

Monday, July 28: WE ARE IN AN EMERGENCY SITUATION: NO MORE BUSINESS AS USUAL! TRUMP MUST GO NOW!

RefuseFascism.org Organizing Toolkit

**Shut Down ICE! No Military Occupation! Shut Down the Whole Trump Fascist Regime!
TRUMP MUST GO - NOW!**

A core principle behind all Refuse Fascism 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 and to act lawfully at these events.

[A Call to Conscience, A Call to Act](#)

[Statement of Unity and Principles](#)

Important Resources for July 28



[Call for July 28](#)



[Create your event posting](#)



[Flyer for distribution](#) (with box to add your local info) [Flyer in Spanish](#) (with box to add local info)



[8.5x11 poster to promote action](#) [11x17 poster to promote action](#) (make copy to edit in Canva to add local details)



[Sample Press Release](#)



[Whistle card to distribute with whistles](#) [Spanish version](#)



[Social Media Recording Guide](#) & [Graphic for local area use](#) (make copy to edit in Canva Slide 1 is directions and 2 is slide to copy and edit)



[Know Your Rights](#)



[Signs, posters, banners and more](#)

Be sure to tag @RefuseFascism in your posts! On TikTok mention @RefuseFashizm

SOS Need support? Who doesn't! Call or text: (917) 407-1286 or email info@refusefascism.org or refusefascismno@proton.me

Purpose

To launch a wave of nonviolent, mass noncompliance and resistance that makes it impossible for the Trump regime to carry out its fascist horrors, govern this country, or maintain its hold on

power—beginning with bold, disruptive action on July 28 in cities, towns, and communities across the country. For more on the emergency situation we face and action needed [read this](#).

Before Action

Action details

- Choose a location and time for lunchtime BLOW THE WHISTLE ON ICE action (suggestions: ICE detention center, immigration court, federal building).
- Choose location for 6PM 15 minute Noise Demo (e.g. pots and pans, whistles, music car horns) Where can defiant, disruptive and joyful noise make the most impact (ideas: transit hub, high-traffic location such as transit hub, “town square”, or just an area a lot of people walk/drive by).
- Decide if there will be another component to 6PM action (e.g. street theater/human installation, sit-in, banner drop).
- Secure permits if needed.
- Post event [here](#).

Reminder re: location choice: Choose a spot that is accessible The Pacific Alliance on Disability Self Advocacy has a great [guide to Accessible Event Planning you can read here](#).

Outreach and Mobilization

- Make daily social media posts and tag @RefuseFascism, be sure to collab on Instagram with big accounts that follow you.
- Send out invites to key groups (e.g. faith, immigrant rights/rapid response groups, youth organizers, musicians if doing NOISE DEMO where it makes sense).
- Send out emails to local e-list or ask the National Office for assistance.
- Call/text post protest attendees and volunteers and ask them to call/text/email/post on social media to spread the word with their networks.
- Post up posters to spread the word (see first page for link)..
- Print and distribute flyers.

Gather Materials and Volunteers

- Recruit volunteers for key roles such as: media, whistle duty, social media, safety.
- [Get whistles.](#)
- Get or make signs, banners and other visuals.
- Recruit people to bring water to action and other noise-makers depending on action type.
- [Print Whistle Cards](#)

Media Plan

- Send out press advisory before the event if you already have a press list or reach out to the National Office for assistance.
- Ask people in your network if they have any media connections they can utilize to help get coverage.
- Outside of traditional media, be sure to make lists of independent bloggers, podcasters, and photographers, as well as local individuals with social media influence.
- Call to follow up on press advisory the day before the event. This phone call is the most important part of earning media coverage. Talk to the reporter or editor where possible; don't settle for leaving voicemails or messages with the receptionist. Your pitch calls are your best tool; make sure you're using them.
- Call reporters on the day of the event. Give them a quick update and then pitch them on coming again. Make sure they still have your advisory and resend it if they don't.

Safety and Legal

- Create a buddy system & de-escalation plan.
- Print and share legal hotline number (NLG if applicable).
- Designate observers or monitors if possible.
- Know location of exits, medical stations, or debrief spaces.
- [Share Know Your Rights Cards](#)
- [Review helpful Presentation from MoveOn/ACLU](#) *(review starting with slide 6 and stop after slide title Role of Event Attendees)*

During Action

Set up & Presence

- Show up early, set the tone, set up visuals if needed, greet volunteers.
- Hand out whistles and cards.
- Lead with righteous fury at the fascist Trump regime and love for humanity.
- Review different volunteer needs and involve people on the spot if needs remain unfilled.
- Look for and connect with reporters/press, greet and answer questions.

Disrupt and Inspire

- Be loud, visible and nonviolent.
- Use the slogans & stay on message
SHUT DOWN ICE! NO MILITARY OCCUPATION! SHUT DOWN THE WHOLE TRUMP
FASCIST REGIME!
We face an emergency situation.
There can be no business as usual in the face of fascism. There is no neutral.
We must act now in ways that grow into mass noncompliance and non-violent
resistance—millions refusing to go along with the fascist program, making it
impossible for the regime to carry out its horrors; impossible for Trump to
govern this country; and impossible for him to even hold onto power.
We in our millions can – and must – make this a reality: TRUMP MUST GO NOW!
In the Name of Humanity, We REFUSE to Accept a Fascist America!
- Encourage participants to post to social media using slogans + hashtags
#TrumpMustGoNow #NoBizAsUsual
- Call on the people there and those who walk by to join growing, mass nonviolent
resistance demanding TRUMP MUST GO NOW including the 6PM action, Friday
August 1 and onward every week
- Review use of whistle going forward using guidance on the card
- Be sure to emphasize details for Friday August 1 and weekly Wednesday noise
demos going forward.

Document & Amplify

- Capture compelling visuals
- Tag @RefuseFascism and DM highlights remember to use hashtags
#TrumpMustGoNow #NoBizAsUsual
- Post short clips and quotes as the action unfolds and consider collabing with bigger accounts

Safety

- If the crowd is approached by agitators or infiltrators (those encouraging illegal activity, disrupting group unity, acting suspiciously), encourage attendees to practice **de-escalation techniques** such as:
 - ✓ Staying calm, using a neutral tone, and avoiding aggressive or threatening body language.
 - ✓ Redirect focus from the agitators to the protest's purpose by leading chants or whistle blowing in a rhythm.
 - ✓ Set boundaries such as stating "We are here peacefully"
 - ✓ Work with a buddy or allies to create a safe solution
 - ✓ Remove oneself and others from the situation and relocate the group to a safer area
 - ✓ Documenting instances of tension with agitators, police officers, or among crowd members
- Remain nonviolent and principled under pressure
- Support and protect vulnerable people in any police encounter
- Utilize Know Your Rights Cards and other legal resources

Reminder during the event: Be sure to encourage people to sign-up, donate, and volunteer to grow and strengthen the movement. You can utilize QR codes to assist in this.

After Action

- Debrief with your crew: what went well, what's next
- Send photos, videos, and a snapshot of the actions to Refuse Fascism
- Post on social media

- Connect participants with next steps—make sure people are signed up and invite them to local follow-up organizing

💛 THIS IS JUST THE BEGINNING

Monday July 28 is a launchpad for a new level of resistance, non-violent but unrelenting until we drive this regime from power. IN THE NAME OF HUMANITY, WE REFUSE TO ACCEPT A FASCIST AMERICA! TRUMP MUST GO – NOW!

RefuseFascism.org @RefuseFascism