READY TO RESIST

EMERGENCY CALL AND TRAINING FOR JANUARY 24 DISTRICT OFFICE DAY OF ACTION
INDIVISIBLE

READY TO RESIST

TRAINING FOR JANUARY 24 DISTRICT OFFICE DAY OF ACTION
AGENDA – 60 MINUTES

1. PRINCIPLES
2. GOALS OF ACTION AND WHAT WE CAN DO THIS WEEK
3. TRAINING: HOW-TO
   Including Action Design, Media Coverage, and Recruitment
INDIVISIBLE’S PRINCIPLES:

1. RESIST TRUMP’S AGENDA
   We believe Trump’s agenda is racist, authoritarian, and corrupt, and it must be stopped.

2. FOCUS ON LOCAL, DEFENSIVE CONGRESSIONAL ADVOCACY
   We demand that our own local Members of Congress serve as our voice in Washington, DC.

3. EMBRACE PROGRESSIVE VALUES
   We model inclusion, respect, and fairness in all of our actions.
PRINCIPLES OF NONVIOLENCE AND DE-ESCALATION:

1. **FOCUS ON TELLING OUR STORIES through NON-VIOLENCE**
   We hold the moral high ground.

2. **WORK TO DE-ESCALATE**
   If others try to confront or provoke us, we maintain calm focus and de-escalate.
The Tea Party made two important choices:

**It was locally focused**
- Groups started as disaffected conservatives talking to each other online.
- Groups were small, local, and dedicated.
- Groups were relatively few in number.

**It was almost purely defensive.**
- Groups focused on defense, not policy development.
- Groups rejected concessions to Democrats and targeted weak Republicans.
- Groups focused on local congressional representation.
THEORY OF OUR STRATEGY

The Tea Party made two important choices: it was locally focused, and it was almost purely defensive.

WHAT THE TEA PARTY ACHIEVED

The Tea Party organized to end hope for progressive reform under President Obama. Their members:

- Changed votes and defeated legislation
- Radically slowed federal policymaking
- Forced Republicans to reject compromise
- Shaped national debate over President Obama’s agenda
- Paved the way for the Republican takeover in 2010 and Donald Trump today

These were real, tangible results by a group that represented only a small portion of Americans.

WHY WE ARE NOT THE TEA PARTY

The Tea Party’s ideas were wrong, and their behavior was often horrible. Their members:

- Ignored reality and made up their own facts
- Threatened anyone they considered an enemy
- Physically assaulted and spat on staff
- Shouted obscenities and burned people in effigy
- Targeted their hate not just at Congress, but also fellow citizens (especially people of color)

We are better than this. We are the majority, and we don’t need petty scare tactics to win.
MoCs CARE A LOT ABOUT

Verified constituents from the district (or state for Senators)
Advocacy that requires effort—the more effort, the more they care. Calls, personal emails, and especially showing up in person in the district
Local press and editorials, maybe national press
An interest group’s endorsement
Groups of constituents, locally famous individuals, or big individual campaign contributors
Concrete asks that entail a verifiable action—vote for a bill, make a public statement, etc.
A single ask in your communication—letter, email, phone call, office visit, etc.

MoCs DON’T CARE MUCH ABOUT

People from outside the district (or state for Senators)
Form letters, a Tweet, or Facebook comment (unless they generate widespread attention)
Wonky D.C.-based news (depends on the MoC)
Your thoughtful analysis of the proposed bill
A single constituent
General ideas about the world
A laundry list of all the issues you’re concerned about
## THEORY OF OUR STRATEGY

### EXAMPLE ACTION

<table>
<thead>
<tr>
<th>Action Type</th>
<th>Desired Outcome</th>
<th>Bad Outcome</th>
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<tbody>
<tr>
<td>Letter to Constituent</td>
<td>Constituent feels happy that their concerns were answered.</td>
<td>Constituent posts letter on social media saying it didn’t answer their questions or didn’t answer for weeks/months, calls Congressman Bob unresponsive and untrustworthy.</td>
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<td>In-district Event</td>
<td>Local newspaper reports that Congresswoman Sara appeared at opening of new bridge, which she helped secure funding for.</td>
<td>Local newspaper reports that protestors barraged Congresswoman Sara with questions about corruption in the infrastructure bill.</td>
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<tr>
<td>Town Hall / Listening Session</td>
<td>Local newspaper reports that Congressman Bob hosted a town hall and discussed his work to balance the budget.</td>
<td>Local newspaper reports that angry constituents strongly objected to Congressman Bob’s support for privatizing Medicare.</td>
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<tr>
<td>Policy Position</td>
<td>Congresswoman Sara votes on a bill and releases a press statement hailing it as a step forward.</td>
<td>Congresswoman Sara’s phones are deluged with calls objecting to the bill. A group of constituents stage an event outside her district office and invite press to hear them talk about how the bill will personally hurt their families.</td>
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If you do this right, you will have an outsized impact. Every time your MoC signs on to a bill, takes a position, or makes a statement, a little part of his or her mind will be thinking:

“How am I going to explain this to the angry constituents who keep showing up at my events and demanding answers?”
WHAT TAKING ACTION AT YOUR DISTRICT OFFICE WILL BE LIKE.

Members of Indivisible OC rallied at Rep. Mimi Walters’ office to ask her to save the Affordable Care Act.

Minnesota Indivisible group visits visit Sen. Klobuchar’s office.

WWW.MOVEON.ORG/JAN24

#RESIST
TRUMP
TUESDAYS

#SWAMPSCABINET

STOP TRUMP'S
OUTREACH AND RECRUITMENT

1. MAKE A LIST
   Friends, family, coworkers, person you met at the march
   Include LOCAL ORGANIZATIONS
   Do a little research. Call them. They’ll be happy to hear from you!

2. MAKE A HARD ASK
   “Can I count on you to be there with me Tuesday at noon?”

3. INTERGENERATIONAL, MULTIRACIAL, ALL GENDERS AND ABILITIES
   Take leadership from those most directly impacted.
MAKE OUR OWN MEDIA

1. PERSONAL STORIES
   #ResistTrumpTuesdays
   #ResistTrump
   #Indivisible
   #SwampCabinet
   @MoveOn
   @IndivisibleTeam
   @WorkingFamilies

2. FACEBOOK LIVE and VIDEO

3. READY TO RESIST: TRAINING FOR JANUARY 24 DISTRICT OFFICE DAY OF ACTION

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TRADITIONAL MEDIA

1. MAKE (another) LIST
   Local and state TV, radio and print; AP wire; influential blogs; reporters who cover your issues

2. WRITE & SEND YOUR ADVISORY
   Look up a template. Include quotes with stories from affected people and organizers. Send it to your media list, then call the news desks and reporters to make sure they received it and ask if they’re coming.

3. PREP SPOKESPEOPLE
   Have a few people ready to share their stories. Have another person greeting reporters and directing them to your spokespeople

4. FOLLOW UP
   Send photos, video, quotes, and stories from your event to reporters after – even if they didn’t show, they can (and do) still cover it!
Open the gates and seize the day
Don’t be afraid and don’t delay
Nothing can break us
No one can make us
Give our rights away
A rise and seize the day

www.moveon.org
www.indivisibleguide.com
www.resistthere.org
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TEXT “JOIN” TO 668366