

# FREE PALESTINE

# DIRECT ACTION TOOLKIT

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# The Legal Stuff

The authors of this toolkit and the people that sent it to you in no way shape or form want to suggest that you break the law— because that would be counseling criminal activity and we certainly don't want to do that. Most of the ideas here are not actually breaking laws, and we do not think that arrests are always inherently strategic. However, were you to break laws in this moment where a fascist settler-colonial government is ruthlessly murdering children, killing entire families, denying millions basic food, water, electricity, and medicine, and literally carrying out a genocide— then we would absolutely understand why you or any human being with an iota of moral conscience would choose to do so.

## Acknowledgements

Much of this toolkit is copied and pasted from other sources, all of whom we believe would greatly support us in doing so. What this means is that sentence structure, grammar, tone and pronouns may shift.

These toolkits include:

- [Beautiful Trouble](#)
- [198 Methods of Nonviolent Action](#)
- [Direct Action: A Handbook](#)

But there are certainly others we have forgotten.

Many of the photos are from actions over the last three weeks - we are inspired by the brave and committed people around the globe putting their bodies on the line for justice and the liberation of Palestine. This toolkit is to support many others to join in.

November 7, 2023.

# Direct Action Basics

## Why Direct Action?

On Saturday, November 4, 2023, millions of people in hundreds of cities around the world, marched on the streets calling for an end to the bombing of Gaza and for a free Palestine. And yet, the United States government and many other western countries, including Canada, continue to financially, politically and morally support the Israeli genocidal project underway in Gaza.

- Palestinian liberation organizations have called on all of us across the world to take more escalated action.
  - ◆ The joint [platform of trade unions in Palestine](#) are calling for “Everyone - to block all factories making and exporting arms to Israel. Unions and workers - to not manufacture, transport or handle weapons, and/or surveillance tech destined to Israel, and make public statements to that effect. Students and educators - to uncover if your university has investments, contracts or cooperation agreements with weapons companies supplying Israel, call them out and organize to cancel them.”
  - ◆ The Palestinian Youth Movement, the International People’s Assembly and supporters issued a call to [#ShutItDown4Palestine](#) insisting: “We must keep building momentum and increase the pressure with more marches, walk-outs, sit-ins, and other forms of direct action directed at the political offices, businesses, and workplaces that fund, invest, and collaborate with Israeli genocide and occupation.”
- Direct action can pressure politicians (in neoliberal democracies) to do the right thing, either by garnering them negative media attention, or by creating a moral crisis for them to be confronted with the injustice of their actions.
- Direct action can also directly impact Israel’s ability to carry out a genocide by stopping the flow of armaments and funding to the death machines attempting to massacre Palestinians.

## What About the Consequences?

- The number one consequence of a successful direct action is that we succeed in supporting the Palestinian struggle for self-determination, freedom and equality.
- Direct action doesn’t have to involve breaking the law, and there is often an opportunity to walk away without being charged.
- However, this moment necessitates that we go head-to-head with the corporations and governments that are actively upholding genocide. There are laws in place that exist to protect these corporations and governments. And directly challenging them will sometimes require us to break the laws that are intended to protect them.
- Every moment of every day Israel is breaking international law:

- ◆ The [International Committee of the Red Cross \(ICRC\)](#), the United Nations [Independent International Commission of Inquiry on the Occupied Palestinian Territory, UN General Assembly \(UNGA\)](#), [European Union \(EU\)](#), [African Union](#), [International Criminal Court \(ICC\)](#) (both [Pre-Trial Chamber I](#) and the [Office of the Prosecutor](#)), [Amnesty International](#), and [Human Rights Watch](#)—as well as [international legal experts](#) and other organizations, all agree that Israel has occupied Palestinian territories including Gaza since 1967. What has been happening since October 7 is an expansion of the terrorist regime, and constitutes [war crimes](#) many times over.
- ◆ Israel has been murdering [14 Palestinians every hour since October 7](#) and has dropped the equivalent of a nuclear bomb worth of bombs on a hostage civilian population. The consequences of breaking the law in this moment pale in comparison to the consequences of NOT breaking the law.
- And it's not just Israel - Human Rights Watch released a [report recently that said](#): “Future military transfers to Israel in the face of ongoing serious violations of the laws of war risk making the United States, the United Kingdom, Canada, and Germany complicit in these abuses if they knowingly and significantly contribute to them.” That is, Canada is itself complicit in war crimes right now.
- Read the section on [police and arrests below](#).

## Working in teams

- The term most often used is “Affinity Group.” An affinity group is simply a group of people who share values, approach to tactics, and a willingness to take care of each other.
- An affinity group can be two people showing up to a mass demonstration who agree to keep an eye out for each other; or it can be dozens of people collaboratively organizing an action.
- Sometimes Affinity Groups are formed just for one action, but often they are ongoing groups that organize and take part in actions over a number of years.
- To form an affinity group - the ideal situation may be to have people you like, who live locally, who have a similar amount of time to take action on the same issues using the same tactics.
- If you don't have friends that are a good fit - start by going to any local events near you and chatting and connecting with people there. If there aren't a lot of events in your community - organize a film night or something simple and see who comes. You can also find out if people from where you live have been to regional actions and suggest a meeting.
- Questions to consider in your affinity group:
  - ◆ Open or closed? (can new people join the group and if so how?)
  - ◆ How do we make decisions?
  - ◆ What do we each expect from each other?
  - ◆ What is everyone's attitude to... (damage to property, the mainstream media, getting arrested?)
  - ◆ What are people's beliefs and definitions of nonviolence? ... etc.
- Further reading:
  - ◆ [Affinity Groups by Seeds for Change](#) and [Roles for Affinity Groups](#)

# Basic Security Tips

- The term most often used is “security culture”. This is because security is a set of collective decisions not an individual choice. It's crucial to collectively determine your “security culture” in your Affinity Group and make sure everyone is on the same page and acting in the same way.
- Not all actions require the same security culture - higher risk actions require more close monitoring than others. If you are needing to organize hundreds of people to do a sit-in, then you cannot be as secure, and it may be worth it.
- Your security approach must not be to the detriment of the actions - don't be so closed that you can't gather the people necessary to be effective.
- Most security failures are human, not electronic - if everyone tells just one person they trust completely, everyone will know. Focus on developing shared understanding as much as turning off cellphones.
- Further reading:
  - ◆ [Ruckus Society - Security Culture](#)
  - ◆ [Security Culture for Activists](#)
  - ◆ [Digital Security for Activists](#)

## Mainstream Media

The mainstream media is a loudspeaker to amplify our message of justice and peace to hundreds of thousands of people. The mainstream media has been misrepresenting and undermining pro-Palestinian movements right now - this does not necessarily mean abandoning or attacking them. Rather, should we want to get media attention, we need to be more tactical and effective.

### Why get media attention?

- Pressure politicians: Politicians and their advisors are clued into the mainstream media, and negative press against them makes them jittery. When an action tells a story about the failure of politicians and public support for Palestinians - it forces politicians to change their position.
- Protection: Police or Zionists are less likely to attack a vigil or a blockade if there are media cameras around.
- Encouraging others: Mainstreaming our actions inspires others to join in.

### When do you not get media?

Generally speaking, most actions, *once deployed*, would benefit from media exposure. In some cases, where an action's aim is simply to go under the cover of night to disrupt a particular factory or wheatpaste an MP's office and slip away - then speaking directly to the media may not be effective. But a media statement is still possible.

### What is a media advisory?

- A short statement of “what, where, when, why, and who” sent to announce an action.

- Generally, media advisories are sent before an action occurs to give the media enough time to arrive and set up.
- If an action is not being announced publicly or if it could be stopped if the police, the corporation, the institution or the politicians knew in advance - then a media advisory should not be sent in advance. Instead a media release should be sent once the action is underway.
- Public actions like a vigil, or a mass demonstration, are able to have a media advisory sent in advance.
- You can use ChatGPT to write a media advisory but make sure you read and edit very carefully as ChatGPT and AI in general are [biased against Palestinian liberation](#).
- If there is high confidence - an “embargoed” media advisory can be sent to trusted journalists to tip them off to an action under the condition that they don’t share the information with the police, politicians or anyone else. It’s best to send an email first and say you have an interesting news tip that you will only provide if they agree to an embargo before sending any further details.

## What is a media release?

- A media release or a press release or a media statement is a statement that includes the basic details of an action, quotes and sometimes photographs that explain to the media why an action is taking place.
- A media release often consists of an opening paragraph that explains what is happening, where it is happening, why it is happening, and the demands.
- The second paragraph can include quotes, and then alternating paragraphs are quotes and factual paragraphs.
- Media releases are usually pre-written and then sent out once an action is underway.
- In a developing action, it is important to share details of where media can get more updates, usually your social media accounts.
- Samples of media releases:
  - ◆ [November 6, 2023 - Bay Area Block the Boat Media Release](#)
  - ◆ [October 30, 2023 - Toronto Inkas Blockade Media Release](#)

## What is an Exit Media Release?

- If an action is continuing for some time, it can be helpful to issue semi-regular updates and releases.
- Generally speaking, if there is capacity, you might try to issue an exit press release, that is a statement summarizing your action and what will happen next and send it at the end of an action.
- Exit releases are a good way to correct or counter misrepresentations or misinformation that may have been reported.
- Sample exit releases
  - ◆ [#PalSolidaritySitIn Exit Media Release](#)

## How to write good quotes?

- A good media quote is:



- ◆ Emotive: That evokes and shares your emotions. Avoid academic terms and speak from the heart.
  - ◆ Descriptive: That paints a picture instead of naming - for example, “Babies are starving to death as Israel rains poisonous white phosphorus on refugees” instead of “Israel is committing war crimes”
  - ◆ Targeted: Make sure your quote clearly defines who the decision maker is, for example, Prime Minister Trudeau.
  - ◆ Solutions-oriented: One that names what needs to be done right now.
- The quote does not need to have all the facts.
- For example:
- ◆ “We are heartbroken as we watch bleeding children being pulled out of the rubble while Prime Minister Trudeau refuses to join most countries in the world in calling for a ceasefire.”
  - ◆ “How many people must Israel blow to bits, how many journalists and their entire families must be massacred, how many millions starved for Prime Minister Trudeau to say enough is enough and call for a halt to the bombing and an end to the siege of Gaza?”

## How to contact the media?

- Start with asking local organizers. They probably already have a list they can share with you.
- If you can't find a list, google 'news tip' and the name of every news outlet in your city, and compile a list.
- You can also get their general phone numbers - call and ask for the number for their news desk and create a call list.

## How to do pitch calls

- Often for an unannounced action, you need to follow up press releases with pitch calls to make sure the media arrives in time.
- When calling:
  - ◆ Introduce yourself
  - ◆ Lay out the details of your action - where you are, the significance of the location and the action
  - ◆ Explain why it matters and why they should be covering it
  - ◆ Sample: “My name is .. and I am calling from outside the Boeing headquarters where 100 people have blockaded all access to the factory and shut down production in support of Palestinian liberation. The address of the factory is ... and we just sent you a news release with photos and contact information for the media coordinator on site.”

## Media Roles

One person can do more than one role

- Writer: Writes media advisory, press release, etc.
- Distribution: Send the media advisory and press release to the media.
- Pitch calls: Calls the media to tell them to come to the action.

- Handling / Liaising: Greets media on arrival, answers background questions, tells them where they should stand to get the best shot and connects them to the spokesperson.
- Spokesperson: Answers questions in an interview.
- Media watch: Compiles media articles and coverage to share on socials.

## Documentation & Social Media Basics

Social media is often an important part of telling your story – it can help change the narrative, uplift demands, increase pressure on politicians/other targets, and inspire others to get creative with their actions.

Photos, videos, and live streams – either from personal accounts or from organizational accounts – are important elements to prepare for.

We all know how to take photos and videos and post on social media to get traction. Some extra tips for direct action:

- Make sure you don't take or post photos of people's faces if they don't want to be in it - or consider editing photos to blur out identifiable faces, particularly in the context of a higher risk action.
- Consider [removing metadata](#) from photos or videos before sharing or sending to the media/socials accounts.
- Remember, timing is everything with direct actions. You often don't want to let the word spread before the action has deployed – be thoughtful and coordinated to ensure you don't make the action impossible!

## Scouting

Many of the actions require you to visit the space - for your blockade, or your sit-in, and even to have a sense of where you will poster - to gather information that will make your action more effective. This is called Scouting. Read this [guide for more information on scouting](#), but some basic tips:

- **Digital Research:** Before you go to the actual site, try to gather as much information as possible online. Use Google Street View, read the reviews if it's a place with reviews, check opening times, etc.
- **When:** It's always best to scout at the same time as the action will take place so you know what the situation is at the time you are there.
- **What Are You Looking For:** You are looking for any and all information that is relevant to your action - if you are hanging a banner, you need to know access routes and if there's points to attach the banner. If it's a blockade, you need to know when cars and people come and go. You may need to measure doors, look for cameras/security, and identify what's locked.

# Police, Arrests & Charges

## What is a police liaison?

- In many of your actions, you may need a police liaison— someone to relay and gain information from the police or security. [See this guide for initial tips.](#)
- A police liaison is not a decision maker, and should not provide any information that undermines the action. In most situations, the police liaison receives information and takes it to the action coordinators and decision makers who can assess what to do about the information.
- A police liaison can play many different roles including:
  - ◆ Informing the police of any use of equipment and dangers so that the police do not rush in and try to pull someone away who is tied down that can hurt them.
  - ◆ Receiving information about the police on what they want the group to do, and what charges may be laid if people don't disperse.
  - ◆ Share information - if and only if directed by the group - about how long you will be staying, etc.
- A police liaison does not do the job of the police - if the police want a large group to disperse, they have to make the order themselves.

## What is a “strategic arrest”?

- Arrests can be helpful to gain greater media attention, or to “have your day in court”. It allows you to tell your story for a longer time.
- Some arrests may result in a simple trespass ticket (for example, if you refuse to leave when you are asked and are escorted outside); others can result in criminal charges and trial that can take years to resolve (for example, in the case of serious damage to private property or a person).
- The pros of being arrested need to be balanced against the cons of a lengthy and expensive trial that may take away movement resources. This is something your Affinity Group should decide with a view to the broader movement which is often resource-strapped. For example, you may decide that getting arrested to stop the direct shipment of military exports to Israel may be effective, but getting arrested and having a lengthy trial for a sit-in at a bank is not.

## What to do if you are stopped by the police?

- Be calm and assertive. Don't let them intimidate you. Know your rights.
- The police will ask you all sorts of questions which you're not obliged to answer. They are out to gather information. Don't give it to them, for your sake and that of your fellow protesters. If you are detained (ask if you are detained) - share your name, address, date of birth and nothing else. Read the guides below first.

## Other implications of arrest or conviction

- **Immigration:** In Canada, if you do not have permanent residency and if you are convicted of a crime, you may not be able to get permanent residency. Processing of your permanent residency application may stop while you are waiting on the trial decision. Work permit or study permit renewals may slow down. If you have a valid permit, repercussions only begin if you are convicted. If you do have permanent residency but not citizenship, it can be revoked if you are convicted of a crime with a sentence of over six months. Good legal strategy can help you stay. If you have been charged, immediately seek skilled legal counsel that has expertise in both immigration and criminal matters as some criminal lawyers may not be aware of all the immigration implications. Many migrants take action, in some cases get arrested, and are not deported.
- **Work:** Some employers may use criminal convictions to try to deny some people certain jobs - but that is not always legal. Employers can refuse to hire someone based on a record of offences only if they can show this is a reasonable and bona fide qualification, for example you may not be hired to be a bus driver if you have multiple driving convictions. In general, employers cannot fire you for what you do in your personal time so long as it does not impact the employer. We know that many employers are silencing pro-Palestinian voices. If you are concerned and want to avoid being detected, make a plan: take a personal or vacation day (not a sick day), wear a respirator or a COVID mask if you are in photos, and do not post on your public social media that you were there.

## How to prepare

- [Read the Olympic Resistance Network guide here](#) if you are in Canada on what the police can and cannot do, and common charges. Some information is Vancouver and 2010 specific and not relevant. This guide contains a list of common charges and implications.
- Read this resource – [Know Your Rights: A Guide for Activists](#) – by the Toronto based [Movement Defence Committee](#). This guide contains a list of common charges and implications.
- Depending on the nature of your action, it can be useful to have legal support set up ahead of time – talk to activist lawyers in your city or look into orgs like the [MDC](#)

# Action Ideas & Strategies

## (1) Bird-dogging

'Bird-dogging' involves confronting politicians or other decision makers in a public setting— a fundraising event, public announcement, meet-and-greet, community event, etc.— and putting them on the spot by asking pointed questions that they're forced to either address or ignore in the public eye. Bird-dogging is all about getting a politician to stop hiding on the issue and force them to either commit to a demand (like an immediate ceasefire), or look cowardly in the face of the public. The tactic has become increasingly popular in the age of social media because those bird-dogging can capture the questions they're asking and the politicians' responses.

To get a better sense of what a bird-dog can look like, [watch this](#), [this](#), [this](#), and [this](#). Keep in mind that some forms of bird-dogs (like blocking a politician) will include more risk than others (like simply asking them a question on the spot or holding up a banner behind them).



*Pro-Palestine activists interrupt U.S Secretary of State Antony Blinken during a Senate hearing*

### STEP 1: ASSEMBLE A TEAM & ASSIGN ROLES

- Your team should be nimble, dedicated, and diligent in tracking down politicians and key figures complicit in the occupation of Palestine.
- At the very least, you need two people to pull off an effective bird-dog— one person to take action and one person to record or take a picture. An ideal team would have one person for each of the following roles (but a 2-person team is better than no team at all!):
  - ◆ **Question askers:** These are the people in your group that are bold and assertive. They will be able to muster up the courage to interrupt and/or continue to hound the politician as they attempt to dodge the question.

- ◆ **Recorders:** These people will be responsible for recording the interaction. This person should be as innocuous as possible, and not look like they are part of the action, particularly if there is more than one person asking questions. You don't want them to be evicted too soon.
- ◆ **Spokesperson:** This might be the same person as either the question asker or recorder. This person will be able to speak to the media about the action.
- ◆ **Trackers/Researchers:** These team members will be focused on doing research and tracking down the target. They will scour politicians' websites and social media platforms.
- ◆ You may also want to have a larger team, holding banners and signs, or even taking every seat in the room, and getting up together and turning your back on the speaker when they are talking.

## STEP 2: FIND EVENTS & OPPORTUNITIES

- To find out where your MP (or other target) will be, check their social media, party website, or local news reporting. You can also call their office to inquire about any upcoming community events they will be attending. If they are a cabinet minister or party leader, you may only find out where they'll be in your community a few hours ahead of time, so be prepared to act on the fly (e.g. have chants memorized, banners painted, questions rehearsed, etc). You can also get on the email list of local politicians. Create a Whatsapp or Signal group chat to be able to notify everyone and mobilize quickly.
- Check the following for upcoming opportunities to bird-dog:
  - ◆ [Liberal Party of Canada Fundraising Events](#)
  - ◆ [Conservative Party of Canada Events](#)
  - ◆ Government of Canada media advisories: [Filter for media advisory in the left menu bar in news type and by region.](#)

## STEP 3: PREPARE YOUR QUESTIONS & MATERIALS

- Before executing your bird-dog, prepare your questions. Here are some recommendations:
  - ◆ MP [NAME], over 10,000 Palestinians have now been killed by Israel, including more than 4,000 children since October 8th. Will you call for an immediate ceasefire and an end to the siege of Gaza?
  - ◆ MP [NAME], do you condemn Israel's war crimes against Palestinians? Will you call for an immediate ceasefire?
  - ◆ MP [NAME], do you condemn the mass killing of Palestinians? Will you call for an immediate ceasefire and an end to the siege of Gaza?
  - ◆ MP [NAME], Canada continues to arm Israel even while it's massacring thousands of civilians. Will you call on Justin Trudeau to stop arming Israel? Will you call for an immediate ceasefire?

## STEP 4: BIRD-DOG

You may decide to bird-dog on the fly if you run into your MP at a local coffee shop or at the grocery store (you should), or your bird-dog may happen in a more formal setting like during

a community announcement. If your bird-dog is happening somewhere where questions are being taken by the public, follow these steps:

- Arrive early to get seats close to the front and/or near the microphone if there's a mic for the Q&A and to get a sense of the space.
- If you are doing a rolling disruption (one person speaks, gets silenced, then the next person speaks) then sit in different areas of the room to maximize your impact. If you have only one recorder, that person should have easy access to all the speakers.
- Raise your hand immediately when the Q&A starts. If you respond enthusiastically to the official, that also increases your chance of being called.
- Be confident and considerate when you ask the question.
- Don't get distracted or angry if your question is blown over but do be persistent about getting your question answered, including repeating the question and asking for an appropriate response.
- If the politician walks away, or if you are escorted out, continue asking your question.

## STEP 5: SHARE ON SOCIAL MEDIA

- After performing your bird-dog, share it on social media.
- Tag @PalSolidaritySitIn @PalestinianYouthMovement on Instagram.

## (2) Postering / Wheatpasting

This is a great action to do independently or with a small group. Postering can be used in this moment to raise awareness and shame politicians that are complicit in the genocide. Postering is relatively low-risk and cost-efficient, depending on where you choose to poster and how large of posters you choose to print.





## STEP 1: DESIGN & PRINT YOUR POSTERS

- Source or create the designs/imagery. If you are designing your own imagery, you can follow the sign tips on pg. 19. Text and imagery on 8.5x11" or 11x17" paper sizes work well. You can come up with a series of text/images and post them up next to each other.
- Think about the story you want to tell, posters can be:
  - ◆ Just the key demands ([see these from PYM](#))
  - ◆ Focus on suffering, this can include pictures of the bombardment to bring home what's happening. Use ones shared by the Palestinian movement online.
  - ◆ Name and shame the decision makers using their photos. ([see these from UK](#))
  - ◆ Broader framing and messaging about Palestine. See images from the Just Seeds graphic packages [here](#) and [here](#).
- Print out your posters on regular copy/printer paper.

## STEP 2: CHOOSE WHERE YOU WANT TO POSTER

- Most politicians live in the riding— they shop in the riding, they go to events in the riding, they count on votes from the riding, they have BBQs and events at community centers in the riding. Focussing on these areas can be quite effective.
- You could also choose to poster extensively at a particular site – a politician's office, government building, corporate headquarters, bank, etc – with messaging catered to that target.

## STEP 3: POSTER / WHEATPASTE

- Use a staple gun to put up posters on poster boards and wood poles.
- For other surfaces and to make the posters much harder to remove, use wheatpaste.
- There are lots of variations on [wheat paste recipes](#) (most are 1 part flour to 4 parts water, and then some add things like salt, sugar or other things.) Use whatever you have on hand. After you have made your wheatpaste and it has cooled, put it in a container with a lid.
- Gather your supplies - Wheatpaste, posters, rollers or paint brushes and gloves. Assembling a small group and dividing up roles can work well (one person to paint, one person to slap the poster on and another person to keep watch).
- Go out where you want to wheatpaste and find smooth surfaces (non-porous surfaces are best like metal and glass. Smooth concrete and wood also works pretty well). Paint a layer of the wheatpaste on the surface, then place the poster on, and then paint another layer of the wheatpaste over the poster.

### Here are some great guides to help you prepare:

- [How to make wheatpaste](#)
- [CrimethInc.: A Field Guide to Wheatpasting: Everything You Need to Know to Blanket the World in Posters](#)
- [Justseeds | Tips for wheatpasting street art in winter conditions](#)

### (3) Hosting a Vigil

The word vigil comes from the Latin word for wakefulness, and refers to a practice of keeping watch through the night over the dead or dying. Vigils come in many shapes and sizes, and are used to commemorate the dead. Compared to rallies, they can be symbolically powerful ways to express dissent.



*Protesters in Sarajevo hold bundles representing babies killed during the Syrian war to show solidarity with the trapped people of Aleppo.*

#### STEP 1: RECRUIT A TEAM

- Gather a small group of people to plan the vigil. If you're already part of a local organization, great. If not, that's okay too— recruit a few friends to make it happen.

#### STEP 2: CHOOSE A TIME & LOCATION

- Choose a location. Vigils can happen anywhere but you'll want to consider the following:
  - ◆ Can you hold the vigil somewhere that directly confronts a decision-maker that is complicit in the genocide (for example, outside your MP's office, outside an arms manufacturer, outside the Israeli consulate, etc.)?
  - ◆ Is the location easy to get to? Is it close to public transit? Near easily recognizable landmarks?
  - ◆ Will the location be a good fit for a vigil? Is there enough space for the amount of people you expect will attend? Will it look powerful with the crowd size you expect?

- Choose a time. You'll likely want to begin the vigil about 30 minutes before sunset. This will give people enough time to arrive and set-up, before it gets dark.

### STEP 3 : PROMOTE YOUR EVENT

- Make social media graphics to promote your vigil on Instagram, Facebook, Twitter (X). Make sure to include the date, time, location, and any other important information.
- Send emails to local organizations, unions, and faith groups asking them to support and attend.

### STEP 4 : GATHER YOUR MATERIALS

- Print off the names of those who have been killed by Israel and/or have them ready to pull up on your phone to read out at the vigil ( [List of victims, Gaza, Final .pdf](#) [Children list english updated.pdf](#) )
- Gather candles and tealights to illuminate your vigil

### STEP 5 : PREPARE YOUR TEAM

- Have people fill the following roles:
  - ◆ Materials: Makes sure to bring all the necessary materials and distributes them at the vigil
  - ◆ Social Media: Responsible for taking pictures and posting to social media
  - ◆ Speaker(s): Have a person or couple of people who can speak to why you're gathered at the vigil and lead people in prayer
  - ◆ Spokesperson: Someone who can speak to the media
  - ◆ Photographer: Someone who is responsible for taking high-quality photos of the vigil

### STEP 6 : SEND AN ADVISORY TO THE MEDIA

- Ahead of the vigil, send an advisory to local media letting them know about the date, time, location and intent of the action. The day-of the vigil, make pitch calls to local media encouraging them to attend and cover the action.

### STEP 7 : HOST YOUR VIGIL

- Host your vigil.
- After the vigil has taken place, send a Press Release to the media that includes a powerful photo of the vigil.

## (4) Banner Drops

Hanging a banner off a building or structure can alert the public to what's unfolding in Gaza, shame an individual or institution for their complicity in Israeli occupation, or promote and contextualize an upcoming event or action. Banner hangs can be low-tech and low-risk, or they can be highly complex actions.



*Banners hung to promote the BDS movement (left) and to expose and disrupt weapons manufacturers in the U.K. that send arms to Israel (right).*

### STEP 1: SET A CLEAR GOAL

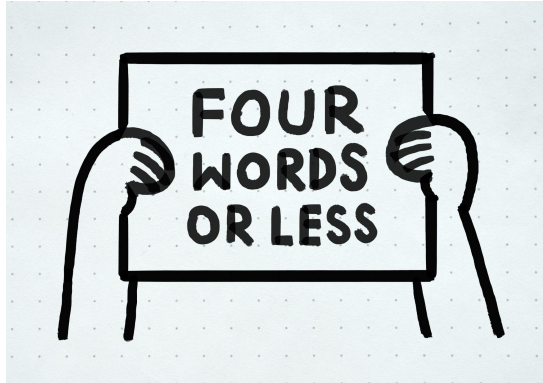
- Before designing your banner, determine what your goals are. Who's the audience? What message are you hoping to convey? What do you want people who see your banner to do? Is your aim to garner media coverage? If so, how?

### STEP 2: CHOOSE YOUR LOCATION

- For a successful banner hang, you'll need to choose a strategic location, likely in a high-traffic area and/or a location that's directly tied to your target (e.g. an arms manufacturing plant, U.S or Israeli consulate, federal government building, financial institution, MP office, etc.). Scout out your location before you plan to do the banner drop.

### STEP 3: CHOOSE YOUR MESSAGE & MAKE YOUR BANNER

- Once you've chosen your location, determine what your banner is going to say in accordance with your goals. Keep your message short and succinct. To maximize readability, you want to follow the following rule as closely as possible: four words or less, with less than 7 letters per word (this rule of thumb also applies to protest signs). Emphasize important words on your banner (whether with a different color, larger or bolder text, etc).



Look Loud



Look Loud

- Select the size of your banner according to where you plan on hanging it. If you're going to hang it off a large bridge, overpass or building, it will need to be large enough to stand up to the structure and not look tiny in comparison. Make sure that lighting, lettering, building height, and other factors are taken into account to ensure a readable banner.
- Source your fabric and then paint your banner. Banner painting and prep tips [here](#) and [here](#). Use acrylic or latex paints (not oil-based and not tempera paints!)
- Prepare your banner for hanging. If your banner is really large you should add grommets that you will use to put the rope or zip ties through. If you just use zip ties on the fabric it can easily rip. If you don't use grommets you can also run duct tape along the back of the banner and put your holes through there.
- You will also need to weigh down the bottom of your banner so it doesn't fly up with the wind and/or get tangled. You can sew wooden dowels or other weights into the bottom of it, or have weights that will hang down (milk jugs filled with sand or other weights) off the bottom of the banner.
- Cut several small U-shaped holes in the banner (in spots where there is no text) to allow wind to blow through the banner.

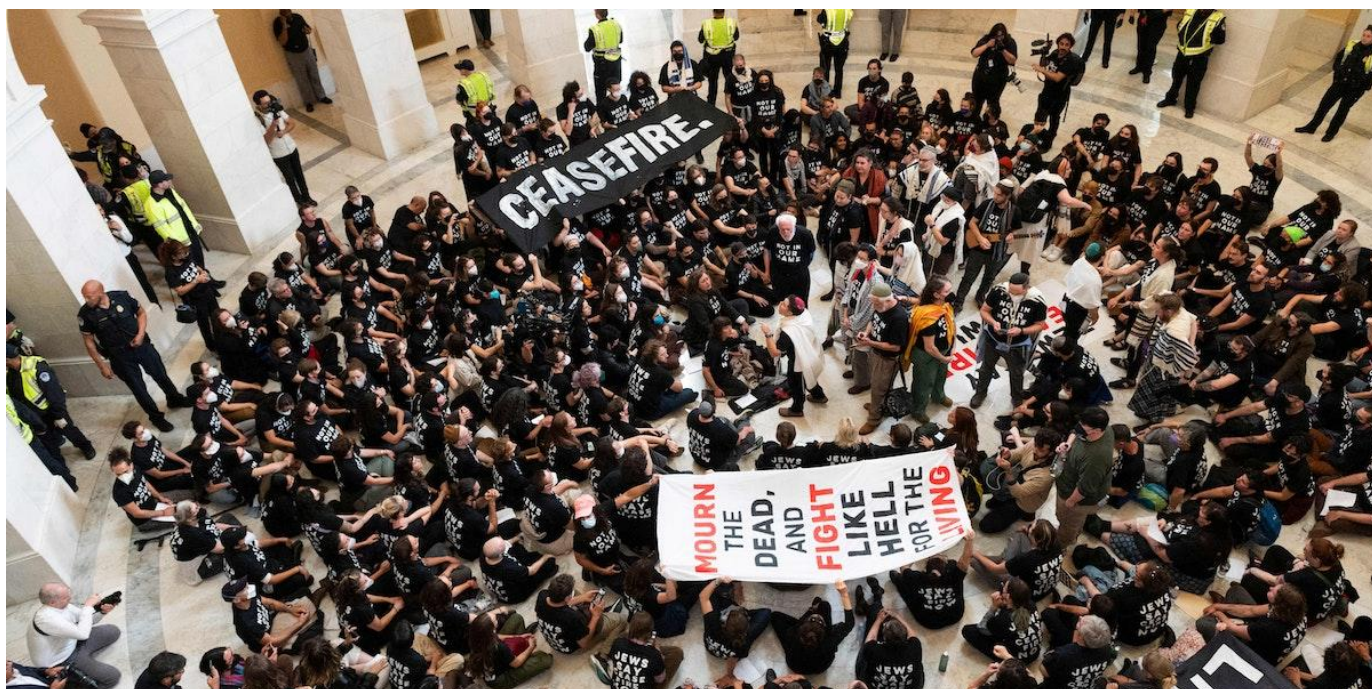
## STEP 4: HANG IT

- Finally, drop your banner! Depending on where you've chosen to hang it, you may need to hang it late at night or early in the morning. Secure your banner well. It is always good to bring extra rope, zip ties, duct tape and scissors with you in case you need to reinforce on site. If you are hanging your banner in a location where it is above where people are walking you will want to make sure it is super secure and won't fall on people (and that your weights also won't fall).

Additional banner drop resources [here](#), [here](#) and [here](#)

## (5) Sit-Ins & Occupations

Occupations involve using bodies to occupy a space, to disrupt, or to create a space for debate. Students have occupied university classrooms, constituents have occupied MP offices, and others around the world have occupied consulates, train stations and other public buildings to call for a ceasefire and an end to the occupation of Palestine.



*A Jewish-led occupation at the Capitol*

### STEP 1: SCOUT YOUR LOCATION

- Scout your location ahead of time - ideally at the same time as you are planning your action (e.g. an MP office, consulate, federal government building, bank, media headquarters, etc.). [Review this scouting guide before you go.](#)
- When you're scouting a location, you'll want to check for the following:
  - ◆ Hours of operation
  - ◆ Do they normally lock the door?
  - ◆ Washrooms
  - ◆ Wifi access
- Configuration of the space (e.g. Do you need to be buzzed in? Is it accessible? How much space is there inside? How many people will you need to make the space feel full? Will you have access to plugs? Are there two doors or just one? Where will you hang signs and banners? Will you be able to see a support rally outside?)
- Also - scout a meet up point nearby where you can gather discretely before deploying and a location where you will meet after dispersing.

## STEP 2 : ASSIGN ROLES

These are suggested roles, depending on the size of your group, one person can do more than one role if necessary:

### → Pre-Action:

- ◆ Scout and action planning team:
  - Responsible for visiting the site and developing a plan for everyone to enter safely.
- ◆ Materials team:
  - Responsible for printing materials, gathering banners, making signs, and gathering all supplies (e.g. water, snacks, etc.) that need to be brought inside.

### → Day-Of Inside:

- ◆ Action coordinator(s):
  - Responsible for bottom-lining the action and supporting everyone to do their roles.
- ◆ Office/consulate/building staff liaison:
  - Responsible for being the point person for the office/building staff. This person must be polite but firm.
- ◆ Spokesperson:
  - Responsible for speaking to the media and articulating the group's demands.
- ◆ Police/security liaison:
  - Responsible for speaking with police/security. Remember to have conversations out of ear-shot and don't be a decision-maker.
- ◆ Social media:
  - Live-streaming on Instagram and posting photos to Twitter (X), Instagram, etc.
- ◆ Care bear:
  - Responsible for keeping morale high and ensuring people's needs are met— distributing snacks, water, etc.

## STEP 3 : GATHER SUPPLIES

→ You'll want to have the following for your sit-in/occupation:

- ◆ Water
- ◆ Snacks
- ◆ A portable battery charger (or ideally, several)
- ◆ [Hand banners/signs](#)
- ◆ Paper tape
- ◆ A bluetooth speaker and music list
- ◆ Cards, art supplies, etc. to help pass the time



## STEP 4: REVIEW THE PLAN & EXIT STRATEGY

- Meet with everyone online or in person and review the plan including everything you learned while scouting and roles.
- Discuss your exit strategy: **You want to exit at a time that will create the maximum possible impact with the least possible negative outcomes for anyone involved.** It is always better to leave when there are hundreds of people cheering as you come out even if it's earlier than to leave late at night when no one's there. Ideally, you would stay till at least the close of office hours/the building you're occupying, and potentially later, all while creating maximum pressure.
- At some point, the police will be called and they may ask you to leave. You have choices:
  - ◆ You can negotiate an exit time with them OR
  - ◆ You can say you will decide and let them know OR
  - ◆ You can say you are not leaving till the MP signs on to our demands OR
  - ◆ Something else.
- No matter what you say, at some point they may increase the pressure and threaten you with arrests. You can stay, and potentially be arrested and charged (or released outside) or leave at this time. However, this is not always the case. Sometimes the staff will leave, leaving one security guard behind and the police will wait outside, knowing that you will eventually leave. They may just block your exit to the washroom.
- You need to decide your exit plan before your action starts.
- The police and arrests are not the only factor to consider. Your decision to leave may also be based on:
  - ◆ Outside support: Is there a rally outside? How long will people stay? Is the media still there? Will anyone witness you being arrested (if you choose that) or when you leave?
  - ◆ Inside presence: Are the staff all there? Or have they left to go home and it's just one security guard? Do you have access to the things you need? How is your morale?
  - ◆ Level of risk: Are some of you willing to be arrested? Do you have legal support lined up? Does your group have the time and resources to support if arrests are made? Is this a worthwhile use of that time and resources?
- If you are certain that you want your action to be arrestable, you should have legal support arranged in advance.
- Rehearse and simulate it. Try running through your sit-in as much as you can and include interactions you may have with security, staff, media, or other law-enforcement. This is as close as you can get to the real thing, so you may as well try it out to make sure you have all the roles covered and that people feel comfortable and confident with their responsibilities. It also gives you the opportunity to talk through different scenarios.

## STEP 5: GATHER AT YOUR MEET UP SPOT

- Make sure it's near the location of your sit-in/occupation but is not easily visible or too close, especially if your location is not regularly frequented by large groups/crowds of people. Review your plan and make sure everyone is clear about the steps.

## STEP 6: BEGIN THE SIT-IN/OCCUPATION

- Depending on where you're staging your sit-in/occupation, you may need to send 1-2 people inside to hold the doors open while the rest of the group calmly walks in. Once you are inside, deploy quickly— hang your banners, sit down, get out your hand signs, etc. If you're occupying a larger space like a train station or public building, spread out to take up space and set yourselves up in a visually impactful way (e.g. form concentric circles, gather behind a large banner, etc).
- Once you have deployed, have one person explain to office staff (if applicable) what you are doing.
- If you are not able to deploy, go to a back-up location or move to Plan B of your strategy (e.g. hosting an action outside as opposed to inside, etc).



*Pro-Palestine activists stage a sit-in at London's Liverpool Street station (left) and the Capitol (right).*

## STEP 7: SEND MEDIA ADVISORY

- Once you have deployed, take a photo and attach it to a media advisory OR send the photo to someone outside the action to attach it to the media advisory and send it.
- Make sure you have a list of journalists' emails ready to go.

## STEP 8: CALL FOR OTHERS TO JOIN YOU (IF APPLICABLE)

- If you're occupying a space where it's safe and desirable for others to join you, post a share graphic or photo to social media inviting others to join you. Have a list of local groups, organizations, and activists at the ready who you can also message asking to amplify the call and share photos and videos of the action.

## STEP 9: EXIT AND DISPERSE

- Leave your action according to your pre-determined Exit Strategy and disperse.

## STEP 10: DEBRIEF

- Debrief as a team and decide on what to do next.



*#PalSolidaritySitIn at MP offices across the country*

## (6) (School/Campus) Walkouts

Walkouts have been used for centuries to express dissent or disapproval. In labour disputes, a walkout is the act of workers collectively leaving their workplace and withholding their labour as an act of protest. But a walkout can also be the act of leaving a school, university, organization, company or event en masse to express disapproval with the institution or a particular figure by refusing to engage.

Walkouts being organized against the genocide could range from one-off walkouts protesting Zionist speakers at an institution or event— to high school students across the country organizing walkouts to raise awareness about the ethnic cleansing of Palestinians and pressure their institutions to call for a ceasefire.

Here are some tips for organizing effective walkouts, however big or small, or short or long-term they may be:

### STEP 1: DETERMINE YOUR GOALS & CRAFT YOUR DEMANDS

- Before spreading the word about your walkout, work with your core group to determine the goals of your walkout and your demands (if applicable):
  - ◆ How many people are you aiming to join your walkout? How many schools do you want to have walking out? How long do you want people to walkout for?
  - ◆ Who are you targeting and what do you want them to do?
- Depending on the type of walkout and the goals of your walkout, you may need to quietly recruit people to participate (e.g. walking out of a talk) vs. recruiting as widely and publicly as possible (e.g. a walkout happening across an entire school board with several weeks' notice).

### STEP 2: CREATE AN EFFECTIVE STRUCTURE

- Depending on the scale of your walkout, create a distributed network of many small teams to pull it off. If you're aiming to have an entire school district walk out of classes, try to recruit a point person from each high school in the district. These point people should then form a core team responsible for organizing the walkout at their school. Each of these people can then form their own sub-teams and so on and so forth.
- Here are some roles (or teams) you might want to consider creating:
  - ◆ Student Recruitment (*have the most people focused on this!*)
  - ◆ Staff/Faculty Recruitment
  - ◆ Social Media
  - ◆ Media
  - ◆ Arts
  - ◆ Logistics
- And here are some additional roles to have on the day of the walkout:
  - ◆ Photographer/videographer
  - ◆ Spokespeople to speak with media

- ◆ Chant leader
- ◆ Guest speaker liaison (if you choose to invite people from outside the school community to speak at your walkout)
- ◆ Marshalls (to keep everyone safe)
- ◆ Police liaison (if needed)

### STEP 3: SPREAD THE WORD— EDUCATE, ORGANIZE, WALKOUT

- The hardest part of organizing a walkout is getting the word out, but the best possible way to recruit people is by leaning on people’s existing social networks.
- You’ll likely need to begin by doing popular education about the ongoing ethnic cleansing of Palestinians, the complicity of the Canadian government, and how your institution fits into it all. Education should be woven into your recruitment. As you reach out to people, educate them about the genocide, organize them into taking action, and get them to commit or pledge to participate in the walkout.
- Here are some ideas for recruiting as many people as possible:
  - ◆ **Work with existing organizations:** Recruit existing teams, groups and organizations to endorse and participate in the walkout. Identify the people who hold influence within each of these groups and organizations, and then determine how best to move them to support the walkout. Once these groups have endorsed, ask them to share it on their social media pages and email it to their lists. Ask supportive groups to help canvass and poster to expand your reach.
  - ◆ **Canvassing:** One of the most effective ways to recruit people to participate in the walkout is by canvassing them. You can do this by writing out a short script that gauges people’s understanding and concern about the genocide; asks them whether they’ve heard about the walkout; and finally, asks them to commit to participating (by signing a pledge to walk out for example).
  - ◆ **Class talks:** Send emails to teachers and professors requesting they support the walkout and encourage their students to attend— or even cancel their classes in support. Consider asking them if your organizing team can present to their class in the weeks leading up to the walkout. Class presentations are an ideal opportunity to not only recruit for the walk-out and strike, but also on-board new volunteers who can help expand your reach.
  - ◆ **Social media:** If you have a centralized social media account for your walkout, follow as many students on campus or across your school district as possible. Many students will follow you back, helping you spread the word about your walk-out and allowing you to reach more people in future posts. Reach out to people with large followings and ask them to share your Instagram posts and stories.
  - ◆ **Physical outreach:** Put up posters or hand out leaflets promoting the walkout. Consider chalking around campus/your school to spread the word. These activities are a great way to plug in as many people as possible by giving them clear tasks. Plan to have people meet up beforehand to gather posters and divide up locations before breaking off into smaller teams.
  - ◆ **Recruitment events/actions:** Organizing a walkout is a useful way to recruit and skill-up new organizers. If your team has the capacity, consider doing some of the following to boost participation:

- **Teach-Ins:** Consider hosting a public teach-in on-campus to educate the student body on the history of Israeli apartheid, Canada's complicity in the occupation, and the demands of your walkout/Palestinian organizations. Don't forget to gather walkout pledges at your teach-in.
- **Banner drops:** Banners are a great way to raise awareness and spread the word about your walkout (See [\(4\) Banner Drops](#) for more).
- **Public art builds:** Consider making signs, painting banners, and screenprinting in a central location where students, staff and faculty can stop by to make art for the walkout and learn more about why you're taking action.

## STEP 4: PLAN THE LOGISTICS OF YOUR WALKOUT

- Decide where people will assemble once they've walked out of class. You'll likely want to choose a visible, central location on campus, or outside your high school where you'll be seen by the most passers-by. If you're on a large campus or at a big high school, consider putting up signs on the day-of to direct people where to go.
- Invite some speakers to address the walkout participants on the day-of.
- Get the equipment you'll need— you'll want a megaphone, banners, and signs. If you don't have a megaphone, check with a local union, your students' union, or an on-campus public interest research group (if you're on a university campus).
- Send out a media advisory to local media the day before your walkout to let them know the who, what, when, where and why of your action.

## STEP 5: WALK OUT!

- Wait at least 10-15 minutes for people to gather before having speakers address the crowd.
- Go live and share footage of your walkout on Instagram and across other social media platforms.
- Have designated people ready to lead the crowd in chants.
- If the media shows up, direct them to your designated spokespeople.
- During your rally/march, be sure to tell people *what comes next*— e.g. Will you strike from classes until your demands are met? Will you rally outside your MP's office to demand they call for an immediate ceasefire? Will you do another city-wide walkout the following week? Will you host an in-person phonebank where people call your MP to demand they call for a ceasefire and an end to Canada's complicity in the genocide?

# (7) Blockades / Hard Pickets

## WHAT AND WHERE TO BLOCK

- [World Beyond War Canada List of Military facilities](#)
- [Workers in Palestine toolkit \(See Section 3 on targets\)](#)
- [Canadian Banks profiting from Israeli aggression](#)

## USING YOUR BODY

- You can blockade somewhere just by putting your own body in the way.
- Sitting or lying down makes it much more difficult for security guards or police to push or move you away from the place where you want to be.
- Linking arms and legs with each other can further increase your effectiveness. Cuddle up and latch onto arms and legs tightly, experiment with circles and other formations in advance.
- If they manage to break you out of the group, then it's worth employing 'passive resistance'. Going limp and refusing to stand up and walk off when arrested means that 4 officers will be required to remove you, instead of just the one. In a big enough crowd this can slow up the process considerably.
- You can also hold up banners to create cohesion if you are standing in front of a building. This is also helpful in getting the message across.
- Decide in advance (or ask if you are joining an action once you arrive) whether you are going to let cars in or out, or people in or out, discuss how this is strategic or not.
  - ◆ Note: Blocking people inside a building and not letting them out when they want is considered an additional escalation.
- [Watch this video of a recent people-only hard picket at an arms factory in Toronto.](#)



## Using Equipment

### → Superglue

- ◆ Pros: Cheap, no assembly required, easy to conceal. Cons: Takes at least 30 seconds to set, easy to remove.
- ◆ Get the best quality you can, pre-test to make sure you aren't allergic and practice a few times to get it right in advance.
- ◆ You are likely to get more charges if you are glued to something expensive.



### → Bike Locks / U Locks

- ◆ Most often used to lock doors or to lock necks or ankles (make sure it's tight enough so that it doesn't slip over bare feet!) to doors, or equipment. Can be used in coordination, multiple people can be locked to each other.
- ◆ Pros: Cheap, no assembly required, quick to deploy, easy to conceal; Cons: Can cause neck injury, easy to remove.
- ◆ In many cities, police have no idea how to deal with bike locks or u-lock actions and might take hours to figure it out; it's best to have a support person meet them when they arrive and explain the gravity of the situation so the cops don't rush in without a plan which can hurt people.
- ◆ Best to have a key hidden nearby and accessible to the support team. If you refuse to leave, the police will bring a grinder to cut you out which can be quite scary if you are not prepared.



Campaigners chain themselves to railings in protest over £150m Leeds Bradford Airport expansion

[Check out this very detailed guide on various other equipment you can use for blockades.](#)



# Additional Resources

- [Beautiful Trouble](#)
- [198 Methods of Nonviolent Action](#)
- [Good Publicity and Outreach](#)