption to the seat of power - not just ‘on the streets’. This shift in language will help explain the intention to target power, not people.	
Rebellion	The Big One
Extinction Rebellion has been in rebellion since its inception. Many large events have also been called “rebellions”. The Big One is intentionally more. 70,000+ non-rebels are going to be there, demanding change.	
Kettling	At The Houses of Parliament
Kettling is an aggressive police tactic that we would not want to use, as it would cause false imprisonment, be triggering and not be non-violent.	
We / Us / Our	XR / Extinction Rebellion
Try removing repeated references to ourselves, or, if necessary, use “XR”. In an intentional move toward genuine collaboration with other organisations, ‘we’ is not as inclusive and remains focussed on ourselves, rather than others.	
Join Us	Be there /Be there too/Attend/Turn up
This is not XR’s Party - it’s for everyone. “Join us” claims ownership; “be there” or “come along” speaks to a shared experience..	
Run-up Actions	Countdown Actions
100 Days is a countdown. Referring to it like this, as much as possible, will help people understand the timeline.	

5.5. Fundraise Fearlessly

There is a refreshed [fundraising strategy](#) designed to embed a more positive ethos of funding across the whole organisation. It remains under development.

Seed funding of \$100,000 has been granted from the Climate Emergency Fund. This vote of confidence and boost to the movement will propel 100 Days towards its objectives.

5.6. Audacious, Accessible Actions

What's made XR one of the most recognised protest movements in UK history is disruptive tactics and willingness to do things differently.

The 100 Days strategy recognises the need for us to continue doing things differently and to respond to growing public support for radical direct action against the perpetrators of the climate crisis.

What's different this time is scale and inclusivity: **the intention is still to disrupt, but with numbers of people rather than numbers of arrests**. This will require a singular resolve to work together and bring along as many people as possible. It must include audacious but more accessible actions - providing a form of protest that is accessible to a much, much larger section of the public.

The 100 Day Countdown Actions

From the campaign launch in the new year a schedule of accessible actions will raise awareness and feed a narrative that links the harm and suffering - of the climate crisis, the energy crisis, and our dysfunctional political system - through to a single, critical focal point: Friday 21st April, Parliament Square.

Actions that countdown to The Big One have the following general guidelines:

- expose government corruption
- build a narrative/make the case for confronting Parliament.
- mobilise XR's target demographics, identified [here](#)
- be new, unexpected and headline-grabbing
- build relationships with other groups
- appeal to new or inexperienced activists
- build a feeling of success
- feature strong comms
- include feedback processes
- are relatable to local or national conditions
- highlight that time is running out
- have a countdown or 100 / 100,000 related theme

The Big One - the April Action

The multi-day action in April takes us straight to the heart of political power in the UK.

It starts on Friday 21st of April with 100,000 humans in attendance and a plan to return daily.

It coexists with the London Marathon and runs through Earth Day and beyond. This is not XR's party - it is an open invitation to make history.

The XR UK Actions circle and actions support circles are already hard at work designing and planning for the biggest thing XR have ever attempted. This will be the spiritual successor to 2019.

Imagine walking towards Westminster and seeing a giant shadow in the distance. A giant puppet held up by six people, each working in unison to animate the figure. You come closer and see a procession of Giant Puppets: animals, humans, anything. An Earth Marathon.

People are wearing branded t-shirts of NGOs, community groups, grassroots organisations, and more - the culmination of months of work behind the scenes on bum-numbing zooms - coming together, at last, to say what we need to say.

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It's evening. Where did the day go? You don't want to go. The music is getting better. There's hardly any speeches because everyone is talking together and all the conversations are better than the best speeches. You're connecting. It feels like the crowd is bigger now. Much bigger.

You leave. But you've joined an online chat. You hate chats... You sleep. Empty and full at the same time. Like you're in the centre of something.

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There's a message on your phone when you wake up. It's a picture. Two hundred people held a vigil with candles and lanterns outside parliament square. It's beautiful. You hesitate throughout the morning. Worried it might not feel so good the second time. Finally, you go.

The square is packed already. Maybe it's bigger than yesterday? It's the weekend. People start flocking around - "call everyone you know! You have to be here to experience it." They're thinking like you. This feels like your space now.

The atmosphere is joyous. It feels hot. There are so many people. There are more police vans than you remember. But everyone can see that the police can't do anything - it's just too many people. It must be 60,000 at least. It's hard to get anywhere near the square.

Someone tells you it stretches all the way to the park and Vauxhall Bridge and Trafalgar Square too. Everyone is saying it must be 100,000.

And they're all doing things. Building things. Making things. Making friends. Organising.

5.7. Sticky Pathways

Our onboarding pathways are being designed to make it very easy and very accessible for non-XR members to simply sign up and attend the action. We are not looking for 100,000 people to “join” XR. A carefully designed automated email system will encourage signups to make plans for the day, book time off, put it in their diary, and ask people to come with them.

But we are still looking to significantly grow the movement, to inject a new wave of members, volunteers, and trained NVDA rebels to strengthen our numbers and our resolve. So the emails and comms strategy is also designed to “siphon off” people who want to become more engaged with the movement: new joiners will be encouraged to reach out to their LGs and community groups, attend events, donate, or volunteer their time.

Local 3.5 teams will shift some of their energy from outreach to welcoming and integration, budding new people up with experienced rebels and finding roles and jobs for everyone who wants to contribute to 100 Days.

A central “digital volunteer pool” has been set up, where people with time and skills to offer can integrate, self-organise, and discover opportunities to support the campaign.

Central Rebel Ringing teams will aim to call 10,000 signs up, answering their questions about the action and helping them get engaged.

5.8. Support Structures and Regenerative Culture

One of the core foundations of XR is the vision for a better society - one that embraces regenerative cultures which nourish, support and protect ourselves and nature.

Embedding regenerative ways of operating while challenging a toxic system is an act of defiance against the outdated model which no longer serves us. In doing this work, we create and hold space for the love, care and compassion that all humans naturally have. For each other, for those facing prison, for everyone already experiencing the effects of the climate and ecological emergency and for all of nature and humanity.

The 100 Days campaign continues to carefully consider ways to ensure this is at the heart of what we do.

6. Feedback

Planning the 100 Days campaign has been a remarkable exercise in meeting with rebels working on many different parts of what makes the whole Rebellion machine tick.

The 100 Days Steering Group holds true that XRUK's greatest asset is the time that volunteer rebels dedicate to XR.

To match, we have a wealth of subversive knowledge that has built up since we declared that we were in open rebellion to the Government!

This document sets the vision for 100 Days but does not hold all of the wisdom of the movement. Whatever your lens of experience, your feedback will be received in the spirit of openness that it has been given.

Where XRUK can, it will explain its decisions however there are some considerations that can not be openly shared due to the security we must maintain for The Big One to be as successful as possible, and therefore feedback may not always result in changes in direction.

We appreciate the consent that has been given to work on sensitive topics and for your feedback to be handled in this way.

6.1. How to give feedback

Your Local Group (LG) is connected to other LGs in your Nation or Region. If you share your feedback with your LG Coordinator, they will bring it to the Nation or Region space. Members of National or Regional Teams connect to other Nations and Regions and other teams of XRUK and so they are best placed to get your feedback into the hands of rebels who are working on the parts relevant to your thoughts.

Also be on the lookout for 100 Days Open Calls: Regularly scheduled Zoom calls where you will have the opportunity to ask questions as well as receiving up to date news about the campaign.

The 100 Days team is more than welcoming of any questions that you might have. XRUK is hosting many of its conversations about 100 Days and The Big One on Mattermost, a service built for chat and collaboration. You can [join here](#) and once you do you'll be prompted to join the 100 Days channels. There, you can ask questions and chat with the team directly. Our volunteers denoted by @100Support will be happy to help!

7. Let's Go!

The foundations have been laid. Way back in 2019, and on through years of hard work, dedication, organising, mobilising, learning, and reflecting. And then into the last three months - of intense planning, listening, iterating, talking.

We are ready.

In some ways, there is still so much work to be done. But in some ways, from here it is easy. If we all face the same direction, speak with one voice, amplify our single, inviting message... we will be heard.

There are *millions* of people in this country who share our grief and fear for their future. They need XR as much as we do. They deserve to love this beautiful movement just as we do.

If we can make April 21st and beyond **their** action as much as we need it to be **our** action... then everything changes.

