CARDS IN A4
ARTISTIC VIGIL
An artistic vigil is a vigil that draws upon artistic and ritual elements — thoughtful symbolism, the right tone, and a distinct look and feel — to deepen the experience for both participants and observers.

BANNER HANG
Hanging a banner off a building makes for great media coverage, alerting the broad public to an issue or campaign. It’s also a great way to frame or contextualize an upcoming protest.

BLOCKADE
A human chain or physical barrier that shuts down something bad (a coal mine or trade meeting), protects something good (a forest or a home), or makes a symbolic statement (encircling a government building).

CIVIL DISOBEDIENCE
Civil disobedience is the public and ethically motivated breaking of a law in order to challenge either the legitimacy of the specific law you’re breaking or a greater injustice committed by the state.

CREATIVE DISRUPTION
You could disrupt an event by shouting or throwing things, but that might not help your cause. Better to disrupt creatively: song, banners, bubbles — anything to ensure your message outshines your target’s.

CREATIVE LOBBYING
The quiet diplomacy of effective activism: sometimes the quickest way to get what you want is simply to ask for it — in a way that your target (whether elected official or corporate officer) can’t refuse!

FLASH MOB
A flash mob is a spontaneous, contagious, and often celebratory protest that uses social media and word of mouth to gather people on short notice in a particular place at a particular time.

HASHTAG CAMPAIGN
By choosing a strategic hashtag and curating the ensuing conversation, you can use Twitter and other social media platforms to shift the debate and expand your support.

HOAX
By impersonating your target through a fake press release or media event, you can use satire and exaggeration to expose an injustice or demonstrate that another reality is possible.
TACTIC
A large public protest that shows the scale of people power behind a cause. It often occupies a symbolically important place and challenges the legitimacy of the state, and can therefore face police repression.

MASS STREET ACTION

TACTIC
Join thousands of others to bang pots and pans, blow whistles, honk horns, set off your cell phone ring tones, or any other way you can easily make lots of noise — so your resistance is heard loud and clear.

CACEROLAZO (NOISE-MAKING PROTEST)

TACTIC
A way to hold space that creates community and disrupts the functioning of power. Examples include: sit-ins, factory occupations, housing squats, occupations of public spaces, and protest camps on at-risk land.

OCCUPATION

TACTIC
A long journey (often on foot, or sometimes by bike, bus, boat, etc.) towards a centre of power or other key point of intervention, that rallies geographically dispersed people to a common cause.

TREK

TACTIC
An action that seeks to draw public attention to a cause or an injustice by making it visible. For example: protesters drop a banner over a highway bridge, or supporters hold up signs in a public square.

VISIBILITY ACTION

TACTIC
A decentralized mass protest where large numbers of people express their support by taking many small, simple, coordinated actions: banging pots, turning lights off, wearing the same colour of clothing, etc.

DISTRIBUTED ACTION

TACTIC
The deliberate and public refusal of food, and sometimes water, as a moral protest against injustice or abuse of power. A single individual can hold a hunger strike, or hundreds together in solidarity.

HUNGER STRIKE

TACTIC
Training is not a distraction from the struggle; in fact, it’s critical for cultivating three key elements of social movement success: unity, strategic planning, and nonviolent discipline.

TRAINING

TACTIC
An organized, mass refusal to purchase the products of a company, industry or country, using economic pressure to persuade them to meet your demands.

BOYCOTT
BREAKFAST IS PERSUASIVE
Rather than try to win people over to your idea by direct argument, it’s often more effective to embody that idea in a direct service with a concrete benefit, and let that example win them over instead.

CREATE MANY POINTS OF ENTRY
If you make it easy for your active supporters to participate in your cause and for your passive supporters to identify with it, you may find your campaign has more friends than you ever expected.

KILL THEM WITH KINDNESS
Kindness is sometimes harder for the authorities to rebuff than anger. When done with true compassion and some artfulness, a kind gesture can win over the public, and even help to humanize an inhuman situation.

MAKE THE INVISIBLE VISIBLE
Many injustices are invisible to the public. When you bring these wrongs into full view, you make the need for action clear.

BE THE CHANGE YOU WANT TO SEE IN THE WORLD
We can inspire others — and even ourselves! — by being the change we want to see in the world. Also, when we “walk our talk,” we’re a more credible messenger for our ideas.

PUT YOUR TARGET IN A DECISION DILEMMA
Design your action so that your target is forced to make a decision, and all their available options play to your advantage. This is known as a decision dilemma.

SIMPLE RULES CAN HAVE GRAND RESULTS
A mass movement, like a raging wildfire, often starts from a single spark; what matters is how quickly that spark spreads. Sometimes an invitation to participate and a few simple rules are all you need.

TAKE LEADERSHIP FROM THE MOST IMPACTED
It is both good ethics and good politics to take direction from, and provide appropriate support to, those who have the most at stake in your cause.

TAKE RISKS, BUT TAKE CARE
Needlessly endangering your safety or the safety of the people around you hurts the movement. Don’t sacrifice care of self or others for the sake of being “macho” or “hardcore.”
PRINCIPLE

THE REAL ACTION IS YOUR TARGET’S REACTION
When challenging a more powerful target, the key to success often isn’t what you do, but how your target *reacts* to what you do. Therefore, anticipate your target’s response and write it into your script.

PRINCIPLE

TURN THE TABLES
Sometimes the most compelling way to expose an injustice is to flip it around and theatrically re-visit it upon the perpetrator (say, by dumping sewage outside the company that’s polluting your community).

PRINCIPLE

USE HUMOUR TO UNDERMINE AUTHORITY
Especially when the powerful rule through fear and intimidation, humour, laughter and absurdity can be powerful tools for undermining their power and emboldening people to stand up for their rights.

PRINCIPLE

LEAD WITH SYMPATHETIC CHARACTERS
Good actions tell a good story; good stories revolve around sympathetic characters. The most sympathetic characters are not only members of the impacted community, but are easy for outsiders to relate to.

PRINCIPLE

SHOW, DON’T TELL
Use metaphor, visuals and action to persuade, rather than falling into preaching, lecturing or otherwise telling your audience what to think.

PRINCIPLE

THE PRICE OF A SUCCESSFUL ATTACK IS A CONSTRUCTIVE ALTERNATIVE
If you’re going to challenge an injustice, you need to be ready with your alternative. Never let your opponent score points because you’re caught without a solution to the problem.

PRINCIPLE

USE YOUR CULTURAL ASSETS
By drawing on the traditional practices, rituals and symbols of the community, organizers can deepen the involvement of participants, disorient opponents, and shift the cultural terrain in their favour.
ACTION LOGIC
Your action should speak for itself; it should have an obvious logic to the outside eye. When a protest has good “action logic,” its dramatic challenge to power tells a clear and compelling story.

CULTURAL HEGEMONY
Capital maintains hegemony not just through raw power — property, laws and guns — but through culture, by shaping what feels like “common sense.” To create a new society, we must also create a new common sense.

EXPRESSIVE AND INSTRUMENTAL ACTIONS
Political action tends to be driven by one of two different motivations: expressing an identity, or winning concrete changes. It’s important to know the difference, and to strike a balance between the two.

FRAMING
Like the frame around a photograph, a conceptual frame highlights certain events and facts, while making others invisible. Framing your message effectively can make the difference between winning and losing.

MEMES
Memes (rhymes with “dreams”) are self-replicating units of cultural information that spread virally from mind to mind, network to network, generation to generation.

PREFIGURATION
Prefiguration is about enacting, in the present, the future world we wish to see. Prefigurative actions and practices allow us to experience for ourselves that a better world is not only necessary but possible.

STRATEGIC NONVIOLENCE
A framework for broad-based direct action emphasizing openness, accountability and agreements on “how we want to work together this time,” designed to build large, inclusive, diverse, and effective movements.

THE SOCIAL CURE
The actions of our peers are more likely to motivate us to act than either information or an appeal to fear. The social cure shows us how to harness this power of social groups for social change.

DIRECT ACTION
Direct action means that we take collective action to change our circumstances, without handing our power to a middle person.
NONCOOPERATION

Refusing to cooperate as a form of direct action protest. Noncooperation can take many forms, from hunger strikes to sex strikes, from boycotts to refusing to give your name when arrested.
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**Document stories using video, audio, and photo content on your mobile device. Then publish it on Social Media.**

**Chat with people around even if there is no Internet connection or mobile phone coverage.**

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**A website that enables easy encryption, decryption, and secure message sending.**
A software that prevents people from learning your location or browsing habits.

Turns your mobile phone into a secret alarm for when you're in trouble, it will send alerts every 5 minutes with your location.

Hiding + seeking containers through a Global Positioning System (GPS) receiver or mobile device and other navigational techniques.

A DIY anonymous offline file-sharing and communications system built with free software + inexpensive off-the-shelf hardware.

A prepaid cellular phone, replaced frequently (weekly/monthly)

Allows to access the web, instant messaging + email without being monitored/blocked by mobile internet service providers.
SNAPCHAT
Social Media

FACEBOOK
Social Media

YOUTUBE
Social Media

Tweet by calling a designated international telephone number and leaving a voice message.

INSTAGRAM
Social Media

TWITTER
Social Media

ENCRYPTED USB

SPEAK TO TWEET

Security

OBSCURACAM

INSURGAM

FEATURELESS PHONE

An application that allows you to obscure faces or objects in photos or videos to keep certain information private.

SNAPCHAT
Social Media

Security

TWITTER
Social Media
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FrontlineSMS allows you to send and receive text messages over a mobile network.
Free unlimited, encrypted + private messaging with your users over Google Talk/Hangouts, Facebook Chat, Dukgo, Jabber & more.
A messaging app with a focus on security. Users can exchange messages that are encrypted end-to-end and self-destructing, along with photos, videos, and files.

TELEGRAM

Communication + Security

ENCRYPTION
PERSONALIZED TOOLBOX