

VISIBILITY BRIGADE

Rush Hour Resistance

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www.VisibilityBrigade.com

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

VISIBILITY BRIGADE

Rush Hour Resistance



Part 1 - Visibility Brigade: A Template For Civic Action

“Action is the antidote for despair!”

(Please read, use and share)

Origin and Mission: The Visibility Brigade model was born in 2020 out of a frustration due to the lack of physical messaging in the real world regarding the existential crisis we face as a nation. People need [“social proof”](#) to know how best to act and we deliver this weekly. We present our messages at a pedestrian walkway over Route 4 in Paramus, New Jersey. Our goal is to remind folks of this crisis, to suggest simple actions to take and to support pro-democratic state and national candidates. Our actions comfort heartbroken voters and let them know that they are not alone.

Our mission, however, goes beyond our overpass. Harvard political scientist, Erica Chenoweth, [confirms that 3.5% of a population that actively engages in resistance can ensure serious political change](#). That's approximately 11 million Americans we need to connect with and activate. So, our mission is to make real world visibility of our situation proliferate everywhere in order to reach that number. Creating your own Visibility Brigade brings us closer to that goal. Thank you for doing your part!



Who We Are And What We Do: as Margaret Mead once wrote: “Never doubt that a small group of thoughtful, committed citizens can change the world, indeed, it's the only thing that ever has.” A Visibility Brigade needs only a handful of dedicated members (3 minimum) to create weekly actions. This requires a weekly dedication of 60-90 minutes a week of placing a simple message in a public location, usually an overpass or other well-trafficked locale.

Impact and Safety: our goal is to present public messages in a personal but safe way. Actions are weather dependent. Participants interact with passing cars by waving at them from the overpass. Day of action and time can be changed often as per group availability. Messages are created and selected each week by members, giving them input and agency.

Messaging: messages are generally one to five word phrases for quick comprehension from a passing vehicle. These messages are typically

specific and pointed. Sometimes they amplify an important news alert that some people may not have learned. Sometimes it's just to remind people that they are not alone with their worries and concerns about our democracy. While the messages are often strongly worded, it is best to avoid profanity (there could be kids in cars) or words that have been co-opted by right wing messaging. Also, it is best to avoid messages that are too generic and don't really say anything specific (ie "Peace and love.")

We encourage you to read Antonia Scatton's very brief print versions of [The Do and Do NOT Associate Lists](#) as well as George Lakoff's [FrameLab](#). Anat Shenker-Osorio put out a useful [document](#) as well! You will learn to make more potent messages and avoid some propaganda traps.

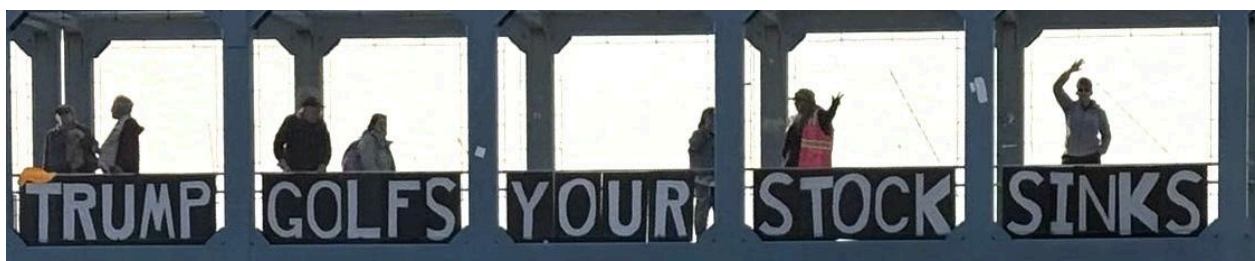
But it's not just the message that's important. If it is possible, have volunteers standing over the letters as opposed to just leaving a message over the highway by itself as the waving makes it more personal. Messages are usually constructed by individual letters, which are temporarily attached to the fencing via bungee cords to allow free arms/hands of volunteers. Consistently conducting this activity every week creates a relationship between the team and commuters, who will most likely see them more than once and often anticipate that interaction.

Current Messaging Advice: there's a quote from the Hunger Games series that we think is important to heed: "Remember who the real enemy is." That's good advice when crafting messages. Our messages currently focus on the greedy oligarchy that has taken control of our government. That's something most Americans, despite political leanings, can agree on. No one feels happy about the ultra rich taking everything for themselves - which is what they are trying to do. So, while it might make you feel better to attack Trump specifically or Maga, the more potent messages focus like a laser beam on who is behind the grift. That's where we come in.

We also have been focusing our messages on issues that people will feel directly impacted by, such as the theft of medicare, medicaid and social security.



Democracy and fascism may be too abstract for people to absorb, but focus on the sinking stock market and people feel it more viscerally!



Each week we try to get to the heart of what's going on and tune out the distractions (47's crazy spouts) and then craft a message that can be the most helpful for protecting our democracy. We read [Heather Cox Richardson's posts](#) as well as [Robert Hubbell's](#), [Jessica Craven's](#) and [Rebecca Solnit's](#) and many others. There are other useful sources and we encourage you to review them as well as other sources that have proven themselves tried and true in the face of fascism. Sometimes we create our own message, other times we amplify a message that we agree with. It makes for a weekly creative puzzle to figure out, especially given the limit of words that a passing car can read while driving at 55mph.

Where: any overpass of a busy thoroughfare which is safe for pedestrians and offers adequate screening to patently negate any accusations of people throwing items at drivers. Parking should be available nearby for at least 8 to 10 cars. (Need help finding an overpass? [Try this app!](#))

Ideal Location: a municipal/state-built pedestrian overpass which has a dedicated approach and has fencing, screening. i.e. The overpass we use has an elevator and a walking ramp to assist those with disabilities.

Timing: we generally plan an action for once a week, preferably during rush hour traffic to maximize visibility. Our actions typically last 90 minutes from start to finish and in the Spring-Summer-Fall occur from 4:30pm-6pm and during the winter months: 3:30-5pm. The chosen day of the action is often shaped by availability and the weather. Best to avoid doing this in the rain.

Our Motto: "Action is the antidote for despair." When we get out there and start waving at cars, with a message we believe in, we feel better. Our actions feel like having a mammoth umbrella against the firehose of bad news that is being blasted at us. We don't waste our time with lots of planning meetings. We spend the majority of our time just getting out there and making a difference - which makes us feel better! Trust us, you will feel better, too.

Creating Letters: we recommend using large, plastic corrugated or foam boards with letters attached. Size depends on what is available. We use 20"x30". Test message size with cardboard first on an overpass, etc. There is an initial cost and work time to create the necessary letter inventory. Originally, we built letters from foam core sold at Dollar Tree,

which is inexpensive but not durable for wet conditions. We purchased [white foam boards](#) to cut out the letters and [black foam boards](#) for the backing. We used duct tape to attach the white letters onto the backing and double-back the tape to make them sticky on both sides. We created our own stencils of letters and then kept those stencils for future letter creation. (The letters are on average 15” across and 24” high.)

Regarding stencil creation, you might get it done quicker by ordering a downloadable paper stencil template set [like this one](#). Letter building parties can be a lot of fun and really help bond the group. It’s also a great activity for those who are more introverted but want to be involved. If you wish to go further, fundraising (bake sale, trivia night, etc.) plus work gatherings help bring awareness to people and engage possible new members (local political groups, social justice groups, union, etc.)



We now use higher quality foam board materials donated by a local distributor, the owner being politically aligned. These foam boards are water resistant and heavier, which makes them more durable. Some of the other brigades across the country have ordered [these boards from Michaels](#). As a general rule, we have 3-6 copies of each letter, with more copies for vowels and more commonly used letters like S. We also have copies of every number as well as %, \$, !, ? and &. We store everything alphabetized for quick and easy message building.

For brigades in damper locations, some of our chapters have found good success using [Con-Tact 18"x16" adhesive shelf liners](#), which are made of vinyl. Letters can be easily cut out using a [template](#) and then added to corrugated boards.

Pro Tip 1: if you are starting out, best to create enough letters for a message and then build as you go. Don't wait to have the whole alphabet.

Pro Tip 2: starting with the inexpensive Dollar Tree boards is also useful as you are creating a stencil set for when you want to use better materials later on.

Pro Tip 3: for simple storage, a [U-Haul Shorty Wardrobe Box](#) can hold about 60 letters.

Attaching Letters to Overpass: people keep asking how we attach our letters and the quick answer is - simply, with bungee cords! We hook the bungees from one end of each section of fencing and then slide the letters in between them, snapping them flat against the fencing. If there's a lot of wind, we double up. We purchased our [bungee cords from Ace Hardware store](#). They are 48 inches and stretch out to about 4 feet, although the needs of your overpass may be different. When it's time to go, breakdown is quick and easy, especially with more people present.



Some groups have used [these curtain rod brackets](#) to secure their letters onto the fencing. Combining with a carabiner can also be useful.



Pro Tip: it's best to overlap the letters slightly so that they read better with a consistent black background.

Social Media: while the primary purpose of this action should be to interact with people driving past, it is a best practice to take ample photographs and videos of the message for social media purposes. We recommend shooting photos/videos immediately once the letters are in place. In terms of video, it's always best to record the message with a lot of cars honking. Not every message will attract honks and that's OK. In that case, just use a still photo for social media purposes. On the different platforms, accounts should be created that are designated for posting media of these actions for the purpose of potentially going viral. (See [Instagram account: @VisibilityBrigade](#), [Blue Sky account: @visibilitybrigade.bsky.social](#) and our [Facebook group page](#)) Oftentimes people in passing cars will take photos as they drive past and post online as well, boosting the visibility even further. Sometimes we use a hashtag “#” in front of our message to suggest social media intentions.

Group Communications: we utilize a SIGNAL messenger ‘secret group’ type communication system because it is supposed to be more secure. That's where we debate what days we are going out, what messages we want to present, etc. We rarely if ever have actual meetings by the way. Better to have our in-person meetings on the overpass to discuss stuff! It's like on a film set: ACTION!

Mailing List: when people express interest in participating, best to collect their email addresses and send a weekly notice about the upcoming action.

When sending out a blast, be sure to have list members in the bcc so that people aren't annoyed with 'reply all' responses. If somebody consistently shows up and seems to be a good fit for the core team, then they can be added into the internal group communications for each week. We encourage you to vet people before adding them to the list as we had the unfortunate instance of someone who was feeding our communications to someone on the opposing side and we had to purge that list and start again from scratch.

Now we have folks complete [this form](#) to join the local Paramus, NJ mailing list, or [this form](#) to join our movement from another area.

If you have created your own Visibility Brigade chapter, let us know about your group via [this form](#) so that we can send local people your way!

Community Building: while many groups struggle to organize actions, this is an easily repeatable one to do, assuming that you have 5 to 10 dedicated people and enough letters so that the only real effort every week is just figuring out what the message should be and what day to go out. (When we started, by the way, we didn't wait until we had all of the letters built. We just built the needed letters as we went along.) Generally speaking, participants enjoy the camaraderie of being on the overpass because they get to chit chat with each other while they do the action. 60 to 90 minutes per week is not burdensome and then everybody is energized to come back together the following week and make it something that just continually happens.

Building Membership: while we have a core group of about 20 dedicated people, we keep building our mailing list and welcome new recruits every week. Besides word of mouth, one way that people in our area learn of us is through [Indivisible.org](#), which we are affiliated with. People searching for a group in our area can find us there and then join our mailing list by filling out [this form](#). If they become regulars, we add them into our Signal group page. Besides vetting new people, the form is also useful in terms of collecting information like an emergency contact.

Engagement Avoidance: we generally avoid engagement with people from the other side. Expect that others who disagree with the message will give the middle finger or angrily shout while driving past. Best to ignore these. Also, on occasion, a message that is politically pointed will bring

somebody up on the overpass to argue. Best not to engage them as nothing you will say will likely change their minds. If they persist, start video recording them with a cell phone. Designate one person from the group to take on this role, so that others can continue their activism, unhindered. Video recording is done purely to create a legal record in case the person acts in a really inappropriate manner - something we fortunately have yet to encounter by the way. We had the experience a few months ago of a Trumper crashing our actions and putting up his own signs, etc. It was frustrating as we couldn't tell him to leave as he is also covered under the First Amendment. However, to boost morale when this happened, we created a special sign for him. Humor goes a long way!



Dealing With Counter Protest Groups: we've previously discussed what to do if one obnoxious counter protester shows up, but what if more than one jerk arrives? What do we do with a group of counter protestors who wish to disrupt our non-violent actions, especially when they may be trying to provoke a violent response?

As peaceful warriors, this is a quandary that we may have to face. Just remember that most of these counter protestors are not the enemy, while at the same time, we must stand our ground and not be deterred by bullies.

If we're nearing the end of an action and they arrive, there's nothing wrong with calling it a day a few minutes early. If we arrive to conduct our action and counter protesters are already on the overpass, it's good to have a Plan B in place - ie. a different location for everyone to go to. Quick communication via a group text chain or Signal group can allow everyone to pivot quickly. It's also helpful for group members to already know where Plan B might be in advance and how best to travel there.

But what if you've just started your action and these goons arrive?

Answer: start clowning around!

We know it may sound ridiculous, but clowns are an effective defense against fascists. Just [read here](#) how the Germans have used clownery to neutralize Neo-Nazi's marching around their towns. Mein Munch!

The truth is that fascists can't stand ridicule and silliness. They don't know how to process it. That's why Tim Walz's verbal punch about them being "weird" landed so well. Fascists have no sense of humor. They take themselves too seriously!



So, have a clown kit ready in case counter protesters arrive. Upon spotting counter protesters arriving, a designated member of the group will call out "Clown up! Stay Frosty!" and begin distributing red noses, wigs, horns, fart makers, rubber chickens, bubbles and anything else goofy. Counter protesters are going to be much more bothered by your group blowing

kazoos and bubbles in response to their taunts than angrily yelling back at them.

Why do we also say “Stay Frosty!”? It’s a reminder to keep cool and not overreact. We don’t get into the faces of the counter protestors, but we do stand our ground and keep our space.

While this is all happening, be sure to designate a couple of members to video record this interaction with their cell phones. This could be worthwhile footage to show how ridiculous the counter protesters are on social media. More importantly, it’s about creating evidence in case any further bad behavior occurs. We find that when people are being recorded, by the way, it’s a deterrent for bad behavior unto itself.

Red Nose Resistance: going beyond the overpass, creating a “Red Nose Resistance” is something to consider when dissenting against fascism and as a statement of personal protest. A red clown nose and kazoo are inexpensive, easily purchased, fit snugly in a small pocket and could be a potent form of protest should the need arise.



Imagine millions of people wearing these noses in defiance! Maybe there could be Clown Brigades with ‘Frosty the Clown’ as the spokesperson! A red dot on stickers or T-shirts could signify unspoken solidarity. We will need this type of creativity should the national climate continue to worsen and first amendment rights be taken away. Anything to demonstrate the

ridiculousness of the situation could become a potent form of protest and awaken more people to resist.

Pro Tip: do not publicly advertise in advance about your actions as it too easily tips off people on the other side. Best to use word-of-mouth and private social media groups. We also do not follow an exact schedule every week, as our actions are planned based on weather and volunteer availability. This makes our actions more stealthy and less predictable to target.

Legality and First Amendment Rights: according to the US Constitution, assuming that the overpass is publicly owned and over a federal highway, a group should be able to utilize the space for an action. However, it is important to understand any local laws or restrictions that may hinder this. Also be polite, but [understand your rights](#). Some things that police have said to us previously, which we found to be legally irrelevant: “You’re slowing down traffic.” “You’re distracting drivers and creating a safety hazard.” “You can’t put anything up on the fencing.”

Police Interaction: when you are starting out with your group, **do not contact the police**. You don’t need their permission or the permission of anyone else to protest. You have the right to assemble and [freedom of speech under the First Amendment of the Constitution](#). You have the right to conduct these things in public spaces, including sidewalks, parks, train stations and overpasses - anywhere that is publicly owned.

Now, while we do not seek permission from the police for our weekly actions, we do contact our local precinct as a courtesy to let them know when we will be at the overpass. That said, let them come to you first. We didn’t start calling the local police department until they basically asked us to let them know as a courtesy that we would be on the overpass, so they didn’t have to respond every time someone called to complain that we were throwing rocks at cars or obstructing the walkway - which of course we weren’t! They also know that when we’re done with our actions, we never leave signs up or litter on the overpass. So much of their job is avoiding hassles and our calls and consistency alleviate that for them.

Also, even though we’re not asking for permission from the police, by calling them we are showing them respect - which they appreciate.

Creating a positive relationship with the police department, especially when angry drivers from the other side call to complain, is a wise choice. It is best to designate a member of the group to call on a weekly basis to give the police department a heads up. The woman from our group, who is super lovely and friendly, is now on a first name basis with the officers who pick up the phone at the precinct. That human interaction can come in handy. Lastly, our overpass seems to be under a local jurisdiction, so we've only had interactions with local police and not state ones. We are not sure that giving state police the same heads up would necessarily be as fruitful as with local ones.

Driver Responsibility: it's possible that while you are protesting on an overpass, there may be a car accident below. These things can happen, although we've been lucky so far with our overpass. Still, accidents can occur; but keep in mind they may happen whether you are on the overpass or not. Who's to say? And whose responsibility is it? Our understanding is it falls squarely on the driver, as our signs and waving are no more and probably a lot less distracting than a flashing billboard - and no one is taking those down out of concern of being too distracting!

Dealing With News Media: we encourage you to share your actions with local media. This gives your group more legitimacy and exposure. Creating a list of local reporters is also a useful practice and then you can quickly share about your actions. However, understand that not all reporters are on our side and some may even attempt to present you in a negative fashion. We suggest doing your research about local news reporters, to avoid this. If a reporter does a negatively-angled story about you, cross that person off of your list.

If a reporter shows up unannounced at your action and presents themselves as a member of the press, please make sure to see their credentials. One of our chapters recently dealt with an individual from the far right who was pretending to be a reporter.

On our website, we have an email dedicated for press and other inquiries (info [at] visibilitybrigade.com) to reach out. You should consider creating at least a gmail account with the name of your group in the prefix for this purpose.

Pro Tip: if the police are giving you a hard time with holding signs at an overpass, consider reaching out to local media to cover your next outing. Reporters are always looking for a story and it may serve as a deterrent for the police as they probably don't want to be publicized picking on peaceful citizens expressing their first amendment rights.

Supporting Local Candidates: we decided to endorse Andy Kim for Senate and dedicated one side of the overpass for a message about him on a weekly basis. Beyond the overpass, we made our voices heard loud and clear at rallies and other political functions! You can do the same with your letters.



Beyond The Overpass: there's a lot of work to be done to activate [3.5%](#) of the American people in order to save our nation. We are expanding our visibility actions to Tesla dealerships, town halls, parks, farmer's markets, train stations, bus depots, park & rides, sidewalks in front of Walmarts and anywhere public that people congregate. You can read more about best practices with our [Operation Activate! Toolkit](#). So, go check out your local calendar and see where people are gathering and remind them that we are in a crisis and need to act accordingly.

Be creative with your presentation and don't let the fascists get you down!



We hope this toolkit is helpful. Create your own local Visibility Brigade chapter, [let us know about your group](#) so we can include you in our photo gallery, help you find members and give your further support.

Stay in touch with us so we can coordinate messaging. BE LOUD. BE BOLD and help us save our democracy! You can do it!

Complete [this form](#) to join the local Paramus, NJ mailing list, or complete [this form](#) if you wish to join a group from another area.

Thanks for doing your part in saving our country!

We need you!



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Rush Hour Resistance

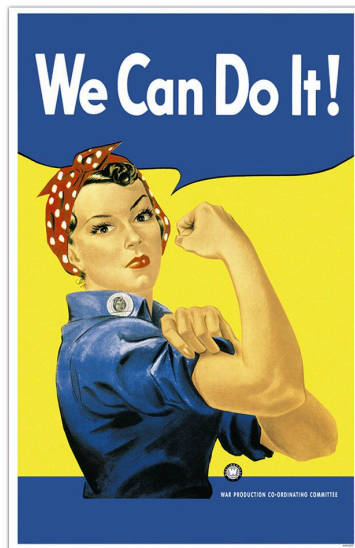
Part 2:

OPERATION ACTIVATE!

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.)



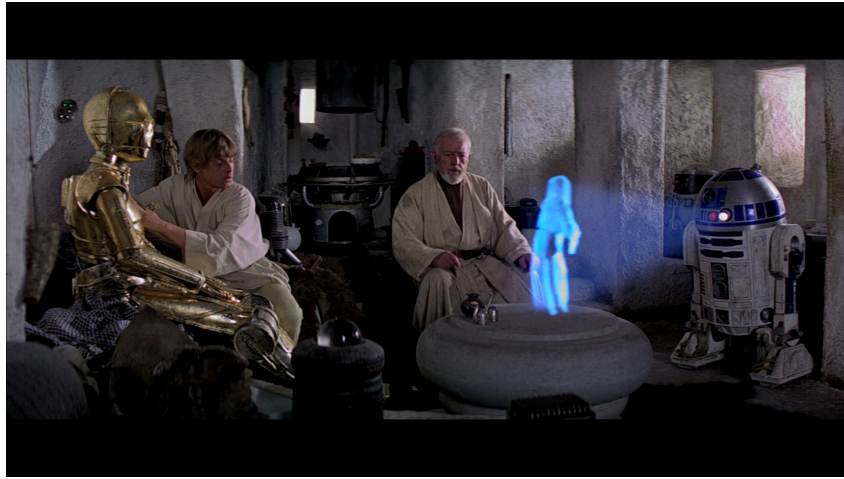
WHAT: Get poster boards, markers, glue or tape. Create your own message or refer to our suggestions, which can be found below. Print out the

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!)

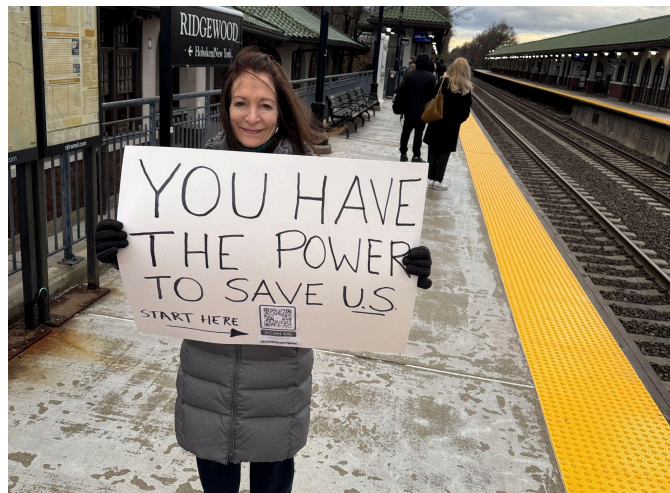
WHERE: Wherever it's busy. A train station. A street corner. Sidewalks. A town square. A park. A farmers market. [Anywhere public](#) where people congregate.

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

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

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



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!

YOU HAVE
THE POWER
TO SAVE U.S.

Start here —> [QR code]

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

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>

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>

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>

“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>

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

Start here —> [QR code]

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]

FASCISM HAPPENS

ONLY IF

YOU LET IT.

JOIN US + RESIST

Start here —> [QR code]

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 an younger demographic)

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.)

STOP PRETENDING.

This is NOT NORMAL

What you can DO —> [QR code]

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

What you can DO —> [QR code]

WAKE UP!
This is NOT NORMAL

What you can DO —> [QR code]

FIRE! (in big orange letters with red outline)
Your COUNTRY
Is BURNING

What you can DO —> [QR code]

If someone grabbed your wallet
What would you do?

What about your 401K plan?

DO SOMETHING —> [QR code]

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

...Do that NOW —> [QR code]

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>

VISIBILITY

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Rush Hour Resistance

Part 3:

What You Can DO Now!

YOU ARE NOT ALONE

Your worries about what is happening to our country are VALID and REAL and MILLIONS of people feel EXACTLY as you do.

The problem is that everyone is looking around and everything still feels normal, even when it is NOT. That's why you saw me today. To remind you that we are in trouble.

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.

WHAT YOU CAN DO NOW!

You saw us, now let others see you!

People need "social proof" that our nation is in trouble or they won't act appropriately.

- Use our [Operation Activate! toolkit](#) to create "Social Proof" at train stations and other spots where people congregate. You can also [sign up here](#) and we'll help with coordination and grouping you with others.
- [Join our Visibility Brigade](#) in Paramus, NJ for overpass + Tesla actions. We can also help you find a more local group or you could even [create your own Visibility Brigade](#) local chapter!
- Stand up for democracy by creating your own messaging using lawn signs, birthday lawn letters, flags, bumper stickers, hats, shirts, placards, window signs, sidewalk chalk, etc, and share with us on [Facebook](#), [Instagram](#) and [Blue Sky](#)!

More ways to get involved

- [Join an Indivisible Group](#) and [read their Practical Guide](#)!
- Sign up for the [50501](#) movement and stay informed of nationwide actions!
- Join [MoveOn.org](#)!
- Join a [Tesla Takedown](#)!

If you can't do something in person

- Sign up for [Chop Wood Carry Water](#) to receive daily action items, many you can do from your home.
- Join and follow [Get Free](#) for actions and directives.

If you only have 5 minutes to spare:

- [5 Calls](#) - a quick and easy way to make 5 calls to your representatives!

If you only have just 1 minute to spare:

- Share [this document](#) with a friend or on your social media feed.

Thank you for doing your part!

www.VisibilityBrigade.com

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

VISIBILITY BRIGADE

Rush Hour Resistance

Part 4:

Local Visibility Brigade Chapters:
A Photo Gallery

Indivisible Northampton - Swing Left Western Mass, Holyoke, MA, (3/4/25)



Bordentown, NJ



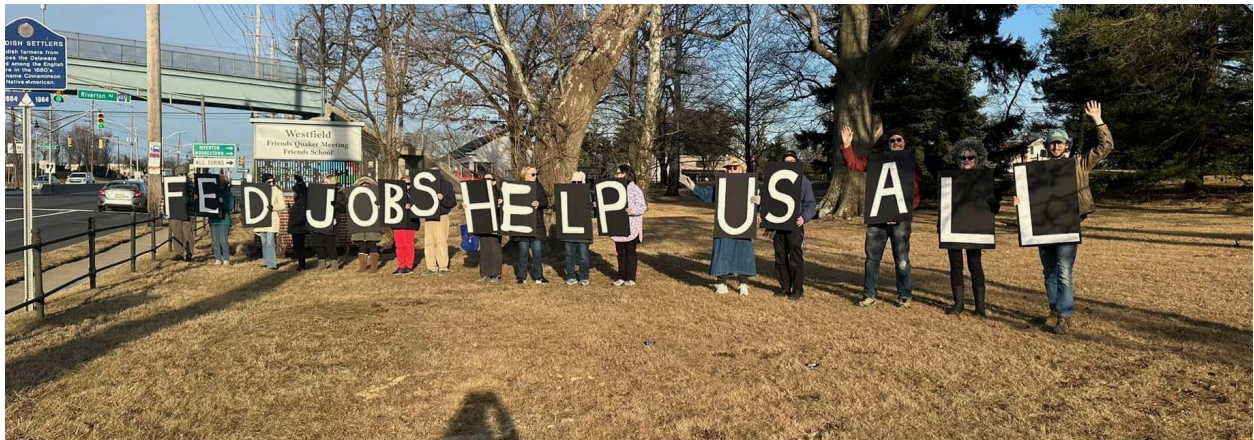
CT Bridge Brigade, I-95, New Haven, CT



Rockaway, NJ



Cinnaminson, NJ



Westchester, NY



Baltimore, MD (3/13/25)



Kalamazoo Visibility Brigade, Kalamazoo, MI (3/14/25)



Easton, PA (3/15/25)



Rt23, Wayne, NJ (3/15/25)



Bridgewater Democrats, Bridgewater, NJ (3/16/25)



Rt 80, Denville, NJ (3/16/25)



CT Bridge Brigade, New Haven CT (3/17/25)



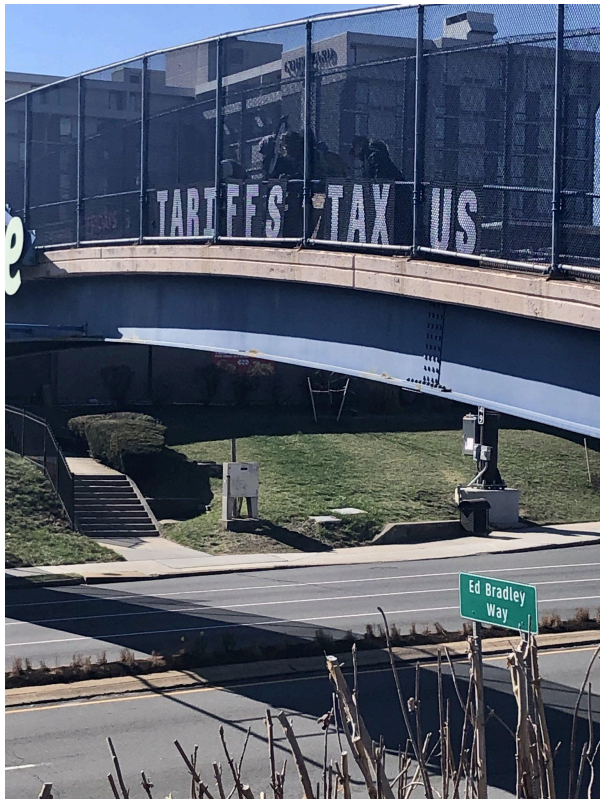
Kalamazoo Visibility Brigade I-94 Kalamazoo, MI (3/22/25)



Wayne Indivisible, Rt 208, Hawthorne, NJ (3/25/25)



Philly Visibility Brigade, Philadelphia, PA (3/27/25)



North Country Light Brigade, Glen Falls, NY (3/27/25)



Portland Maine Visibility Brigade (3/28/25)



Cape May County Indivisible, Cape May, NJ (3/29/25)



Bridgewater, CT (3/29/25)



South PDX & N Clackamas, OR (3/31/25)



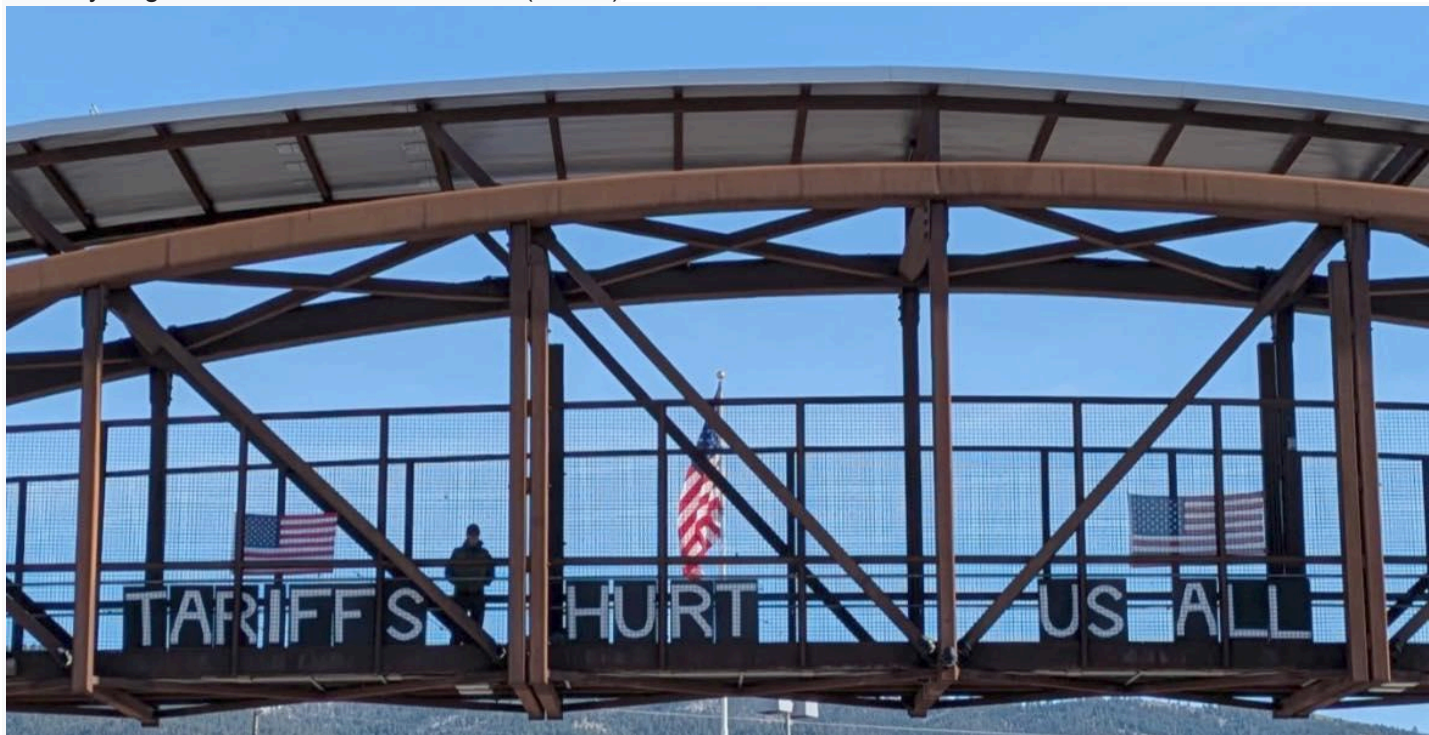
Boston Bridge Brigade, Boston, MA (4/1/25)



Happy Hour Visibility Brigade, Lexington, MA (4/2/25)



Visibility Brigade Missoula - Missoula, MT (4/4/25)



CT Visibility Brigade, New Haven, CT (4/4/25)



Littleton, NH (4/5/25)



MontCo PA Visibility Brigade, King of Prussia, PA (4/9/25)



Davis Visibility Brigade, Davis, CA (4/19/25)



A2Resist2025, Ann Arbor, MI (4/18/25)



ResistersCT, Norwalk, CT (4/24/25)

