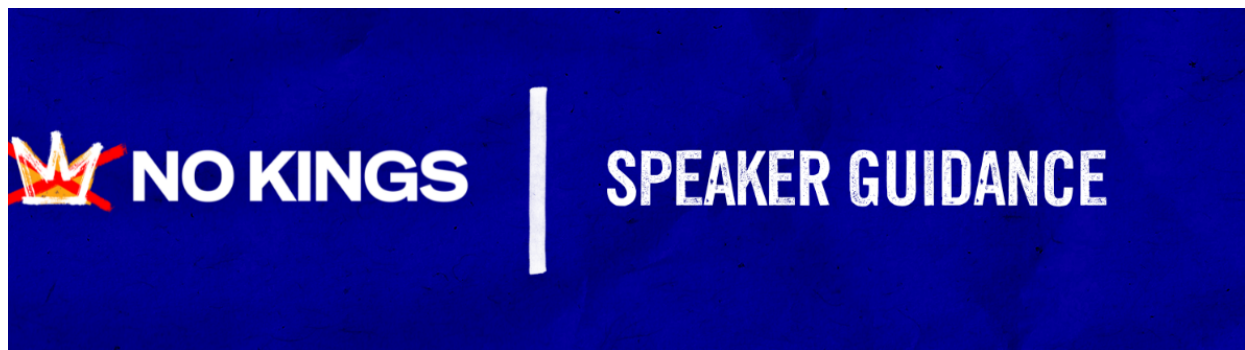




WHAT IS “NO KINGS”?

In June, we did what many claimed was impossible: peacefully mobilized millions of people to take to the streets and declare with one voice: America has no kings. And it mattered. The world saw the power of the people. President Trump’s birthday parade was drowned out by protests in every state and across the globe. His attempt to turn June 14 into a coronation failed, and the story became a rallying point for a movement rising against his authoritarian power grabs.

NO KINGS is a peaceful national day of action and mass mobilization in response to the increasing authoritarian excesses and corruption of the Trump administration, which they have doubled down on since June. Masked agents are targeting immigrant families, profiling, arresting and detaining people; gutting health care, environmental protections, and education when families need them most; rigging maps to silence voters; ignoring mass shootings at our schools and in our communities; and driving up the cost of living while handing out massive giveaways to billionaire allies, as families struggle.

- ★ President Trump is currently eroding checks and balances by abusing his power in every way he can. We will not stand by as this happens.
- ★ Instead of allowing the president to believe that their attempts at silencing dissent and shows of force intimidate us, we will take to the streets and show them: Americans across the country will not cower in response to President Trump’s authoritarian takeover—we reject strongman politics and corruption and will fight until we get the representation we deserve.
- ★ Alongside local organizers, partners, and communities across the country, we will demonstrate organized nonviolent people power that outpaces any authoritarian aspirations.
- ★ At events, attendees will receive Know Your Rights cards, or instructions on how to download them, to empower us to keep demanding that our rights are respected. We’ll also use it to start a conversation about how we’re going to fight back and care for each other with our communities.

STATE OF PLAY: WHY WE'RE MOBILIZING ON OCTOBER 18

President Trump thinks his rule is absolute, but in America, we don't do "kings." Since the inauguration, the Trump administration and its enablers have operated as though they have a mandate—but they don't, and never did. They are going to extremes to empower the Trump administration and enrich themselves, while cutting jobs and services for the rest of us.

 **He's using OUR tax dollars to pay for HIS power grabs:** The president is pouring public money into his authoritarian takeovers of cities—deploying federal forces, seizing local police in DC, and funding mass detention and deportation operations—while cutting services that working families rely on every single day.

 **We are united in rejecting an American king:** President Trump has sidelined other branches of government in an effort to consolidate his own power — threatening cities unless they bend to his will, using federal forces against his own people, and channeling the powers of the government to go after private companies and individuals. But the American people don't bow to kings. Together, we will peacefully mobilize, yet again, in huge numbers to reject this corruption and abuse of power—it's in our DNA as a country.

 **They've gone too far:** This is bigger than political disagreement. This administration has defied our courts, deported American citizens, disappeared people off the streets, and slashed essential services—all while orchestrating a massive giveaway to billionaires. Enough is enough. For anyone who thinks they've gone too far, this movement is for you.

We're standing together against the abuses of power, cruelty, and corruption. On October 18, we gather to remind President Trump and his enablers: America has no kings!

Whether you're outraged by attacks on civil rights, skyrocketing costs, abductions and disappearances, the gutting of essential services, or the assault on free speech, this moment is for you. Whether you've been in the fight for years or you're fed up and ready to take action for the first time, this moment is for you.

 **We need to build a massive, visible, nonviolent, national rejection of this crisis.** On October 18, we will see events across the country, in major cities and small towns in every state. Our goal is to show that the people—the *majority*—are taking action to stop the corruption and power grab.

 **The power is in your hands. Join us.**

SPEAKER MESSAGE GUIDANCE

A core principle behind all No Kings events is a commitment to nonviolent action and no civil disobedience. 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. Weapons of any kind, including those legally permitted, should not be brought to events. All events should be held in public spaces or on public property.

Message Toplines

Use these topline messaging notes to help guide your overall narrative in your remarks

- ★ **He's using OUR tax dollars to pay for HIS power grabs.**
 - President Trump is pouring public money into his authoritarian takeovers of cities—deploying federal forces, seizing local police in DC, and funding mass detention and deportation operations—while cutting services that working families rely on every single day.
- ★ **We are united against kings.**
 - President Trump has already sidelined other branches of government in an effort to consolidate his own power. But the American people don't put up with kings. Together, we will mobilize in huge numbers to reject this corruption and abuse of power—it's in our DNA as a country.
- ★ **They've gone too far.**
 - This is bigger than political disagreement. The administration has defied our courts, deported American citizens, disappeared people off the streets, and slashed essential services—all while orchestrating a massive giveaway to billionaires. Enough is enough. For anyone who thinks they've gone too far, this movement is for you.
- ★ **That's why we say: No Thrones. No Crowns. No Kings.**
 - No Kings is about defending the ideals we fought for. This country doesn't belong to strongmen. It belongs to the people.

[Guia de Mensajes en Español](#)

Calls to Action

- ★ **Distribute Know Your Rights Cards**
 - All attendees are encouraged to take and distribute the yellow No Kings Know Your Rights cards within their communities, helping ensure this critical

information reaches those who need it most. Or they can go to NoKings.org/kyr to download/print cards, or share that website with their communities.

★ **QR code CTAs**

- Follow the QR code on your No Kings Know Your Rights cards to find information on how you can help protect your communities!

★ **Mass call**

- Join us at NoKings.org for a call on Monday night to learn more about the next steps in the fight!

★ **Get involved with local organizing.**

- We're asking everyone to continue their activism. Local action drives change, and our strength together matters long after the No Kings protests.

★ **Talk to your friends, family, and neighbors.**

- You are the best messenger to help them understand what's happening around us and how to stand up to Trump's authoritarianism takeover.

Issues and Topics

★ **Nonviolence**

- We reject violence in politics. Standing up to an authoritarian government requires peaceful, deliberate actions.

★ **Federal deployments in cities across the country**

- President Trump has consistently defied federal judges, governors and local officials to send the National Guard and our own military to occupy US cities to instill fear into communities. He has threatened to occupy even more—all because he is scared of the people speaking out against him and losing his power.

★ **Attacks on the First Amendment**

- The Trump administration does not tolerate dissent, and silencing critics is the first move of an authoritarian leader. From weaponizing the FCC against late night talk-show hosts to arresting and deporting pro-Palestinian student activists, it's clear that he's gone too far. The most important way to keep our First Amendment rights is to use them to stand up against him.

★ **Attacks on the Rule of Law**

- If President Trump doesn't like the law, he simply refuses to follow it. He has led a concerted campaign to shield himself and his administration from any accountability: Threatening or firing prosecutors who do not follow politically motivated orders and attacking law firms who dare represent people who want to stand up against his authoritarian overreach.

★ **Shutdown**

- President Trump and his political allies hold a trifecta in DC. This shutdown is on them. Time and time again this president shows us that the only thing he wants is absolute power. Shutting down our government because you don't get your way isn't leadership—it's a temper tantrum.

★ **Attacks on immigrant communities**

- President Trump has led with cruelty—attacking immigrant communities at every turn. From mass deportations to the super-funding and expanding the power of ICE, his authoritarian overreach has only instilled fear as his policies become even more extreme.

★ **Abusing the power of the office**

- President Trump has used his presidential power to settle scores and punish his opponents. Even worse, as he does, he boasts about the abuse. In fact, his administration just indicted the New York attorney general to settle an old political vendetta.

★ **Attacks on elections**

- President Trump has consistently pushed to undermine our fundamental right of free and fair elections. Not only has he tried to make it harder to vote, he's now directing his allies to draw new congressional maps to expand their power.

★ **Denial of our history**

- President Trump has threatened schools that teach about racism and injustice, pushed book bans, and tried to erase the painful but essential parts of our past like slavery from public life. By denying history, he is attempting to control the future, and we must stand up against it.

★ **Attacks on transgender community**

- President Trump has used his platform to spread misinformation and propaganda about the transgender community. To distract from his own failures and unpopularity, he's using fear and division tactics, endangering not only transgender people, but all of us along the way.

★ **Attacks on our history and diversity**

- President Trump has directed his administration to whitewash American history by removing the record of slavery from museums. His assault on our history is a reflection of his assault on communities of color in the present, with his crusade to excise diversity from the U.S. government and our schools and universities.

DOs and DON'Ts

★ **Elected Official Speakers**

- Any government officials will appear only in their capacity as an officeholder and government official – no elected official will appear as a candidate.

★ **Candidates for Elected Office**

- No candidate campaign activities are permitted at any point during these events, including distributing campaign literature, any campaign fundraising, and coordinating with any candidate campaign staff or agents.

DO	DON'T
✓ SPEAK AGAINST POLITICAL VIOLENCE IN ALL FORMS & ENCOURAGE PEACEFUL PROTEST	✗ DO NOT USE VIOLENT LANGUAGE
✓ USE COALITION CALLS TO ACTION	✗ THROW PERSONAL ATTACKS AT OPPOSITION
✓ EXPRESS URGENCY AND ACTION	✗ ENGAGE WITH COUNTER PROTESTORS
✓ ENCOURAGE ONGOING ACTION-TAKING AND PARTICIPATION IN MOVEMENT	✗ USE PARTISAN POLITICAL LANGUAGE or REFERENCE A CANDIDATE, CAMPAIGN, OR BALLOT ISSUE <i>Example: Pass Initiative [X], vote [politician] out, vote for Democrats up and down the ballot, we can get a Democratic Congress elected in 2026 to resist Trump</i>
✓ USE YOUR PLATFORM TO IDENTIFY MEDICAL NEEDS IN THE CROWD	✗ DISCUSS DONALD TRUMP AS AN INDIVIDUAL RATHER THAN AN OFFICEHOLDER
✓ REMIND THE AUDIENCE TO KNOW THEIR RIGHTS, DIRECT PEOPLE	✗ GO OVER YOUR ALLOTTED SPEECH PERIOD

TO THE KNOW YOUR RIGHTS CARDS, AND TALK ABOUT THE DIRECT
IMPACT OF THE ADMINISTRATION ON PEOPLE'S DAILY LIVES

✓ MAKE IT CLEAR: NO THRONES. NO CROWNS. NO KINGS.

✗ STAY FOCUSED ON THE NEGATIVE

✓ ENGAGE THE CROWD WITH CHANTS AND SONG

✗ CAUSE ALARM OR PANIC