



NO KINGS / HOST TOOLKIT

NO KINGS HOST HOTLINE

Live from 8 a.m. – 8 p.m. ET

Call (301) 973-0013 to ask questions, problem solve, and flag emerging security issues.

QUICK LINKS AND KEY RESOURCES

- [Toolkit: Versión en español](#)
- [Speaker Guidance](#)
- [Attendee Best Practices video](#)
- [Printable Know Your Rights cards](#)
- [No Kings Know Your Rights Guide](#)
- [Form to change your event details](#)
- [No Kings Host Promotional Toolkit](#)
- [Graphic Library](#)
- [Host Office Hours \(Everyday at 1:30pm ET.\)](#)
- [Safety Plan Worksheet \(PDF\)](#)
 - [Safety Plan \(Google Doc Version\)](#)
- [No Kings Website](#)
- Safety, Security, and Day-of Preparedness
 - Democracy Security Project Resources
 - [Understanding Law Enforcement](#)
 - [Event Safety: What to Know and Do](#)

- [Event Safety Communications Framework](#)
- [De-Escalation Script & Tips](#)
- [Event Emergency Preparedness](#)
- [De-Escalation Pocket Guide](#)
- [Protest Pocket Guide](#)
- [Indivisible's Safety, Security, and Digital Preparedness for a Second Trump Administration Resource](#)
- [ACLU's Know Your Rights Resource](#)
- [Beautiful Trouble De-escalation One-Pager](#)
- **Social Media Quick Tips:**
 - When posting, make sure you're using the hashtag #NoKings{YOURCITY}, no spaces needed. Examples: #NoKingsGreensboro, #NoKingsAustin. Does your city have a twin? Do this: #NoKingsPortlandOR #NoKingsPortlandME
 - [Photography & video tips](#)

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WHAT IS "NO KINGS"?

In June, we did what many claimed was impossible: peacefully mobilized millions of people to take to the streets and declare with one voice: America has no kings. And it mattered. The world saw the power of the people. President Trump's birthday parade was drowned out by protests in

every state and across the globe. His attempt to turn June 14 into a coronation failed, and the story became a rallying point for a movement rising against his authoritarian power grabs.

NO KINGS is a peaceful national day of action and mass mobilization in response to the increasing authoritarian excesses and corruption of the Trump administration, which they have doubled down on since June. They are targeting immigrant families, profiling, arresting and detaining people without warrants; threatening to overtake elections; gutting health care, environmental protections, and education when families need them most; rigging maps to silence voters; ignoring mass shootings at our schools and in our communities; and driving up the cost of living while handing out massive giveaways to billionaire allies, as families struggle.

- ★ President Trump is currently eroding checks and balances by exercising raw executive power in every way he can. We will not stand by as this happens.
- ★ Instead of allowing the president and his friends to believe that their attempts at silencing dissent and shows of force intimidate us, we will take to the streets and show them: Americans across the country will not cower in response to President Trump's authoritarian takeover—we reject strongman politics and corruption and will fight until we get the representation we deserve.
- ★ Alongside local organizers, partners, and leaders from across the pro-democracy & pro-worker movement, we will demonstrate organized nonviolent people power that outpaces any authoritarian aspirations.
- ★ At events, attendees will receive Know Your Rights cards, or instructions on how to download them, to empower us to keep demanding that our rights are respected. We'll also use it to start a conversation about how we're going to fight back and care for each other with our communities.

STATE OF PLAY: WHY WE'RE MOBILIZING ON OCTOBER 18

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.

 **He's using OUR tax dollars to pay for HIS power grabs:** The president is pouring public money into his authoritarian takeovers of cities—deploying federal forces, seizing

local police departments, and funding mass detention and deportation operations—while cutting services that working families rely on every single day.

 **We are united against kings:** President Trump has openly said he wants a third term and is already acting like a monarch—seizing control of D.C., threatening other cities, and using federal forces against his own people. But the American people don't bow to kings. Together, we will peacefully mobilize, yet again, 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. This administration has 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 they've gone too far, this movement is for you.

We're standing together against the abuses of power, cruelty, and corruption. On October 18, we gather to remind President Trump and his enablers: America has no kings!

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, nonviolent, national rejection of this crisis.** On October 18, 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. [Check the map](#) before registering your event so you're not overlapping with another that's already been planned!

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. Over 2,100 events took place in June, organized by individuals and groups alike. If you've got some time and a passion to make change, we're here to support making your event impactful.

What to Know Before You Host

1. **[CHECK THE MAP](#) 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 existing 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.

1. **JOIN UPCOMING TRAININGS.** We're asking event hosts to join us for training calls on safety, security, and de-escalation; volunteer recruitment and management; and messaging and production. Please prioritize attending the safety/security training—and invite your fellow leads to join us for any or all of these calls to learn how to execute an impactful event. [Learn more](#).
2. **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. So watch out for emails, calls, and texts, especially because resources will be updated before October 18. If you have questions in the meantime, you can email host@nokings.org.
1. **ONE-ON-ONE SUPPORT:** The No Kings team is here if you need support getting your event on Mobilize or making edits, planning and recruiting for your event, or need to be in community with others doing this work. *RSVP links coming soon!*

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. To make edits to your event once it's been approved, please [complete this form](#).

For more guidance, [watch this video on how to set up your event in Mobilize](#).

No Kings Mobilization Tactics

On October 18, we will host peaceful 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 October 18 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 October 18. 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 a congressional district office, or a banner drop if permitted. Visibility is the key component—so make your signs, get your banners, [wear your yellow](#), and plan your chants!

A core principle behind all No Kings events is a commitment to nonviolent action and no civil disobedience. 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.

RESOURCES FOR HOSTS

KEY RESOURCE! Dial (301) 973-0013 for our HOST HOTLINE starting Wednesday, October 15th!

The host support hotline will be live from 8am – 8pm ET on Friday October 18 and 8am – 11pm ET on Saturday October 19. You can call this line to ask questions, problem solve, and flag emerging security issues. If you call outside of these hours, leave a voicemail and we can get back to you, or email host@nokings.org or security@nokings.org outside of hotline hours.

Messaging

FIND NO KINGS [SPEAKERS GUIDANCE HERE](#).

- ★ **He's using OUR tax dollars to pay for HIS power grabs.**
 - Trump is pouring public money into his authoritarian takeovers of cities—deploying federal forces, seizing local police departments, and funding mass detention and deportation operations—while cutting services that working families rely on every single day.
- ★ **We are united against kings.**
 - President Trump has already indicated that he's aiming for at least a third term. 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. The administration has 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 they've gone too far, this movement is for you.
- ★ **That's why we say: No Thrones. No Crowns. No Kings.**
 - No Kings is about defending the ideals we fought for. This country doesn't belong to strongmen. It belongs to the people.

[Guia de Mensajes en Español](#)

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!

Bring the American flag! It's past time we remind this nation, and the world, of the true definition of America: A nation that accepts your tired, your poor, your huddled masses and ensures they have the right to every freedom guaranteed to the person standing next to them.

Bring out your American flags, encourage your attendees to do the same, and let's reclaim this symbol and remind the world that the freedom we stand for is freedom for all.

Security

A core principle behind all No Kings events is a commitment to nonviolent action and no civil disobedience. 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.

KEY RESOURCE! Here is a worksheet to help the host and event safety lead create a safety plan for their event. It walks through the types of roles to have, training materials, scenarios to think through, and how to create a communications structure.

- ★ [Printable Version](#)
- ★ [Editable Google Document](#)

Event hosts are required to attend or watch an upcoming safety and de-escalation training to learn more about how to integrate best practices into their event. **Two trainings will take place. [RSVP for either September 25 at 8 p.m. ET or October 9 at 9 p.m. ET.](#)** A full recording and mini training will also be shared.

Events must also have a safety lead (more on that role below!). [Please let us know your safety lead by filling out the required survey here.](#)

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 and how to build a safety plan to help ensure your event is as safe and welcoming as possible for all attendees.

Have questions? Come to host office hours to talk them through. Details on host office hours can be found in your email inbox, or you can request the RSVP link at host@nokings.org.

In addition, here are a few safety and security-related resources to check out:

★ **NEW! Resources from the Democracy Security Project:**

- [De-Escalation Pocket Guide](#)
- [Protest Pocket Guide](#)
- [Event Emergency Preparedness](#)
- [De-Escalation Script & Tips](#)
- [Event Safety Communication Framework](#)
- [Event Safety: What to Know and Do](#)
- [Understanding Law Enforcement](#)

- ★ [Beautiful Trouble's Assertive Intervention & De-Escalation Tools & Tips resource](#)
- ★ [Streetwise & Steady's Workbook for Action Peacekeepers or Event Marshals](#)
- ★ [Indivisible's Safety, Security, Rights & Conflict De-escalation resource](#)
- ★ [ACLU's Know Your Rights resource](#)
- ★ [No Kings: Conoce tus derechos](#) (ACLU's Know Your Rights resource in Spanish)

If you should have any safety questions or concerns about your event, please email us at security@nokings.org.

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

Managing Insurance Challenges

Insurance needs usually come up when the location or plan you've made for your event requires a permit - maybe because you'll be blocking a full sidewalk or street, maybe because you'll be using speakers or amplified sound, or other specifics that can come up based on local laws. One of those things might trigger the need for a permit, and then the local permitting laws might require insurance. Or perhaps the venue you've chosen might require insurance in order to host you. Unfortunately this is an area that has become more challenging over the past few months - fewer insurers have been willing to insure political events.

Here are the steps you can take if you are looking for insurance for a protest and insurance - sometimes referred to as a Certificate of Insurance, or COI, is required by the venue or permit:

- ★ First, reach out to a local insurance broker. You can simply google insurance broker plus the name of your town or region. Ask them if they will insure the event.
- ★ If you reach out to some local brokers and no one says yes, your next step is to **contact the party requesting the COI and request a waiver of the insurance requirement on the basis that your use is protected first amendment speech**. This would be the owner of the venue or the local municipality requiring the permit.
- ★ You also might try reaching out to these specific brokers, although there is no guarantee they will insure protests or rallies:
 - [RVNA](#)
 - [Three Arbor](#)
 - [Totaleventinsurance](#)
 - [The Philadelphia Insurance Companies](#)
 - [Insurevents – Entertainment and Sports Insurance](#) (they may insure protests and rallies)

If pursuing insurance - or requesting a waiver based on freedom of speech - is unsuccessful, you can next consider changing the location or structure of your event. This might look like a

few different options and the best one will depend on what is triggering your need for insurance in the first place. You can consider:

- ★ **Moving to a different public space.** Is there another, larger venue that would not require a permit? Or one in a slightly different jurisdiction that might have different rules (such as across a town line into county land).
- ★ **Planning to space your crowd in a way** that doesn't block the entire street/sidewalk (like a honk and wave rather than march), or otherwise avoids the thing that is causing you to need a permit in the first place. One large event is planning on lining a mile-long stretch of downtown sidewalk, rather than congregating in a single crowd, as an event design that does not need a permit.
- ★ **Removing amplification or other factors** causing the need for a permit (which might then require insurance)
- ★ **Moving to private property whose owners are willing to host you.** For example, is there a union hall, house of worship, or business with a large parking lot willing to host you? Events must not happen on private property without the consent of the owner, so this might not be an option for rented space. and they might have insurance requirements of their own.
- ★ **Move to campus.** Student clubs often have a special process for reserving campus spaces, including large, outdoor, public venues. If there is a club or organization at a local college or university that is part of your planning process, could they consider submitting the paperwork to host the event on campus? This might be a good opportunity to do some outreach! However, it's important to note that campuses have their own rules about members of the public being on campus property.

We strongly encourage you to pursue creative ways to structure an event that avoids permit or insurance requirements if you absolutely cannot find a way to secure those. Free speech is fundamentally our right, and we need to exercise those rights in order to keep them. Those of us on the No Kings planning team are doing everything we can to find more solutions on this front, and we'll keep you posted if there are any big breakthroughs.

Disclaimer: Depending on your venue, there may or may not be an expectation that hosts secure event insurance coverage. Be aware of your venue's requirements, search early for insurance options, and think about alternative plans if permits require insurance.

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, and more will be added as we get closer to the events.

Host trainings. Join us for prep calls and trainings that will cover topics from media and messaging, de-escalation and safety, and more. [Learn more.](#)

Host office hours. Join our office hours for an opportunity to ask questions specific to your event, learn from other hosts, or connect with our team. Schedule and details on how to join have been sent to the email address you registered your event with. If you can't find that email, email host@nokings.org for more info.

Safety and security resources. [Register for our safety and security training](#). Use our safety planning worksheet to prepare for your event. You can [print a PDF](#) or make a copy of our [editable Google Doc](#). Additional resources are [detailed above](#).

Other resources.

- ★ [Songs and Chants](#)
- ★ [Interfaith Resource](#)

If you have questions, email events@nokings.org.

PLANNING YOUR EVENT

As we approach October 18, 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.

KEY RESOURCES! Check out these videos with tips for hosts and attendees!

- ★ [Best Practices for Hosts](#)
- ★ [Tips for No Kings Attendees](#)

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.*
- *To enhance visibility and unity, [we are encouraging hosts and participants to wear yellow](#), to show collective strength in the face of oppression.*

Register your event to recruit through Mobilize and the No Kings website. Once your event is registered on Mobilize, 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, and recruit more support from attendees who RSVP to your event on Mobilize.

Fill out your host survey. [Please be sure to complete the survey here](#), so we have all of the information we need to ship you materials. We will also need you to outline who your safety and media leads are for our records.

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
- Immigrant rights organizers
- Community leaders/nonprofit workers in spaces fighting back against ICE
- People directly impacted by the Trump administration's militarization and abuses of power
- Faith and union leaders
- People who rely on Medicaid or other threatened services
- Parents and children facing education cuts, right-wing curricula, or book bans
- Elected officials

Please note: Do not invite candidates to campaign for themselves at events, to ensure we maintain compliance with all relevant political laws.

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.

Provide your speakers with the No Kings [speakers' guidance document](#) so they understand the central messages and guardrails for their remarks.

Prep your speakers. Outline your messaging and prep your speakers with a script or some kind of outline. [Use this speaker guidance](#) to find messaging topline, calls to actions, and other key points to focus on during your event. If necessary, take some time to rehearse your program.

Prep the Know Your Rights Call to Action. At every event, we're asking attendees to share 'Know Your Rights' information with their community. This could involve taking a stack of physical cards

shipped to you (if you requested them on the host survey) or directing them to [the No Kings website to share the link, or download, print, and use the cards on their own](#).

We know that our rights are under attack, and reminding ourselves and our communities that we still possess these rights and are proud to exercise them is critical. Hand them out to your people. Use it to start a conversation about how we're going to fight back and care of each other.

The cards also serve a couple of other functions. The cards have a QR code that people can use to access additional Know Your Rights information, as well as tips and tools for organizing your community to defend our rights. They also have the No Kings logo on them, because we know we want to create a sense of community as we spread our defiance. Every time you hand one to someone, it's like welcoming them into our movement as a valued partner in the fight for our democracy. And a visual reminder of what we're all saying together - No Kings.

Be sure to prep your speakers to mention the cards as well, so everyone knows where to find them!

Build a Recruitment Plan and start recruiting. Once your event is registered and on 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 your event link, and think about creative ways to get the word out—including neighborhood group chats, local bulletin boards, flyers, and more. [Here's a toolkit with sample language you can use for email and social media posts](#). ([Versión en español](#))

Prepare any props or setup needs. At the very least, you need a megaphone and a few signs with your demands. If 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.

KEY RESOURCES! Check out these resources to help you when seeking media attention!

- ★ 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](#).
- ★ For examples of emails, social media posts, and press releases, [check out our Host Promotional Materials toolkit](#). ([Versión en español](#))

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: Send an advisory

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 is coming soon!

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 \(CCC\)](#) (scroll down to “submit a record”), 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.

Step 8: Amplify your event on social media

Post photos and videos across your social platforms, and tag news outlets, influencers, and public figures you want to notice your event. Don't forget to tag the national Indivisible account so we can amplify your posts. Check out [Indivisible's Social Media Guide](#) for more inspiration.

Step 9: Help us memorialize the event

Send us your best photos and videos. We're going to need your help to make sure every moment of the No Kings Day of Peaceful Action is captured and memorialized as quickly as possible.

- ★ At the start and end of your event ask your volunteers or attendees to share their photos and videos with you—we suggest having them drop them to a google drive folder.
- ★ Get explicit permission from your attendees that they consent to their photos and videos being used in promotional material, social media posts, media, and other outreach by No Kings coalition partners. Please let them know by sharing their photos with you that they are granting permission to the No Kings coalition to use their photos and video.
- ★ Select your favorite 10 photos & videos—it's okay if you select more—and rename the files (ie: AustinTX_Speaker1.mov OR BostonMA_March.mov OR ChicagolL_FunnySign.jpeg)
- ★ After you have renamed your files, send them to photos@nokings.org

KEY RESOURCE! Photography + Video Tips. Here are some tips to keep in mind when taking photos and videos at your event.

- ★ **Tell a Story.** Capture wide shots to set the scene, medium shots to show the action, and close-ups to capture emotion or details (e.g., signs, faces, hands, etc.).
- ★ **Focus on Emotion & Action.** Look for moments of strong emotion or significant movement (chanting, marching, embracing, confronting). These make the most powerful images.
- ★ **Keep It Steady.** If shooting video, try to keep your phone or camera stable. A small tripod or handheld stabilizer helps, or use a wide stance and steady grip.

- ★ Use Natural Light. Avoid using flash, especially at night—it can draw unwanted attention and flatten the scene. Look for light sources like streetlights or lit signs.
- ★ Record Ambient Sound. Sound can carry just as much emotional weight as visuals. Record ambient sounds: chants, speeches, silence, tension.

KEY EVENT ROLES

- **Safety lead:** A safety lead is the person who creates and implements a safety plan to keep all events peaceful, non-violent, and deescalate if any scenarios arise. **All events MUST have a safety lead, who is separate from the event host.** Your safety lead doesn't need to have any prior experience in this role; we are here to help train and support! They just need to be willing to join the trainings and implement what they learn there. [Let us know your safety lead by filling out the required survey here.](#)
- **Media liaison:** Press outreach is most effectively handled by one person who can respond to requests and make connections with speakers.
- **Master of ceremonies (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.
- **Know Your Rights Card lead:** This person will either organize folks to hand out stacks of cards if you got some shipped to you, or help people access the website to share the cards digitally or print their own.
- **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 be sure 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.
- **Reminder messages:** Before your event, send out a reminder message via Mobilize to alert all RSVPs of the event with all the relevant information they need (location, signage, etc.).
- **Immediately before the event:** If you have a media liaison, have them greet local press and give reporters the information they need or 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!”
- **Call to action:** The MC should clearly state where to get the Know Your Rights cards, either in person or online, and how people should share them with their community to demand our rights are respected. Keep checking back to the website as resources will continue to be added. Repetition is always helpful at events like these, so be sure to share it many times during the event.
- **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 head counts, etc.).

FAQS

We know there is a lot that goes into hosting an event, and it can sometimes be overwhelming, so our team has compiled a list of resources for you to have at the ready as we get closer to October 18, our No Kings day of nationwide mobilization. In addition to everything included above in this Host Toolkit, we have compiled a list of some frequently asked questions that might come up as you are finalizing the details for your event.

Safety Security

What do I do in case of a security issue?

- **If there is an imminent threat or medical emergency, call 911.**
- If applicable, identify and report to local law enforcement for assistance.
- **If there is a nonemergency issue, please email security@nokings.org.**
- For legal assistance after the fact, please contact the regional representative for the [National Lawyers' Guild](#).
- If you want to request legal observers from the National Lawyers Guild to attend your event to document any violations of civil liberties, [you can reach out to the regional representative now!](#)

Our RSVPs have grown a lot. Do I have enough marshals?

- It's not too late to recruit more helpers! You can [share our de-escalation materials](#) with new recruits in advance, and your safety lead can meet at your event location early with any late additions to the safety team to get on the same page.

I received a threatening email. What should I do?

- We take event safety very seriously. Unfortunately, threatening communication directed at hosts does happen from time to time. Fortunately, the majority of these attempts to bully and intimidate do not carry a significant, credible risk of violence.
- If you receive a nonemergency threat, please forward it to security@nokings.org with your name, the event name, the event location, & stated time of your event included in your message.
 - Do not delete the email—it is encoded with digital information that might be useful to assess who sent it and how credible it is.

- The No Kings team will further investigate the threat and make recommendations on how to proceed with the event.

Planning Unexpected

As hosts, it's important that we keep our event's overall success in mind, even as we need to pivot and adapt to changing circumstances. Things don't have to go exactly as we imagined to go well! It's not the plan that's important—it's outcomes like these that matter most:

1. **Keeping people safe:** Our commitment to nonviolence and de-escalating conflict at the event is of paramount importance, so that people remain in the movement and we reflect our values. However, safety also extends to other aspects of the event, such as concluding your outdoor event if there is lightning or damaging winds, ensuring that everyone feels and is safe.
2. **Making our point:** We're gathered for a purpose, and we should prioritize making that impact. For example, if our sound system has technical difficulties, we can still be loud and be heard by using chants!
3. **Leaving attendees feeling empowered:** October 18 will be a historic day of action, but it won't end the power grab all at once. We must strive to inspire people to keep coming back and utilize this event as a means to help sustain them for the longer battles ahead. Think about your local organizations and the future calls to action you might use to keep attendees engaged.

Please keep outcomes like these in mind as you encounter logistical hurdles, and be prepared to improvise. Some specific issues you might encounter:

Some of my speakers didn't show up! What should I do?

- That happens, and it's OK! You can fill the time with [chants or songs](#) or simply move up the speaker lineup and end the program a little early.

We have too many people for the event space. What should I do?

- If possible, find an overflow area nearby. Ensure it's a public area where you can gather without a prior permit.
- Folks should stay on sidewalks and not block any traffic.
- If the area is too far from your scheduled speakers, that's OK! Turn it into a honk and wave, or if not by a road, maybe it's a park—you can chant together!

Our volunteers didn't show up or cancelled at the last minute.

- That happens sometimes, and it's OK! Take a second to think about the people you invited to the event. Could any of those folks step up for a volunteer role? Do any of your volunteers attending the event have friends or trusted individuals who could help out or whom they could call to assist?

I forgot something at home, and my event is about to start soon.

- First, decide if the item was a nice-to-have or a must-have.
- If the item was a must-have, is it something that could be purchased nearby for a small amount of money? Could you send a volunteer to do that?
- If not, is there someone you trust who can stop by your house (perhaps they have a spare key or can meet you somewhere to retrieve it)?

The weather forecast is bad.

- Make sure you are up to date on the local weather forecast. If you haven't already, make sure to download the AccuWeather app and have the location set to your event location.
- If it's raining and you have technical equipment:
 - Try to keep all A/V equipment under a tent. In lieu of a tent, please be prepared by bringing garbage bags and/or tarps to cover the equipment.
 - If your sound system is inoperable, you could pivot to chants or the "people's mic" style of call-and-response, or pivot to [chants and songs](#).
- If it's going to be hot, humid, or have a high UV index, please ensure you have water, shade, or both on site.
- Create a weather safety plan: Decide where to go in case of severe weather and create a plan to communicate that out to the crowd. Communication could include [emailing your RSVPs from your Mobilize event with an update](#).
- **In the event of extreme weather that poses a physical risk to attendees as they travel to and attend your event, the best course of action is to cancel the** event. Examples of this include flooding, dangerous driving conditions, tornadoes, and thunderstorms. A handful of hosts experiencing these conditions have cancelled their events.
 - If you have decided to cancel due to extreme weather, please [refer to the guidance below](#).

Mobilize Tools

Help! I need to edit my event at the last minute (e.g., due to a change in venue).

- The basic details of your event (time, location) are editable on your event host dashboard, but the text within your event description can be edited only by a Mobilize administrator. [For those fields you can edit, here's a video walking you through how to make edits on Mobilize](#).
- To update your event time or location, visit your host dashboard. You can access your host dashboard by opening mobilize.us/nokings, clicking on Menu, and selecting "No Kings" from the drop-down menu under "Organize For."
- If you need to make a change in the text of your event description, please submit a request using [this form](#). This form expedites the edit request process. Please DO NOT email our inbox.

- **NOTE 1:** The Event Support Team reserves the discretion to make requested changes to your event description.
- **NOTE 2:** In the 48 hours leading up to October 18, the Event Support Team will be updating only that information critical to your attendees' ability to participate in your event (e.g., updating the location or time in your event description).

I submitted my event on Mobilize, but I'm not seeing it yet ...

- Registered events are being reviewed and approved on a daily basis, but there are understandably many events to review, so please allow 48-72 hours for approval. If your event is not approved, you will receive notification from our events team.

How do I email my RSVP list in Mobilize?

- [Here is a tutorial from Mobilize](#) on how to email the registrants of a specific event.
- Note that Mobilize supports formatting in emails (so you can add hyperlinks, bold things, etc.), but it's a little trickier than your personal email. [Here is an explanation from Mobilize on how to format emails in their tool.](#) But when in doubt, plain text is best!

I have X number of people registered for my event. How many people should I plan for?

- Great question! At many political events, it's common to use the "rule of halves" to assume that half of the people who sign up will actually attend. However, we are seeing tremendous energy and interest in these events. Therefore, it's possible that many people planning to attend who have not registered may do so, particularly if the event address is publicly available to anyone, regardless of whether they have RSVPed or not. As a result, we think you should plan for AT LEAST the number of RSVPs you have and, depending on your setup, up to twice as many people. This math will be very different if you have 30 RSVPs vs. 3,000, and we have many of both types of events.

Cancelling Your Event

Something has come up at the last minute, and I can no longer host the event (e.g., I contracted COVID, my child care fell through, I have had a family emergency). **Should I cancel my event?**

- We encourage you to try to find a way for the show to go on with someone else as the host! Can you find someone else to step in as host? If you have a team working with you, such as your safety lead or press spokesperson, could you ask them to step into the host role? Is one of your speakers able to become the emcee?
- If you need to, you could call through your event registrants in Mobilize or send an email to your signup list asking if anyone can step in. [Here's information from Mobilize on how to send a message to your RSVP list.](#)
 - You should have a conversation with anyone who responds to ensure they are trustworthy and understand the assignment (share key documents with them, etc.).

- If nobody can host, you can email events@nokings.org to request support in finding an alternative host.
- If absolutely necessary, you can cancel your event by logging into Mobilize, editing the event, and clicking “delete.” This will trigger an automated email to your registrants.
 - BEFORE YOU CANCEL your event, we recommend the following:
 - [Check the event map](#) to see if there are other events nearby yours that you can encourage your attendees to go to instead
 - Send a message to your RSVP list. [Here’s information from Mobilize on how to send a message to your RSVP list.](#) Explain why you’re cancelling and include the suggestion to attend another event nearby and link to the No Kings event map or a nearby event directly. You will not be able to reach your RSVP list once you cancel your event, and you will not be able to un-cancel your event without an administrator.
 - **Please be aware that same-day cancellations can create significant confusion and risk that things go awry.** Not all RSVPs will see the cancellation email, and many people might be planning to attend who have never registered online. So people are likely to show up to your event venue at the start time, even if you cancel it online. A confused crowd with no clear leader is a bad outcome. For this reason, **we ask hosts to avoid last-minute cancellations if at all possible** and instead reach out to your support network to figure out how to make the event successful under new circumstances.
 - You should NOT allow an event to take place without a leader, since it’s important for someone to be responsible for safety at the event.

I Need More Volunteers. How Do I Get Help?

I need more volunteers (for safety marshal roles, speakers, or to help on-site setup/cleanup, etc.).

- Ask for help! You can start with trusted friends, family members, or allies from other organizations—the kind of people you can call in a pinch!
- RSVPs are a great source of potential volunteers for your event! If you’d like to add a checkbox to your event page on Mobilize asking if new RSVPs would like to be a volunteer, please fill out the event edit form here. Under the changes to be made, put in “add volunteer checkbox.” The checkbox will say “Yes, contact me if volunteers are needed.”

Then, once the checkbox is added, when a new RSVPs checks the box, it will be indicated in your RSVP list on your mobilize dashboard and you can reach out to individuals about the roles they can do to help.

- You can also message your attendees in Mobilize:

- Your Mobilize signup list includes your registrants' phone numbers, if they included it when they RSVPed. Is there anyone who has reached out to you as a host to offer help whom you can call?
- [Here is a tutorial from Mobilize](#) on how to email the registrants to a specific event.
- Note that Mobilize supports formatting in emails (so you can add hyperlinks, bold things, etc.), but it's a little trickier than your personal email. [Here is an explanation from Mobilize on how to format emails in their tool](#). But when in doubt, plain text is best!