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STATE OF PLAY: WHY WE'RE TAKING ACTION

The Trump-Musk coup is underway, and we're all paying the price. Through his farce agency DOGE, Elon Musk and Trump are dismantling democracy in real-time and ripping apart the services millions rely on. Here's what's happening:

 **Economic terrorism at OMB:** Trump's Office of Management and Budget (OMB) attempted to cut all federal funding for child nutrition, healthcare, domestic violence shelters, and veterans' programs. A judge blocked it—for now.

 **Elon Musk has his hands on U.S. Treasury payments:** Trump's Treasury Secretary secretly gave Musk access to a system that moves trillions of dollars. Will he block payments to safety-net programs? Funnel confidential financial data to his companies? We don't know—because there is zero oversight.

 **The Consumer Financial Protection Bureau (CFPB) was gutted:** At Musk's behest, Trump-installed director Russell Vought ordered all investigations and enforcement actions to stop—allowing banks, payday lenders, and credit card companies to scam Americans with zero consequences.

 **JD Vance declared the courts illegitimate if they try to stop Trump.** He openly stated that the judiciary has no right to constrain the president's power.

And while all of this unfolds, House Republicans are trying to ram through an extremist budget that rips food off tables and puts education and healthcare out of reach—while handing over control of government funding to Elon Musk. They're slashing programs that help families afford rent, childcare, and healthcare and stripping resources from the very agencies that keep corporations in check. All the while, Musk and Trump tighten their grip on the government, [using it as a piggy bank for their own gain](#). This isn't governance; it's outright theft.

They think they can get away with it because people won't notice. That's where we come in.

THE TESLA TOWN HALL: TAKE THE FIGHT TO ELON

WHY ELON MUSK?

After spending over \$250 million to help elect Donald Trump, Elon Musk is now collecting on his investment. The world's richest man isn't just enabling Trump—he's an unelected billionaire seizing control of government power for his own gain. This isn't just about MAGA lawlessness—it's about billionaire-driven authoritarianism, corporate overreach, and systemic corruption.

To fight back, we have to meet Musk where he operates—across the country at Tesla showrooms, factories, and dealerships. A Tesla protest is a powerful way to expose his deep ties to the Trump coup and demand accountability.

A core principle behind all Indivisible events is a commitment to nonviolent action. We expect all participants to seek to de-escalate any potential confrontation with those who disagree with our values.

HOW TO PLAN A TESLA PROTEST

Find Your Target Location

- [Look up Tesla dealerships, showrooms, or factories near you.](#)
- If you're in Texas or California, consider a SpaceX facility or X (formerly Twitter) headquarters.
- Please follow all state and local regulations regarding gathering on public and private property.

Pick the Best Date & Time

- Protests work best during business hours when foot traffic is high.
- Aim for visibility during the congressional recess period to tie your action into the broader political fight.

Register Your Event & Invite Others

- [Post your event on Mobilize](#), so more activists can join.
- Spread the word on social media and through local networks.

Bring the Press

- Use our [How to Get Press to Your Event Guide](#) to secure media coverage.
- Alert reporters with advisories and press releases ahead of time.

EXECUTING YOUR TESLA PROTEST

Key Roles for Your Group

- ✓ **Emcee** – Kicks off the rally, explains the purpose, and introduces speakers.
- ✓ **Storyteller(s)** – Shares personal stories about how Musk’s coup is harming working families.
- ✓ **Press Lead** – Engages directly with the media covering the event.
- ✓ **Social Media Lead** – Captures video, posts updates, and ensures maximum visibility.
- ✓ **De-escalators** – Ensures safety and manages interactions with law enforcement.

Important Guidelines

- **Public Space Only:** Stay on sidewalks and public areas—do not block business entrances or trespass on private property. Please follow all state and local regulations regarding gathering on public and private property.
- **Stay on Message:** This is about Musk’s political takeover, not Tesla, SpaceX, or X as companies.
- **No Business Targeting: Indivisible is focused on Musk’s role in the Trump-Musk coup.** Indivisible is not advising and does not condone any actions that directly interfere with the daily operations or activities of any business or entity. Please follow all state and local guidelines regarding gathering on public or private business property.
- **Consider Your Safety and Security Approach:** While this guidance isn’t exhaustive, we encourage everyone planning public events to read through our [Safety, Security, and Digital Preparedness for a Second Trump Administration](#) resource and ensure you have the right plans in place for your event.

Example Protest Agenda

- 10:30 AM:** Volunteers arrive, set up podium, distribute signs.
- 11:00 AM:** Protest begins—chanting, handing out flyers.
- 11:05 AM:** Emcee welcomes attendees and explains the purpose.
- 11:10 AM:** Speaker 1 shares how Musk’s power grab threatens working families.
- 11:15 AM:** Speaker 2 discusses how Musk’s control over federal spending affects their community.
- 11:30 AM:** Closing chants and media interviews.

Messaging for Anti-Musk Rallies

Define Musk Accurately

Musk isn't just a billionaire—he's operating as an unelected government official, making national decisions behind closed doors.

Expose Musk's Self-Enrichment

This isn't about ideology; it's a money grab. Musk is using government power to funnel wealth into his own hands.


Tie Musk to Unpopular GOP Policies

Musk is *less* popular than Trump. Use that unpopularity to highlight MAGA policies like slashing Social Security and gutting consumer protections.

Sign Ideas for Tesla Protests:

- IT'S MUSK OR US
- WHICH SIDE ARE YOU ON?
- AMERICANS AGAINST BILLIONAIRE CAPTURE
- TRAITOR
- FIRE ELON MUSK
- MAKE MUSK THE X-PRESIDENT

REGISTERING & PROMOTING YOUR EVENT

 [Register your event on Mobilize](#) so others in your area can join. You can also check if there's already an event planned near you—more people means more power.

FREQUENTLY ASKED QUESTIONS

Do I need to register an event, or can I just go?

Yes—[please register your event](#)! It helps us track how many actions are happening and ensures every MoC feels the pressure. If you want to keep it private, you can mark your event as “invite-only” when creating it.

Will you help me recruit?

We encourage you to take the lead on bringing people together, but posting a public event will allow Indivisible to help spread the word and recruit more attendees.

Do I need permits?

Always check on local regulations for your event, but most events in public spaces (like sidewalks) typically don't require permits.

There's already a protest listed for my area—should I join that one or start another?

Either works! If you see a scheduled event that fits your availability, join it. But if you can't make it, **organize another action** at a time that works for you. Every event adds to the pressure.

If you have any other questions, feel free to send us an email at supportteam@indivisible.org.

RESOURCES & LINKS

EVENT REIMBURSEMENTS

Indivisible Project can reimburse groups for eligible expenses, **up to \$200.00 per group**, associated with your “Musk Or Us” actions!

[Using this form](#), groups can request reimbursement for:

- Standard event hosting costs, such as
 - Venue fees
 - AV equipment
 - Food and non-alcoholic drinks
 - Promotional/Invite materials
- Printing costs for messages to lobby your federal-level representatives
- Printing costs for messages criticizing the Trump Administration

Keep your ITEMIZED receipts and invoices from your purchases, then [submit them](#) for review and approval.

Please see the guidance outlined in the [application form](#) regarding reimbursement restrictions, methods of payment, and who to contact for help.

PRINTABLE SIGNS & PROMO GRAPHICS

[Here are a few printable signs and promo graphics](#) to get you started.

PLANNING & ORGANIZING RESOURCES

General Resources

- [Find or Start a Local Indivisible Group](#)
- [Indivisible Town Hall Guide](#)
- [How to Get Press to Your Event Guide](#)
- [Safety, Security, and Digital Preparedness for a Second Trump Administration](#)

Trump-Musk Coup Resources

- [Stop the Trump-Musk Coup](#)
- [Call Script](#): Call Your Democratic Representative and Tell Them to Use Their Leverage
- [Call Script](#): Call Your Republican Representative and Tell Them to Reject the Trump-Musk Coup
- [Explainer](#): Trump & Musk Gutted the CFPB to Let Predatory Lenders Run Wild—What You Need to Know & What to Do Next
- [Explainer](#): How House Republicans Are Enabling the Trump Musk Coup—And How to Hold Them Accountable
- [Explainer](#): How House Democrats Can Delay and Defy the Trump-Musk Coup
- [District-Level Data](#) on the Impacts of the Republican Rip-Off