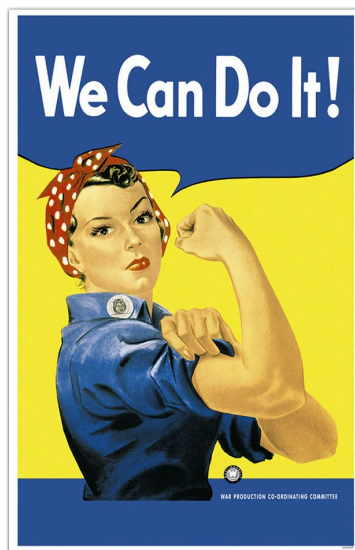


## America Needs A Hero - And It's YOU



Most people are unaware of their collective power.  
The fact that you are reading this demonstrates that  
you are ready to wield yours!



According to Harvard researcher Erica Chenoweth, [only 3.5% of a population is needed to non-violently resist authoritarianism](#) in order to overcome it. For the USA, that's 11 million people who need to awaken from their 'learned helplessness' and start taking action.



Unfortunately, most people are still pretending that everything is normal, because life still appears that way, even though it is NOT. We need to engage them before it's too late!

## Here's what YOU can DO right NOW in 3 Simple Steps:

- 1) Create visibility about the crisis we are in.
- 2) Get others to activate as well.
- 3) Repeat daily, weekly, as often as you can.

WHO: It's always been up to you. This is your hero's journey after all. If you need support, find a buddy or, better yet, enlist a posse of friends who feel as you do - the more you are, and the bigger the personalities, the better! (If you need help, sign up [here](#) and we can give you guidance and coordination, particularly in the NJ/NYC area.)





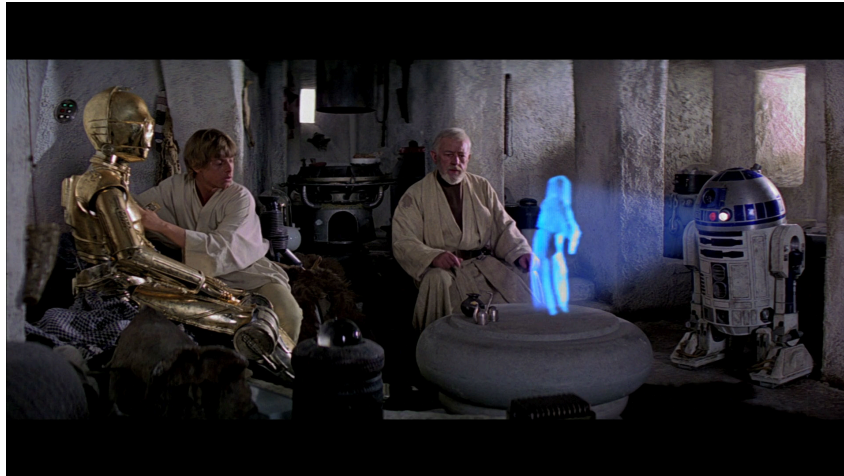
WHAT: Get poster boards, markers, glue or tape. Create your own message or refer to our suggestions, which can be found below. Print out the QR Code, also below, and attach it to your sign. This code will bring people here, just like it did for you. (Alternatively, lawn signs, chalk on sidewalks, bumper stickers and presenting messages on overpasses are also useful!)

WHERE: Wherever it's busy. A train station. A street corner. Sidewalks. A town square. A park. A farmers market. [Anywhere public](#) where people congregate.

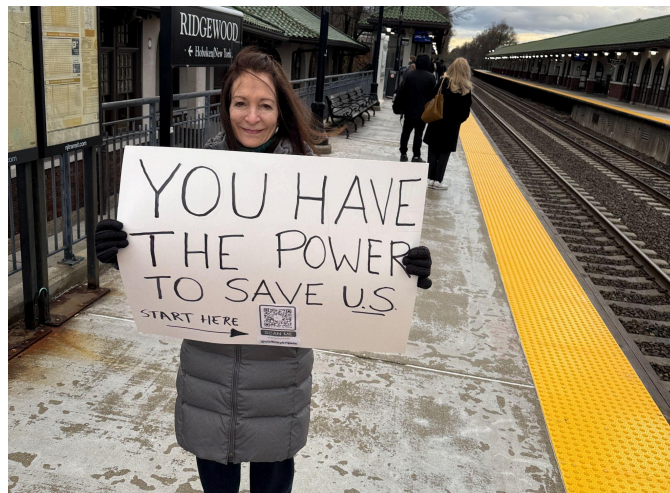
WHEN: Whenever you can. Going to work. Lunch break. Before pick-up at school. Have a sign ready in the back of your car. Create a routine of doing it on a continual basis. Change your message up as you repeat to keep things fresh.

HOW: Dress presentably. Hold up your sign. Be polite, friendly and proud that you are standing up for our country. Look people straight in the eye and say something like, "We need you to join us." In

mythological terms, you are now serving as their Herald (like R2-D2), giving them a 'call to adventure' to save our nation. Years from now, many will thank you for doing this service.



WHY: Because if you don't do it, how can you expect anyone else to? Be the change you think we desperately need.



LASTLY: Take photos and videos of what you are doing and share online. Include the hashtags #visibilitybrigade and @visibilitybrigade so we can find you and amplify your efforts.

If people need more things to do, [share this sheet.](#)



Remember, as Glinda The Good Witch said in The Wizard of Oz: “You’ve always had the power, my dear. You’ve had it all along.”

Now go save our country!

-The Visibility Brigade  
[www.VisibilityBrigade.com](http://www.VisibilityBrigade.com)

Media and general inquiries: *info [at] visibilitybrigade.com*

(Print out the QR Code below and paste it onto your poster!)



**SCAN ME**

**[www.VisibilityBrigade.com](http://www.VisibilityBrigade.com)**

**@visibilitybrigade**

## Message Suggestions

Here are some ideas for poster boards in no particular order. We'll keep updating this list as events unfold.

We feel that the messages which empower people are typically strongest, but see what works for you!

Some signs have more wording on them, some less. If people are driving or moving swiftly past, shorter is better.

Feel free to augment as needed, adding color, pasting images, etc! The more creativity, the more engaged people will be with reading it!

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YOU HAVE  
THE POWER  
TO SAVE U.S.

Start here —> [QR code]

<https://www.muzemerch.com/media/catalog/product/cache/1c727567cc4ea744b1d0b745bd76f85c/image/5935718a/robie-the-riveter-we-can-do-it-poster.jpeg>



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AMERICA NEEDS A HERO  
And it's YOU

What you can DO —> [QR code]

<https://www.brownstoner.com/wp-content/uploads/2024/07/uncle-sam-i-want-you-poster-library-congress-flagg-illustration-feature-3.jpg>

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YOUR VOICE MATTERS!  
USE IT  
Start Here —> [QR code]

<https://www.shutterstock.com/image-vector/silhouette-protesting-man-loudspeaker-crowd-260nw-2220714973.jpg>

---

SUPERMAN  
Is NOT COMING  
It's up to YOU  
To SAVE US

What you can DO —> [QR code]

<https://images.app.goo.gl/R9Gzx5jnrM6CW4zg7>

<https://images.app.goo.gl/zBMaBBAiZiiWhY5e7>

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ALL WE NEED IS  
3.5% TO RESIST.  
JOIN US!

Where to start —> [QR code]

<https://encrypted-tbn0.gstatic.com/images?q=tbn:ANd9GcTA9DmPB6-BfAPE0uy-bXgHDP8G-5l5QALDXQ&s>

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“This is a MORAL MOMENT.  
It is not about right or left.  
It is about RIGHT or WRONG.”  
-Senator Cory Booker

What you can DO —> [QR code]

<https://www.njspotlightnews.org/wp-content/uploads/sites/123/2025/04/Cory-Booker-speech-April-1-2025.jpg>

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AMERICA is being ATTACKED.  
PAY ATTENTION  
We need YOU to ACT

Start here —> [QR code]

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Upset about BILLIONAIRES stealing your

- Social Security • Medicare
- Civil Rights • Medicaid
- Tax Dollars

?

[visually large question mark to make the list a question]

Here's what you can DO —> [QR code]

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FASCISM HAPPENS  
ONLY IF  
YOU LET IT.  
JOIN US + RESIST

Start here —> [QR code]

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Worried about losing your  
SOCIAL SECURITY?

You are not alone.

What you can DO —> [QR code]

(This messaging should be used in places that typically  
cater to an older demographic)

---

Worried about losing your  
MEDICARE + MEDICAID?

You are not alone.

What you can DO —> [QR code]

(This messaging should be used in places that typically  
cater to an older demographic)

---

WORRIED about CLIMATE CHANGE?

You are NOT ALONE.

What you can DO —> [QR code]

(This messaging should be used in places that typically cater to a younger demographic)

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If your house were burning  
What would you do?

What about our country?

What you can DO —> [QR code]

---

Only YOU  
Can PREVENT  
FASCISM

Please incorporate graphic of Smokey Bear below if possible:

<https://images.app.goo.gl/U2baixiZEy3aHTMYA>

What you can DO —> [QR code]



---

Worried about our country?

You are not alone.

What you can DO —> [QR code]

(This sign has proved effective as it is non-confrontational in nature for those just getting their feet wet.)

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STOP PRETENDING.

This is NOT NORMAL

What you can DO —> [QR code]

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America Has No King  
America Needs No King  
America Will Not Tolerate a King

What you can DO —> [QR code]

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WAKE UP!

This is NOT NORMAL

What you can DO —> [QR code]

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FIRE! (in big orange letters with red outline)

Your COUNTRY

Is BURNING

What you can DO —> [QR code]

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If someone grabbed your wallet

What would you do?

What about your 401K plan?

DO SOMETHING —> [QR code]

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Whatever you wish more Germans  
would have done in 1933..

...Do that NOW —> [QR code]

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Would you have stood up for Kitty Genovese?  
What about standing up for our country?

What you can DO —> [QR code]

<https://images.app.goo.gl/82ZG145inibLbLKz7>

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