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# **WHAT IS “NO KINGS”?**

**NO KINGS** is a national day of action and mass mobilization in response to the increasing authoritarian excesses and corruption of the Trump administration. We’ve watched as they’ve cracked down on free speech, detained people for their political positions, threatened to deport American citizens, and defied the courts. They’ve done this all while continuing to serve and enrich their billionaire allies. They think they rule—but we are bigger than even their worst aspirations.

- ★ President Trump is planning a military parade in Washington, D.C. on June 14. This display of might is intended to intimidate opponents and solidify his image as a strongman on our dime—we won’t stand by while that happens.

- ★ Instead of allowing this military parade to be the center of gravity, we will make action *everywhere else* the story of America that day: people coming together in communities across the country to reject strongman politics and corruption.
- ★ Alongside local organizers, partners, and leaders from across the pro-democracy & pro-worker movement, we will demonstrate organized people power that outpaces any authoritarian aspirations.

NO KINGS events should be additive and congruent with adjacent mobilizations and recognitions, **including Veterans celebrations, Pride events, and Juneteenth on 6/19.**

# STATE OF PLAY: WHY WE'RE MOBILIZING JUNE 14

**President Trump thinks his rule is absolute, but in America, we don't do "kings."** Since the inauguration, the Trump administration and its enablers have operated as though they have a mandate—but they don't, and never did. They are going to extremes to empower the Trump administration and enrich themselves, while cutting jobs and services for the rest of us. Now, they're turning Flag Day into a celebration of President Trump.

💰 **He's using OUR tax dollars to pay for HIS party:** President Trump's birthday celebration is expected to cost millions of our tax dollars, all while Republicans claim there's no money for Social Security, SNAP, or Medicaid.

👑 **We are united against kings:** President Trump has already indicated that he's aiming for at least a third term, and now he's planning a self-aggrandizing military parade in D.C. But the American people don't put up with kings. Together, we will mobilize in huge numbers to reject this corruption and abuse of power—it's in our DNA as a country.

👉 **They've gone too far:** This is bigger than political disagreement. They've defied our courts, deported American citizens, disappeared people off the streets, and slashed our services—all while orchestrating a massive giveaway to their billionaire allies. Enough is enough. For anyone who thinks he's gone too far, this movement is for you.

**We're standing together against the abuses of power, cruelty, and corruption. On June 14, we gather to remind President Trump and his enablers: America has No King!**

Whether you're outraged by attacks on civil rights, skyrocketing costs, abductions and disappearances, the gutting of essential services, or the assault on free speech—this moment

is for you. Whether you've been in the fight for years or you're just fed up and ready to take action—this moment is for you.

🔴 **We need to build a massive, visible, national rejection of this crisis.** On June 14, we will see events across the country, in major cities and small towns in every state. Our goal is to show that the people—the *majority*—are taking action to stop the corruption and power grab.

💪 **The power is in your hands. Join us.** If there's a mobilization in your area, sign up to attend. If not, use this toolkit to host your own in your area.

# HOSTING YOUR OWN NO KINGS MOBILIZATION

If there's not already a registered NO KINGS event in your local area, the power is in your hands to host your own. This toolkit is for anyone hosting their own NO KINGS mobilization to help you build your event, recruit, and execute. Be sure to [check the map](#) before registering your event so you're not overlapping with another that's already been planned!

## [REGISTER](#) YOUR EVENT ON MOBILIZE NOW

Hosting a NO KINGS event is a big opportunity, and a big responsibility. If you sign up to host, you'll get plenty of support from the NO KINGS team, and be the primary point of contact for anyone in your area who is interested in participating. Only sign up to host if you (and a team of your friends and allies) are ready to drive the event from start to finish.

### ***What to Know Before You Host***

1. CHECK TO SEE IF YOU'RE NEAR A REGISTERED NO KINGS EVENT. [If you're in an area where a NO KINGS event has already been planned](#), that's great! Rather than hosting your own, get some friends and allies together to join that event and represent the issues you care most about. The goal is to have as many large events as possible, and to fill in the gaps with smaller mobilizations where larger ones aren't possible.

We encourage interested participants to join existing events where possible, and connect with organizers of pre-registered events instead of setting up your own. If you want to be connected to an event host, register for their event on Mobilize—your event registration confirmation email will include a link to contact the organizer.

2. DON'T REGISTER AN EVENT IN D.C. We're making the center of gravity on June 14 everywhere President Trump isn't. So rather than coming to D.C. to conflict with his military parade, we're going to be everywhere else to contrast against it. *(If you live in D.C., look out for upcoming information on local community-led events.)*

3. **JOIN UPCOMING TRAININGS.** We're asking event hosts to join us for training calls on safety, security, and de-escalation; volunteer recruitment and management; messaging and production. Please join us for any or all of these calls to learn how to execute an impactful event.
4. **WE'LL REACH OUT!** The No Kings team is here to support event hosts. We'll be in contact with more resources and opportunities to help make your event a success.

*A note on creating events in Mobilize:* it is recommended that hosts *do not* enter an attendee max capacity unless necessary; most locations will not require capacity limits, and entering one will prevent additional sign-ups.

### ***NO KINGS Mobilization Tactics***

On June 14, we will host demonstrations across the country to fight back against this crisis and demand accountability. Not all demonstrations will look the same, but they should all prioritize visibility and the core message: NO KINGS.

- **March.** Join millions across the country on June 14 to march against authoritarian politics and billionaire takeover. Bring together your community to create a show of strength against this crisis, and be part of a national moment that changes the conversation—and turns the tide.
- **Rally.** Gather your community to rally together on June 14. Create a platform, invite speakers, and build a program designed to highlight the harms of the crisis we face—and what we'll do to fight back. Rallies are a great way to involve impacted people, compelling speakers, and essential voices from allied communities. We're building a big tent.
- **Visibility action.** If you're in an area where it will be hard to get a crowd together, you can still participate! Either join a larger event in your region, or get some friends together and hold a smaller one. This could look like a gathering at congressional district office, or a banner drop. Visibility is the key component—so make your signs, get your banners, and plan your chants!

***A core principle behind all NO KINGS events is a commitment to nonviolent action. We expect all participants to seek to de-escalate any potential confrontation with those who disagree with our values, and to act lawfully at these events. Weapons of any kind, including those legally permitted, should not be brought to events. All events should be held in public spaces or on public property.***

### ***June Holiday Guidance***

While No Kings is a day of protest occurring for the first time on June 14th. However, weekend of June 14th overlaps with events like Pride and Juneteenth in some areas. These celebrations are more important in our nation now than ever. It's important to ensure that No Kings events

you are hosting don't detract or come into conflict with these events. Here's some guidance for what to do:

- **Check for Events in Your Area:** You or someone on your team should check to see if there are other community events happening in your area on June 14th, like Pride or Juneteenth celebrations. Look for social media posts from elected officials, community organizations, and local activists. Check newspapers and newsletters. Search the web for events occurring on June 14th.
- **Connect with Local Event Organizers:** If you identify that a local event is occurring, reach out to the organizers! Ask them about their event and how you can make sure your No Kings event can support their effort. Consider making sure times don't overlap, promoting the events at your No Kings protest, or figuring out with the organizer how to combine events (like joining a Pride parade as a No Kings group!)
- **Keep Doing the Work:** Partnership goes beyond one-time events. While many of you may already be doing this, we encourage you to continue building and deepening relationships with organizations leading racial justice and civil rights work beyond your No Kings event. Consider getting involved (or deepening your involvement if you already are) with local organizations that center racial justice, economic justice, and LGBTQ rights. Not sure where to start? [You can see the list of organizations on No Kings here.](#)

### Real World Examples

- **Atlanta:** In Atlanta, major Juneteenth celebrations are occurring on June 14th. No Kings organizers are making sure their effort is additive by hosting their action ahead of the start of Atlanta's Juneteenth Festival. This means that at the end of their event, an immediate call to action can occur to attend Juneteenth.
- **Boston:** In Boston, No Kings organizers are deeply embedded in the local Pride event on June 14th. They coordinated the timing of their event with Boston Pride to host "NO KINGS, but YAAAAS Queen!" by signing up as a group joining in the Boston Pride Parade.

# RESOURCES FOR HOSTS

## Messaging

- ★ **He's using OUR tax dollars to pay for HIS party.**
  - President Trump's birthday celebration is expected to cost millions of our tax dollars, all while Republicans claim there's no money for Social Security, SNAP, or Medicaid.
- ★ **We are united against kings.**

- President Trump has already indicated that he's aiming for at least a third term, and now he's planning a self-aggrandizing military parade in D.C. But the American people don't put up with kings. Together, we will mobilize in huge numbers to reject this corruption and abuse of power—it's in our DNA as a country.

★ **They've gone too far.**

- This is bigger than political disagreement. They've defied our courts, deported American citizens, disappeared people off the streets, and slashed our services—all while orchestrating a massive giveaway to their billionaire allies. Enough is enough. For anyone who thinks he's gone too far, this movement is for you.

★ **The Army's birthday isn't about parades or pageantry — it marks the beginning of America's rejection of kings.**

- On June 14, 1775, the Continental Congress created the U.S. Army to stand up against a monarch who claimed absolute power. 250 years later, President Trump wants to twist that legacy into a personal celebration of himself.

★ **That's why we say: No Thrones. No Crowns. No Kings.**

- No Kings is about defending the ideals they fought for. This country doesn't belong to strongmen. It belongs to the people.

MORE COMING SOON!

**Posters & Graphics**

**FIND NO KINGS [GRAPHICS LIBRARY HERE.](#)**

You can download signs and print them at home or take them to a local printer. Want to make your own signs? Try out these messages:

- ★ NO KINGS IN AMERICA!
- ★ Stop the Shakedown!
- ★ We are Not For Sale!

**Security**

To start, please review our [No Kings Action Guidelines.](#)

Event hosts are encouraged to attend an upcoming safety and de-escalation training to learn more about how to integrate best practices into your event.

**TRAINING DETAILS:**

- ★ **Safety and Deescalation Training:** Come get critical insights and practical tips on safeguarding your participants, effectively managing potential risks, preparing for various scenarios, and ensuring a secure and safe day of mass mobilization. This training will be offered [Sunday, June 8 at 4pm ET/1pm PT.](#)
- ★ **Know Your Rights Training:** Join fellow activists to learn about your rights during a nonviolent protest from No Kings partner: the ACLU. Whether you're marching, rallying, or supporting from the sidelines, you'll learn how to project yourself, your community, and stand up for your rights. We'll make sure you know your rights during protests and law enforcement encounters and are prepared to take action safely, powerfully, and together. [This training is being held on Tuesday, June 10, at 7pm ET/4pm PT](#)
- ★ **Marshals Training:** Crowd management and incident response are key parts of a successful event. Join the organizers of No Kings as we equip you with what you need to know to successfully marshal on the day of your events. This training is still virtual, but we encourage you to get together with your team in-person and take it together if possible. [This training is being held on Wednesday, June 11 at 8pm ET/5pm PT.](#)

Wherever you are, and whatever your level of concern, these trainings are a great opportunity to learn about security best practices to consider for every event, to help ensure your event is as safe and welcoming as possible for all attendees.

In addition, here are a few resources to check out:

- ★ [Indivisible's Safety, Security, Rights & Conflict De-escalation resource](#)
- ★ [ACLU's Know Your Rights resource](#)
- ★ [Bridging Divides Initiative's resource on Bystander Intervention and De-Escalation resource](#)
- ★ [Beautiful Trouble's Assertive Intervention & De-Escalation Tools & Tips resource](#)

If you should have any safety questions or concerns about your event, please email them to [security@nokings.org](mailto:security@nokings.org).

If you are encountering a medical or other type of emergency, please contact your local emergency personnel.

### ***Insurance***

If your group needs special event insurance for your event, we encourage you to consider obtaining insurance, at your own cost, through one of these outside sources:

- ★ [Total Event Insurance](#)
- ★ [The Philadelphia Insurance Companies](#)

★ [Three Arbor](#)

### ***Get Support***

As a host, you're not alone! NO KINGS organizers are here to help. Be sure to check out the resources listed below as you are finalizing your event plans

- ★ Host Trainings – [keep up with our latest Host training offerings here!](#)
- ★ [Songs and Chants](#)
- ★ [Interfaith Resource](#)
- ★ Host support office hours – Details have been shared via email!
- ★ Safety and security resources – [Detailed above!](#)
- ★ [Template Media Advisory](#)
- ★ Template Press Release – COMING SOON!
- ★ [Speaker Messaging Guidance](#)

If you have questions, email [events@nokings.org](mailto:events@nokings.org).

## **PLANNING YOUR EVENT**

As we approach June 14, it will be important to get your plans together so you can host a successful event. There's a lot that goes into planning a demonstration, and below are just some of the key steps to follow when laying out your NO KINGS event.

**Choose a time.** It is also a best practice to check in with group members and potential speakers to see what's most convenient before finalizing a time. As always, consider what times will be most accessible for folks in your community. *Most NO KINGS events will take place midday.*

**Location and logistics.** This is the next choice-point for your group. Try to prioritize landmarks or other public sites with high-visibility, like state capitols or city halls, major parks, or in other high traffic outdoor areas in your community.

- *All NO KINGS events should be in high visibility, public locations. NO KINGS events should not block access to entrances or exits.*
- *NO KINGS events should not be hosted at private business locations and should not be centered on boycott actions.*

**Register your event to recruit through Mobilize and the NO KINGS website.** Once you have your event set, register it on [Mobilize](#) and it will show up on the NO KINGS map of events. That way we can help push out your event and help recruit attendees.

**Delegate and determine roles.** Demonstrations require a lot of support, and no one person can make them happen on their own. Be sure to identify a team of leaders to help carry out your event



and empower folks to take on key responsibilities. Depending on the scale of your event, you may want to create teams or just have one point person for specific duties. You can find some specific ideas for roles below.

**Brainstorm and recruit speakers.** If you're holding a rally, you'll need compelling speakers to anchor the agenda. Aim to lock in 2-4 speakers who can talk authentically about the crisis we face. Examples include:

- Laid off federal workers, like National Parks rangers or veterans
- Faith leaders
- People who rely on Medicaid or other threatened services
- Elected officials

These are just a few potential examples, but ideal speakers will be reflective of your community and be able to speak directly to the harms of this crisis from a local perspective.

**Build a Recruitment Plan and start recruiting.** After posting your event to [Mobilize](#), be sure to share it with your networks, both directly and on social media. Reach out to other people in your network and ask them to share, and think about creative ways to get the word out about your event—including local bulletin boards, flyers, and more.

**Prepare any props or setup needs.** At the very least, you need a megaphone and a few signs with your demands. If it's available to you, it is also helpful to have a podium, press packets, water, and banners. As a registered host, keep an eye out for upcoming opportunities for resource support from the NO KINGS team.

## GETTING MEDIA ATTENTION

Getting media attention is fundamental for this event. This section will guide you step by step on engaging the press and generating earned media for your events. While getting press to show up and cover your event is never a sure thing, these are best practices that will increase your chances.

For information on how to build any of the resources in this guide, check out Indivisible's resource on [Press Releases, Media Advisories, and More](#).

### ***Step 1: Build a media list***

A media list is exactly what it sounds like; a list of reporters and media outlets in your area that you want to tell about your event. To get started, list all the newspapers, radio, and TV news stations you already know of, and then look on their websites for contact information. You're usually looking for a "newsroom" email and phone number, often listed in the "contact us" menu on their website.

### ***Step 2: Introduce yourself to reporters***

Giving reporters a heads up about your event early before you send an advisory is an effective way to start building a relationship with them and get more media out to your events and to cover your group's work. These emails are short and simple with fewer details than advisories. If you're a few days out from your event or closer, skip this step and focus on sending your advisories.

### ***Step 3: Advise your event***

The next step is to let the media know about your event. Advisories are emails you send to reporters and outlets on your media list with details about the event. The format generally breaks down what the event is about, the date, time, and location and who the spokespeople are.

### ***Step 4: Prep your speakers***

When the press attends an event, they'll likely want to speak one-on-one with people there. So first, identify 1-3 people who will be ready to speak with reporters and help them prepare what they want to say. They should be ready to talk about your group, the event, why we're mobilizing for NO KINGS. The best practice is to stay close to your overall message, keep it concise, and have a few quotes ready to go (which you can also use in your press release). [Speaker message guidance HERE!](#)

### ***Step 5: Run a great event***

Once the event has started, focus on running the best event you can! If reporters come, connect them with one of your prepped spokespeople.

### ***Step 6: Send out a press release***

A press release is a communication, usually via email and no longer than about one page, that gives a reporter some of the basics they'd need to write a story about something: background about what's happening, quotes from relevant people, and contact information they can use to find out more. The best practice is to send these as soon after your event as possible.

### ***Step 7: Report your Event Attendance***

[Submit your event attendance data to Harvard's Crowd Counting Consortium \(CCC\)](#), ensuring you cite a publicly accessible source to validate crowd size. This ensures your event, and its attendance get counted in a reliable, reputable and nonpartisan way.

## **KEY EVENT ROLES**

- **Media liaison:** Press outreach is most effectively handled by one person who can respond to requests and make connections with speakers.

- **Master of Ceremony (MC):** Identify at least 1 group member to be responsible for firing up the crowd, introducing speakers, starting chants, and making sure the overall program is running on time.
- **Speakers & Storytellers:** Speakers should be compelling and be able to speak directly to the harms of the crisis we face. Examples of speakers include impacted federal workers, faith leaders, elected officials—but be creative and thoughtful about whose voices you want to elevate.
- **Volunteer coordinator:** If you think you'll have a large event, it's helpful to have volunteers to help coordinate the action and direct the crowd. A coordinator should be designated to wrangle and assign the volunteers.
- **Photographer/videographer:** Ask one person to take photos and one person to take video. Got something really special and visual planned? Think about hiring a professional photographer.
- **Crowd Estimator:** Ask one person to be in charge of estimating attendance. This can be done through official reports, sign-ins, counting distributed flyers/handouts, counting from photos/videos, and/or other crowd density estimation techniques. *Important:* the same person should then ensure to [submit the attendance data](#) to [Harvard's Crowd Counting Consortium \(CCC\)](#) following the event.

# SAMPLE EVENT AGENDA

## (RALLY)

### **Before the Event:**

- **Gather the people who have key roles:** (MC, speakers, etc.). Bring snacks and water, transport signs, test any technology, ready any individual accessibility accommodations that have been requested, etc.
- **Immediately before the event:** The media liaison greets local press and gives reporters a press packet.

### **During the Event:**

- **Kick-off the event:** The MC starts some chants, and welcomes the crowd. They explain the purpose of the event and introduce the first speaker.
- **Speakers:** Each speaker talks for a few minutes about the crisis we face and the importance of fighting back and saying "NO KINGS!"
- **Close:** The MC closes the event by thanking everyone for coming, clearly reiterating our asks, and finishing out strong with some chants.

### ***After the Event:***

- **Immediately after the event:** Post your stories, pictures, and videos online with #NoKings.
- **Shortly after the event:** Email your attendees to thank them for a great action. Immediate follow up is important for recruitment and group longevity! Invite all attendees and activists to your next event. If you don't have an event on the books, make sure to send them an email anyway to see if any of the attendees would like to learn more about your group over coffee or simply to let them know to look out for your upcoming emails.
- **Within 24 Hours:** [Submit your crowd size data](#) to [Harvard's Crowd Counting Consortium \(CCC\)](#) following the event. Ensure you include a publicly verifiable source (e.g. a news report, a Facebook group post, links to online photos with headcounts, etc).