



## Breaking the Fourth Wall

In order to resist effectively, we must get our message out widely. That means talking to as many people as possible, both inside and outside of our personal networks. Goals include:

- raising awareness
- encouraging inactive supporters to action and connection with groups
- Baby steps first (phone calls to legislators)

## Reminders when encountering people you don't know in real life/over the phone:

1. Be chatty and friendly
2. **Compliment** or **thank** them for something real
3. Bring up a political topic to test their response. If they're receptive, recommend the **5 calls free app**; if that goes well, mention **indivisible.org**. Give links, or give cards with links.
4. Acknowledge or account for the situation--e.g., if they're on a recorded line, tell them you do not need/want them to respond (before #3). Do not interfere with their work.
5. Do not ask for their views. Do not put them on the spot.

## Sample opportunities:

- Checkout clerks, hair stylists, appointment schedulers, medical providers, others waiting in line, bank tellers, financial representatives (on phone), providers of any kind of service on phone or in person.

## Sample “test balloons”

- Remark on **weather** > connect to climate change > mention gov’t privatizing or ending programs that combat climate change or help with climate emergencies
- Remark on **prices** > connect to downturn in economy or tariffs or boycotts by other nations or CDC’s choice to avoid action on avian flu (eggs), etc.
- Thank people for working for a company that supports **DEI** (e.g. Costco) or express unhappiness that company no longer supports DEI (“I’m sad that...”)
- Express concern about future of **medical** services > anti-immunization stance of HHS, risks to Medicare/Medicaid, cancer research, no action on avian flu, etc etc
- Cite **stress** and attribute to politics (any contact with health care employees)
- Mention **taxes** > long wait times on phone/delayed refunds > cuts to IRS staff

## Ideas for talking with friends/family:

- *“I know we’ve avoided this topic in the past. I’m wondering about your thoughts today.”*
  - Listen with curiosity and compassion.
  - If they mention a concern, ask if they can tell you more about it.
  - Affirm feelings/find points of connection.
  - Avoid arguing or presenting evidence.

## Some Selected Resources

1. Choose Democracy (<https://choosedemocracy.us/what-can-i-do/>) (*Nonviolent action guidance*)
2. Heather Cox Richardson’s Substack (<https://heathercoxrichardson.substack.com/>) (*Political history insights*)
3. 5 Calls (<https://5calls.org/>) (*Political advocacy tool*)
4. Indivisible (<https://indivisible.org/>) (*Grassroots activism network*)
5. Americans of Conscience Checklist (<https://americansofconscience.com/>) (*Civic engagement resources*)
6. Leaving MAGA (<https://leavingmaga.org/>) (*Support for former MAGA members*)
7. ISIAIAH (<https://isaiahmn.org/>) (*Minnesota Interfaith coalition*)
8. WTF Just Happened Today (<https://whatthefuckjusthappenedtoday.com/>) (*Daily 1-paragraph summary of political news*)