

## Top 10 Rules for Effective, Peaceful, Non-Violent Protest

### **1. Non-violence is a strategy, not just a value.**

Peaceful protest isn't passive. It's a deliberate tactic that protects participants, keeps public support, and denies opponents the excuse to discredit or suppress the movement.

### **2. The public is always watching—act like it.**

Every protest is a live demonstration of our values. Media, undecided neighbors, and potential allies will judge the cause by the behavior they see, not just the message on the signs.

### **3. Don't give opponents what they want.**

Authorities and bad-faith actors often *want* chaos so they can justify crackdowns. Calm discipline, even under provocation, takes away that leverage.

### **4. Stay on message—discipline beats volume.**

Clear demands, consistent language, and unified chants are more powerful than scattered anger. Repetition builds understanding; confusion dilutes impact.

### **5. De-escalation is strength, not weakness.**

Walking away, lowering voices, and calming others protects everyone. People who can keep their composure under stress control the situation.

### **6. Protect each other, especially the most vulnerable.**

Non-violent protest works best when participants look out for one another—legally, physically, and emotionally. Community care is part of the strategy.

### **7. Don't engage provocateurs—document them.**

Anyone trying to incite violence or vandalism is not helping the cause. Do not argue or confront—step back, alert peace marshals, and document safely.

### **8. Lawful behavior increases legitimacy.**

Knowing protest permits, local laws, and your rights helps prevent unnecessary arrests and keeps attention focused on the issue, not the disruption.

### **9. Numbers matter—but only if people feel safe joining.**

Peaceful actions attract families, elders, workers, and first-time activists. The broader the coalition, the harder it is to ignore or dismiss.

### **10. Change is a marathon, not a moment.**

One protest rarely “wins” by itself. Non-violence builds long-term credibility, alliances, and momentum—exactly what lasting change requires.

*“Non-violent protest isn't about being polite—it's about being effective.”*