



PART II: GET SET

REBEL ROAR

**"IF YOUR REGIME IS NOT STRONG
ENOUGH TO HANDLE A JOKE,
THEN YOU HAVE NO REGIME."**

JON STEWART



**"THE TIME IS NEAR AT HAND WHICH
MUST DETERMINE WHETHER AMERICANS
ARE TO BE FREE MEN OR SLAVES."**

GEORGE WASHINGTON

WHAT : **REBEL HEATSHEET**

The 21 strategies in Part II are all designed to be fun and funny. Capitalism may hold billions of dollars and enough bombs to wreck the world, but laughter makes fat cats shake in their boots. Because humor is the one thing that capitalism, try as it might, can never eradicate.

With the principles of capitalism and social change in mind, the Rebel Heatsheet offers 21 social change strategies to disrupt the assumptions around capitalism's most vital pillars. The rebel fight is fortified by having fun: the key rebel ingredient in all 21 strategies.

The Heatsheet is divided into a four-step process to build lasting social change:

A) DISSENT:

Social change begins by regular people deciding that they themselves are ready to raise their voice and take direct action.

B) COMBINE FORCES:

Social change only succeeds when lots of people organize and unite around one problem, like capitalism.

C) CRACK JOKES:

Social change will only win if a movement can identify their opponent's weakest point. Humor is capitalism's kryptonite.

D) VIVA LA REVOLUTION:

Social change movements will only succeed if something entirely new can be put forward that's better than today's business-as-usual.

The Rebel Heatsheet on the following sums up all 21 strategies. The lowdown and As, Bs, and Cs of each tactic are explained more fully throughout Part II.

- **REBEL:**
Provides the “how to” for each tactic.
- **DISRUPT CAPITALISM:**
Explains why the tactic disrupts our status quo.
- **HAVE FUN:**
If we rebels stop having fun, we’re losing.

Every tactic also includes a “bonus” because there’s always room for rebel creativity to improve and refine our rebel tactics (like taking a strategy that works well in one particular place and reworking it for another location).

Rebels: you’ve finished Part I, which was all about getting ready. Now you’re into Part II, all about beginning to roar the rebel roar. Are you set?

REBEL HEATSHEET

| HAVE FUN | DISRUPT CAPITALISM |
|---|--|
| A) DISSENT: SPEAK OUT | |
| 1) Smile, Be Happy | Making people smile with random acts of kindness DISRUPTS capitalism’s myth that strangers are unkind. |
| 2) Walk on the Wild Side | Learning local laws and defying the silly ones DISRUPTS capitalism’s meme to “follow the rules.” |
| 3) Get Weird | Embracing funky styles, like spoof suits, DISRUPTS capitalism’s boring fashion rules. |
| 4) Take a Dive | Recycling strategies, like dumpster diving, DISRUPTS capitalism’s drive for constant consumption. |
| B) COMBINE FORCES: ORGANIZE | |
| 5) Do a Little Dance, Make A Little Love | Participating in “spontaneous” flash mobs DISRUPTS capitalism’s control of public spaces. |
| 6) Forward March | Staging catchy protests with clever costumes DISRUPTS capitalism’s determination to hide from the media. |
| 7) Curb Penalty Fees* | Filling empty meters to sidestep parking tickets DISRUPTS capitalism’s ability to collect government revenue. |

REBEL HEATSHEET (CONT'D)

| HAVE FUN | DISRUPT CAPITALISM |
|---------------------------------------|--|
| 8) Pop a Squat | Squatting with friends DISRUPTS capitalism's definition of property rights. |
| 9) Strike a Match | Burning symbolic objects with Flag Burn Parties DISRUPTS capitalism's dependency for public apathy. |
| C) CRACK JOKES: PUNCHY PRANKS | |
| 10) Applaud Your Adversaries | Issuing satirical awards, like "polluter of the year," DISRUPTS capitalism's plea for consumerism without question. |
| 11) Turn On, Tune In, Drop Out | Surfing the web with free ad blockers DISRUPTS capitalism's investment in online infrastructure. |
| 12) Play Hooky | Joining group hooky days out of the office DISRUPTS capitalism's foundation of workforce support. |
| 13) Take a Swipe | Gaming classic payment methods with Penny Swipes DISRUPTS capitalism's insatiable appetite for cheap credit. |
| 14) Layoff The Pump | Bypassing gas payments with "bike to work parties," DISRUPTS capitalism's bet on the stock market. |

REBEL HEATSHEET (CONT'D)

| HAVE FUN | DISRUPT CAPITALISM |
|--|---|
| D) VIVA LA REVOLUTION: CREATE CHANGE | |
| 15) Share if You Care | Using peer-to-peer platforms, like ridesharing, DISRUPTS capitalism's affinity for monopolies. |
| 16) Get By w/ a Little Help from Your Friends | Using alternative payments, such as bartering, DISRUPTS capitalism's dollar dependency. |
| 17) Fix The Vote | Electing funny fake leaders, like Mickey Mouse, DISRUPTS capitalism's legitimacy to operate. |
| 18) Fight Like a Guerrilla | Developing new and nonviolent guerrilla tactics DISRUPTS capitalism's ability to laugh off funny rebels. |
| 19) Burn the Man | Living the burner life at Burning Man DISRUPTS capitalism's sales-pitch that it's the best way to live. |
| 20) Brainstorm the Future | Organizing rebel events to brainstorm our future DISRUPTS capitalism's plan to stick with business-as-usual. |
| 21) Spread the Word | Writing messages in bottles to share #RebelCocktails DISRUPTS capitalism's attempt to stem a rebel revolution. |

*Tactic seven is intended to be illustrative in nature in order to highlight the importance of revenue collection. Actually adding change into someone else's expired meter IS ILLEGAL and A Rebel's Handbook DOES NOT condone or encourage doing so under any circumstance.



A) DISSENT

SPEAK OUT

SOCIAL CHANGE BEGINS BY REGULAR PEOPLE DECLARING THAT THEY THEMSELVES ARE READY TO RAISE THEIR VOICE. THE STRATEGIES IN SECTION A FOCUS ON FUN AND SIMPLE WAYS FOR YOU TO START SAYING “NO” TO CAPITALISM.



1. SMILE, BE HAPPY

MAKING PEOPLE SMILE WITH RANDOM ACTS OF KINDNESS **DISRUPTS** CAPITALISM'S MYTH THAT STRANGERS ARE UNKIND

THE LOWDOWN: Helping strangers out with random acts of kindness starts breaking down the barriers that today's form of capitalism has placed between us. Think about how people typically avert their eyes from everyone on a big city subway, for example. Yet, in reality, almost any person in any city would be happy to assist you if you actually needed help. Being a rebel begins by helping other people to disrupt the myth that strangers are unkind.

DISRUPTING CAPITALISM'S MYTH THAT STRANGERS ARE UNKIND

- A) REBEL:** Step one is an easy rebel recipe. It just takes you, a stranger, and one random act of kindness. For example: you can do something simple like hold the door open for someone you don't know. If you do, that stranger should end up smiling (Test: if they're not smiling, double check that you're not being a weirdo). Most people will smile, because the reality is this: who's not touched by someone doing something nice for someone else? Rebels: if you find yourself confronted by riot police, you can also help disarm them with unexpected kindness. How about sharing some warm coffee when you're out protesting on a cold morning?
- B) DISRUPT CAPITALISM:** Capitalism's myth that strangers are unkind or untrustworthy ends up making people feel more divided than we actually are. To put it another way, doesn't it feel like there are endless mountains and valleys dividing liberals and conservatives? But the simple reality is, we're all just people who mainly want the same old things: life, liberty, and the pursuit of happiness. If enough people start helping out others, our message becomes resolved: we are uniting.
- C) HAVE FUN:** Hopefully a well-intentioned act of kindness sounds more fun than boring alternatives, like watching more TV. Have you ever done a random act of kindness and watched a big smile leap onto a stranger's face?

BONUS POINTS (A+B+C):

Capitalism makes people get super weird with money. For a bonus, fold money into your random act of kindness to increase your disruptiveness. Hint: next time you're paying for food on a long lunch line, disrupt capitalism, and randomly treat the stranger behind you.

"HUMAN KINDNESS HAS NEVER WEAKENED THE STAMINA OR SOFTENED THE FIBER OF A FREE PEOPLE. A NATION DOES NOT HAVE TO BE CRUEL TO BE TOUGH."

FRANKLIN D. ROOSEVELT



2. WALK ON THE WILD SIDE

LEARNING LOCAL LAWS AND DEFYING THE SILLY ONES **DISRUPTS** CAPITALISM'S MEME TO "FOLLOW THE RULES"

THE LOWDOWN: Most people's default is to follow the rules and capitalism runs on this compliance. Example: plenty of people don't jaywalk, even when they can do so safely, just because the law says so. With lots of capitalists losing sleep by the constant threat of rebels breaking big-time rules (like paying taxes), we rebels can plan a surprise attack by defying silly and unenforced rules instead.

DISRUPTING CAPITALISM'S MEME TO "FOLLOW THE RULES"

- A) REBEL:** Most people are already breaking capitalism's meme "to follow the rules" on a daily basis without even realizing it. There are so many silly laws it's hard to keep track of them. To name a couple: it is illegal to play dominos on Sundays in Alabama and to curse in front of two or more people in Mississippi.¹⁵⁴ ¹⁵⁵ For this tactic, search around online for silly laws in your community. Next, consider defiance. Alabama rebels: interested in a Sunday game of dominos?
- B) DISRUPT CAPITALISM:** Capitalism is dependent on having a government that can create and enforce laws. The capitalist meme to "follow the rules" traces back to as early as the 1700s when Jean-Jacques Rousseau published one of capitalism's most revered texts, *The Social Contract*.¹⁵⁶ According to this capitalist bible, if rebels start breaking laws, then we're breaking our social contract (and making a really big headache for capitalism). Rebels throughout history have bravely defied this social contract to call out unjust laws and demonstrate how difficult it can be for authorities to enforce compliance against dissenting citizenry (like that 1930 Salt March example we discussed earlier).
- C) HAVE FUN:** Some rebels choose to question unjust laws by engaging in courageous acts of civil disobedience. Their actions generally come with severe risks like prosecution, arrest, or death. However, there are other ways that rebels can flirt with the wild side and minimize the risk of reprimand. For tactic two, have fun by identifying humorous laws that are enjoyable to break and generally unenforced. Did somebody say skinny dipping?

BONUS POINTS (A+B+C):

Identifying silly laws requires time and effort, especially because rules vary by community. For a bonus, share your research findings with other nearby rebels to help keep the good times rolling.

"NOTHING IS MORE DESTRUCTIVE OF RESPECT FOR THE GOVERNMENT AND THE LAW OF THE LAND THAN PASSING LAWS WHICH CANNOT BE ENFORCED."

ALBERT EINSTEIN



3. GET WEIRD

EMBRACING FUNKY STYLES, LIKE SPOOF SUITS, **DISRUPTS** CAPITALISM'S BORING FASHION RULES

THE LOWDOWN: It may not seem like capitalism has a dress code at first glance, but look closer. Stockbrokers typically wear suits, cops have scary Star Wars style protest gear, judges have weird-looking medieval robes, and so on. Capitalism has an unofficially official dress code and it's pretty darn boring. Whose not tired of having to wear tight ties and scratchy stockings? Rebels: let's disrupt these fashion norms by getting weird.

DISRUPTING CAPITALISM'S BORING FASHION RULES

- A) REBEL:** Disrupting capitalism's fashion rules is fun and easy: just dress in a funky way. Whatever feels cool and liberating to you. Buzzing your hair, growing out your hair, getting a tattoo, or as Lady Gaga suggests, using sequins. No wrong way to dress here. The main name of the game is finding a fashion that's different from capitalism's same-old boring wardrobe. All kinds of styles should be embraced in an effort to help promote tolerance.
- B) DISRUPT CAPITALISM:** People who don't dress the part don't do to well under capitalism's current fashion rules. Example: people with visible tattoos generally have a harder time getting a high-paying capitalist job.¹⁵⁷ Even more malignant than our right to self-expression is the prejudices perpetuated by capitalism's fashion sensibilities. Take the Seminole Independent School District in Texas for instance. In 2014, a five-year old Native American student was sent home from his first day of kindergarten because his culturally significant ponytail was against the school district's rules.¹⁵⁸ Taking action can help disrupt capitalisms longstanding edict for us to dress and act in a similar and stodgy way.
- C) HAVE FUN:** If you look back at history, rebels have not always had the best fashion sensibility. Let's face it: military fatigues or bland worker shirts are just not the most fun. Use your fashion freedom for something new and daring. The more fun and funky you look, the more we rebels will help catch attention and raise awareness about our perilous status quo.

BONUS POINTS (A+B+C):

Capitalism's fashion standards encourage buying lots of cheap and new clothing on a frequent basis. But this comes with hidden costs, like child labor and slave-like factory working conditions. For a bonus, add second-hand clothes into the rebel style. Doing so helps disrupt vicious capitalist cycles, such as externalizing costs.

"AND NOW, I'M JUST TRYING TO CHANGE THE WORLD, ONE SEQUIN AT A TIME." LADY GAGA



4. TAKE A DIVE

RECYCLING STRATEGIES, LIKE DUMPSTER DIVING, **DISRUPTS** CAPITALISM'S DRIVE FOR CONSTANT CONSUMPTION

THE LOWDOWN: If you ever feel tight on cash, you're not alone. That's because corporations like us to spend, spend, spend. By turning us into constant consumers, capitalists stand to make even more money. Using recycling strategies, like second-hand clothing and dumpster diving, not only saves you money: it also disrupts capitalism drive for endless consumption.

DISRUPTING CAPITALISM'S DRIVE FOR CONSTANT CONSUMPTION

- A) REBEL:** Ready to take a dive and do something fun and different? Dumpster diving works like this: supermarkets are forced to throw out perfectly good food as their new supplies come in. They don't want people being able to take this food for free, because then stuff on supermarket shelves has less value. Some shops go as far as hiring 24-hour security guards to keep rebels away from dumpsters. But where safe, we rebels are ready to dive right in with collection bag in hand, sturdy shoes, and protective clothing in order to help disrupt capitalism's wastefulness. *Note: this rebel tactic requires some homework to fully learn the ropes – there are lots of helpful online resources to learn how to dumpster dive safely.*¹⁵⁹
- B) DISRUPT CAPITALISM:** Capitalists hate to have anyone get anything for free because then they're not collecting money. Take the Great Depression for example, when our federal government intentionally destroyed hundreds of millions of pounds of food to keep food prices from dipping too low.¹⁶⁰ Instead, they could have shared this perfectly good food with the throngs of starving Americans.¹⁶¹ Today, capitalist drive for constant consumption causes people to buy food in excess: around 40% of food in the U.S. is not eaten each year. This amounts to around \$165 billion in food that is purchased and just thrown away into landfills.¹⁶² If rebels break the drive for constant consumption with strategies like dumpster diving, we cut right into capitalisms profit margins and highlight the problems of pervasive wastefulness.
- C) HAVE FUN:** Sure dumpster diving may be sticky and slimy, but that's part of the fun: dive in and see what treasures you'll discover. And it gets even more fun when you save money on food. What fun things will you do with your extra cash?

BONUS POINTS (A+B+C):

There are over 46.5 million Americans at risk of hunger on a daily basis.¹⁶³ How about seeing if any homeless people you see on the street want some of your dumpster diving bounty? Just always make sure the food you're giving out is safe and offer a fair heads up about the source.

*“AMERICANS WILL EAT
GARBAGE, PROVIDED
YOU SPRINKLE IT
LIBERALLY WITH
KETCHUP.”* HENRY JAMES



B) COMBINE FORCES

ORGANIZE

SOCIAL CHANGE ONLY SUCCEEDS WHEN LOTS OF PEOPLE ORGANIZE AND UNITE AROUND ONE PROBLEM. IN THIS CASE, CAPITALISM. THE STRATEGIES IN SECTION B ARE ALL ABOUT ORGANIZING. THEY FOCUS ON WAYS THAT REBELS CAN JOIN TOGETHER TO BE MAXIMALLY IMPACTFUL.



5. DO A LITTLE DANCE, MAKE A LITTLE LOVE

DANCING IN “SPONTANEOUS” FLASH
MOBS **DISRUPTS** CAPITALISM’S CONTROL
OF PUBLIC SPACES

THE LOWDOWN: Government is responsible for maintaining public places, like parks, and businesses are responsible for maintaining centers of commerce, like malls. Capitalists have gotten really sophisticated at maintaining vigilant control of these spaces because they’re scared what will happen if rebels step in and gain control. They’re thinking protests, so let’s have more fun and organize to do a little dance instead.

DISRUPTING CAPITALISM’S CONTROL OF PUBLIC SPACES

- A) REBEL:** A flash mob happens when lots of people organize to coordinate an unexpected show for the public’s entertainment and the fat cats dismay. Think: a team of rebels flooding into a mall and all dancing the Macarena or all suddenly freezing in place at the same time. Flash mobs can happen anywhere at anytime: malls, parks, train stations, restaurants, and on and on. Secret text messages and offline planning can help to make the flash mob an even bigger surprise.
- B) DISRUPT CAPITALISM:** Carefully planned and clandestinely coordinated flash mobs disrupts capitalists’ grasp at being able to effectively monitor and control public spaces. Capitalists have gotten really good at hindering traditional protests by requiring bureaucratic permission forms and deploying “peace-protectors” with guns. Flash mobs disrupt capitalism because they alter people’s assumptions of public spaces. They also highlight the ability for rebel’s to organize events under the radar, undetected by capitalism’s henchman. With all this in mind, it’s no surprise that cities and towns across America have introduced ordinances to ban flash mobs.^{164, 165}
- C) HAVE FUN:** What’s not fun about busting out surprise dance moves in an unexpected place? The more fun and creative the theme of your flash mob, the more impactful it will be. *Note: flash mobs have occasionally been used as a cover to loot or vandalize stores. This hooliganism is illegal and negatively disruptive. It should NOT be considered part of rebel fun.*

BONUS POINTS (A+B+C):

When non-rebels see rebels in action make sure they think of you as fun and kind instead of rowdy and annoying. How about offering to lend a hand to the mall cleaning crew after having a flash mob there?

*“THE ONLY THING THAT
CAN SOLVE MOST OF OUR
PROBLEMS IS DANCING.”*

JAMES BROWN



6. FORWARD MARCH

STAGING CATCHY PROTESTS WITH
CLEVER COSTUMES **DISRUPTS** CAPITALISM'S
DETERMINATION TO HIDE FROM THE MEDIA

THE LOWDOWN: Creating a public spectacle with flash mobs has a place in disrupting capitalists' control of public spaces. But traditional good old-fashioned protests have a role to play too. They help call to out all the crazy stuff that fat cats prefer to hide from the media. But the problem is, classic protesting has become so ubiquitous that many of today's rebel protests are failing to attract the widespread media coverage they deserve. Rebels: it's time to create some catchy protests to help spruce things up.

DISRUPTING CAPITALISM'S DETERMINATION TO HIDE FROM THE MEDIA

- A) REBEL:** Here's two protesting scenarios: 100 rebels marching down the street in their everyday rebel fashion, or 100 clowns walking down the street with crazy costumes and impressive stage makeup. Which one do you think people will raise more awareness? The more catchy and photographic we rebels make our protests; the more people will take note. For this tactic, find one of capitalism's injustices that is particularly concerning to you, and brainstorm a dynamic and creative way to get organized and bring increased attention to that issue.
- B) DISRUPT CAPITALISM:** Capitalists do some totally crazy things and these issues go largely underreported or entirely unreported from everyday news. The omission of info like this not only emboldens capitalists, it also incubates the public apathy that helps to condone today's business-as-usual. Using catchy protests to call capitalists out makes it harder for them to fly under the radar. For maximal impact, look up a big issue or industry that's been out of the news (like the palm oil industry) and think about a clever protest to get it into the news.
- C) HAVE FUN:** Halloween all year round! Who do you want to be? A clown, a zombie, or maybe just your birthday suit? Anything fun and catchy wins.

BONUS POINTS (A+B+C):

While spontaneous flash mobs are all about surprises, organized protests don't have to be. Previous protestors have gotten news coverage if they get arrested. For a bonus, let's show capitalists we have a new way to drum up media attention. With costume in hand, consider planning your protest legally: notify authorities, obtain proper permits, issue media advisories, etc.

*"IN DIFFICULT TIMES,
FASHION IS ALWAYS
OUTRAGEOUS."*

ELSA SCHIAPARELLI



7. CURB PENALTY FEES

FILLING EMPTY PARKING METERS TO SIDE-STEP PARKING TICKETS **DISRUPTS** CAPITALISM'S ABILITY TO COLLECT GOVERNMENT REVENUE

THE LOWDOWN: Parking meters are a fitting symbol for government's remarkable revenue-collecting efficiency. Dotting almost every major city block, these piggy banks accrue a big sack of coins for government coffers. And if someone doesn't pay, the revenue gained through government penalty fees is no small joke. Large cities, like New York, collect upwards of \$500+ million on parking fines each year.¹⁶⁶

DISRUPTING CAPITALISM'S ABILITY TO COLLECT GOVERNMENT REVENUE

- A) REBEL:** This strategy is a play on the capitalist principle of investing. Placing a quarter into someone's empty parking meter impedes a meter maid from being able to issue a hefty citation.¹⁶⁷ 25 cents to save someone 30 or more dollars... now that's a good return on investment. The numbers add up even faster when rebels organize. An organized group canvassing multiple blocks with a scout to track the meter maid can quickly amount to thousands of dollars diverted from government bank accounts.
- B) DISRUPT CAPITALISM:** As benign as putting a quarter into a stranger's empty parking meter may seem, lots of local governments consider this a crime. They say you are "aiding and abetting" a criminal. Why does government have such a chip on their shoulder about something so seemingly trivial? Like businesses, government also requires a constant stream of revenue to operate. The success of a government is partly based on how efficiently they can collect revenue. Rebels' organizing together around meter feeding demonstrates how easy it is to disrupt long-established assumptions around revenue enforcement.
- C) HAVE FUN:** Ever gotten an annoying parking ticket and wished you could have retribution? Here's your chance: have fun saving people a shitload of money. For more fun, leave a note on someone's windshield (where a ticket would have gone) to explain what you did.

BONUS POINTS (A+B+C):

While some people will cry foul that curbing parking penalty fees is unfair, here's a sneaky little secret: it's estimated that the wealthiest Americans avoid paying \$100 billion in tax revenue each year.¹⁶⁸ In the spirit of rebel archetype Robin Hood, how about finding a fun way to publicly call out this wild tax discrepancy between fat cats and we the people?

WARNING: THIS STRATEGY IS INTENDED TO BE ILLUSTRATIVE IN NATURE IN ORDER TO HIGHLIGHT THE IMPORTANCE OF REVENUE COLLECTION. ACTUALLY ADDING CHANGE INTO SOMEONE ELSE'S EXPIRED METER IS ILLEGAL AND A REBEL'S HANDBOOK DOES NOT CONDONE OR ENCOURAGE DOING SO UNDER ANY CIRCUMSTANCE.

"NO ONE HAS EVER BECAME POOR BY GIVING." ANNE FRANK



8. POP A SQUAT

SQUATTING WITH FRIENDS **DISRUPTS** CAPITALISM'S DEFINITION OF PROPERTY RIGHTS

THE LOWDOWN: Capitalists adhere to a stringent definition of property rights in order to maximize their profits. The idea of private property helps line capitalists' pockets but the people don't do so well. For example: during the Great Recession, there were lots of unoccupied homes that could have provided shelter to people. Instead of letting people in, capitalist authorities forcefully kept people out. Rebels: it's time to take a dump on the way that capitalists define ownership.

DISRUPTING CAPITALISM'S DEFINITION OF PROPERTY RIGHTS

- A) REBEL:** Squatting is the premise of setting up camp in a vacant home or plot of land. Squatters utilize space that is otherwise just dormant and they turn it into their home. To pop a squat, organize with nearby rebels to identify a vacant home or public park and plop down. Bring plenty of food and resources to chill out for a while. The good news for squatters is they're not paying for their lodging. The bad news for capitalists is they're losing out on revenue and their very definition of "ownership" is called into question.
- B) DISRUPT CAPITALISM:** Here's some numbers that don't quite add up: there are over 600,000 homeless Americans on any given night and an estimated 1.5 million vacant homes in our country.^{169, 170} Even though these homes could provide shelter, capitalists don't want to let people crash there because they're losing out on revenue. Ownership is central to capitalism and fat cat vigilance to protect private property extends back for decades. In the 1940s, for example, capitalists censored verses of Woody Guthrie's rebel classic *This Land Is Your Land* because they didn't like his tenor about private property.¹⁷¹ More recently, Occupiers helped us reconsider who owns public space.
- C) HAVE FUN:** Camping out with friends for a night, week or month is fun if you bring the right supplies. Think: good company, guitar, s'mores, and drinks. For any squatters hoping to remain in a place long enough to achieve legal squatting rights, bring enough supplies to last for a long while. Squatter's rights can take as long as 21 years to obtain in certain jurisdictions.¹⁷²

BONUS POINTS (A+B+C):

Squatters have some protections codified in U.S. law and these rules are worth learning because if you squat in some properties for long enough, you actually end up obtaining legal ownership. For a bonus, show capitalists that you can play by their silly legal rules and still win the game.

*"THERE WAS A BIG HIGH
WALL THERE THAT TRIED TO
STOP ME; SIGN WAS PAINTED,
IT SAID PRIVATE PROPERTY.
BUT ON THE BACKSIDE IT
DIDN'T SAY NOTHING; THAT
SIDE WAS MADE FOR YOU
AND ME."* WOODY GUTHRIE



9. STRIKE A MATCH

BURNING SYMBOLIC OBJECTS WITH FLAG BURN PARTIES **DISRUPTS** CAPITALISM'S DEPENDENCY ON PUBLIC APATHY

THE LOWDOWN: Public apathy is the number one endorsement for today's form of capitalism to keep on keeping on. The lack of organized rebel roars gives a tacit go-ahead for fat cats to do whatever they please and contributes to our perilous status quo. Nonviolent acts of dissent to demonstrate that we're no longer apathetic scares the heck of capitalists because it shows we're starting to ask questions. Rebels: grab your matches – it's time to ignite some fires.

DISRUPTING CAPITALISM'S DEPENDENCY ON PUBLIC APATHY

- A) REBEL:** Symbolic acts of discontent are poignant and hard-hitting because they demonstrate that fat cats coveted golden standard of public apathy is thawing. To disrupt capitalisms dependency on public apathy, you can organize symbolic events, such as a flag burning party. In addition to making sure the event is fun, the event should also include the defacement of capitalism's most sacred and symbolic symbols (like the American flag or imitation cash). *Note: the destruction of actual U.S. dollars is illegal and not condoned or recommended by A Rebel's Handbook.*
- B) DISRUPT CAPITALISM:** Lots of people think that burning the American flag is prohibited, but the practice was actually legalized by a 1969 Supreme Court Decision.¹⁷³ It's fitting that something like flag burning is legal but hardly done: it's representative of so many forms of capitalism's freedoms that are provided to the people but sparingly utilized. Think: things like low voter turnout and exercising free speech. Using the freedoms that capitalism has conceded to us shows that we the people are awake, organizing, and ready to crack rebel jokes.
- C) HAVE FUN:** Get fun with symbolic acts. How about adding an American Flag to your Fourth of July BBQ menu? Symbolic acts of discontent can help bring people together if they are having fun. Hint: if your BBQ is missing fresh corn on the cob and tasty beverages, you're probably missing some key party ingredients.

BONUS POINTS (A+B+C):

Sure flag burning may be legal, but lots of non-rebels will still perceive your rebel roar as treasonous. If you're sharing a flag burn video online, consider including a personal explanation about why you're rebelling (and why your action doesn't necessarily mean you hate America).

*"NOTHING STRENGTHENS
AUTHORITY SO MUCH AS
SILENCE."*

LEONARDO DA VINCI



C) CRACK JOKES

PUNCHY PRANKS

ONCE ORGANIZED, SOCIAL CHANGE WILL ONLY WIN IF A MOVEMENT CAN IDENTIFY THEIR OPPONENT'S WEAK POINTS. HUMOR IS CAPITALISM'S KRYPTONITE. THE STRATEGIES IN SECTION C FOCUS ON FUN WAYS TO CRACK JOKES AT SOME OF THE THINGS THAT CAPITALISTS HOLD MOST SACRED.



10. APPLAUD YOUR ADVERSARIES

ISSUING SATIRICAL AWARDS, LIKE “POLLUTER OF THE YEAR,” **DISRUPTS** CAPITALISM’S PLEA FOR CONSUMERISM WITHOUT QUESTION

THE LOWDOWN: There are rebels who spend lots of time badmouthing fat cats. What if we focused our efforts on offering them some praise and accolades instead? By issuing satirical awards, like the most effective polluter of the year, rebels have an opportunity to publicly call out nefarious practices. In doing so, we disrupt capitalism’s ability to operate in a world where consumers often fail to ask then tough questions like, “what is the impact of your environmental degradation on my health and my children’s future?”

DISRUPTING CAPITALISM’S PLEA FOR CONSUMERISM WITHOUT QUESTION

- A) REBEL:** Issuing a satirical award begins by selecting a target worthy of scrutiny. What law enforcement action, industry norm, or other injustice do you want to bring attention to? After selecting your area of focus, identify the particular organization or person that deserves to be recognized for their involvement or leadership. Next, prepare a trophy or certificate to “praise” them for their work. And make sure to have fun in the process: the flashier you make your award ceremony, the more press and consumer attention you can help to gin up.
- B) DISRUPT CAPITALISM:** If rebels use satirical awards to help awaken a consumer base that begins publicly asking tough questions, fat cats will have a real run for their money. For example, how many people do you think currently consider specific the ingredients in their hand soap or toothpaste? An often-overlooked topic, many personal care products contain tiny plastic microbeads. After use, these beads go down the drain and are so small that water treatment systems fail to catch them. They often end up in lakes or oceans – which is proving to make big health problems for the fish that eat them, and later, for the humans that eat the fish. While microbeads are just one example, they are exemplary of a bigger message to disrupt capitalism’s plea for consumerism without question. Congress passed 2015 legislation to ban microbeads in response to organized consumer questioning about microbead impacts: a testament to the consumer power that people possess.¹⁷⁴
- C) HAVE FUN:** Roll out the red carpet for a rocking awards ceremony. The more satirical and celebratory the awards ceremony is, the more press worthy it becomes. From comedic speeches to awesome trophies – enjoy the jubilee.

BONUS POINTS (A+B+C):

Using satire to advocate for consumer awareness does not have to be limited to issuing awards. For a bonus, take the conversation online by organizing campaigns to leave mock product reviews. For example, discuss how “great” a product is for issues like childhood labor or environmental degradation.

*“IF EVERYONE
DEMANDED PEACE
INSTEAD OF ANOTHER
TELEVISION SET, THEN
THERE’D BE PEACE.”*

JOHN LENNON



11. TURN ON, TUNE IN, DROP OUT

SURFING THE WEB WITH FREE AD BLOCKERS
DISRUPTS CAPITALISM'S INVESTMENT IN
 ONLINE INFRASTRUCTURE

THE LOWDOWN: Capitalists have invested an estimated one trillion dollars building online infrastructure and it's paid them back big time: online marketplaces rake in billions of dollars a day. This online infrastructure includes high-tech tools, like cookies, to track online activity. By monitoring our online activity, capitalists are able to direct advertisements our way with products or politicians they think we will like and buy into. Tuning out these ads with free online ad blockers helps to disrupt a one trillion dollar investment.¹⁷⁵

DISRUPTING CAPITALISM'S INVESTMENT IN ONLINE INFRASTRUCTURE

- A) REBEL:** People download free (and legal) ad blockers for a number of reasons – to stop being bombarded with pesky ads, speed up their web browser, or to question if the Internet is a forum for the people or a platform for capitalists.¹⁷⁶ Downloading an ad blocker is easy and only takes a few minutes. Begin by reading up on which one works best for you, download the service, and enjoy an ad-free web. Broadcasting your decision with social media helps to spread the word about how other people can become an online rebel.
- B) DISRUPT CAPITALISM:** Turning on the Internet, tuning in to the website you want to visit, and turning off online ads, helps to demonstrate that we the people can and will exercise the online freedoms that have been legally granted to us. In doing so, we also cut into fat cat profit margins and question the de facto norm for fat cats to scan through our emails and online searches. Today, rebels are using ad blockers to disrupt capitalists' investment in online infrastructure in a big way: with approximately 198 million ad blockers installed around the world, the rate of ad blocking grew by 41% in 2015 alone. Ad blocking has achieved significant results: it is estimated to have cost \$22 billion in advertising losses in 2015.¹⁷⁷
- C) HAVE FUN:** Ready to surf the web without being inundated by online ads? Enjoy unencumbered content, faster web browsing, and the knowledge that your action is questioning the online world as we know it.

BONUS POINTS (A+B+C):

Many of the fat cats who badmouth ad blocking are the same ones who call to dismantle net neutrality. A key principle to ensuring a free and open Internet, this promise of this online freedom is under threat from fat cats who advocate disbanding it. For a bonus, read up on this issue, learn why it matters, and get involved.

*“YOUR MOST UNHAPPY
 CUSTOMERS ARE YOUR
 GREATEST SOURCE OF
 LEARNING.”* BILL GATES



12. PLAY HOOKY

JOINING GROUP HOOKY DAYS OUT OF THE
OFFICE **DISRUPTS** CAPITALISM'S FOUNDATION
OF WORKFORCE SUPPORT

THE LOWDOWN: Capitalists don't laugh at any jokes related to striking because this action has a history of forcing concessions from the boss (like fair wages and safer working conditions). So it shouldn't be a big surprise that they fight back hard when people try to strike. Since capitalists have lots of clever tricks up their sleeves to subdue strikes, let's not bother. For this rebel joke, let's play hooky instead. After all, it can be a whole lot more fun.

DISRUPTING CAPITALISM'S FOUNDATION OF WORKFORCE SUPPORT

- A) REBEL:** If you've ever skipped a day of work or school to do something fun, then you already know the basic rules of hooky. To play, you just call into work, say you're not feeling well, and then do something awesome with your new-found freedom. It's as simple as that. To make rebel hooky even more disruptive, partner up with people in your office and all phone in sick on the same day. Or use social media to organize a more widespread day of hooky.
- B) DISRUPT CAPITALISM:** Capitalism runs on the backbones of workers. Workers are needed for things like serving food to fat cats at restaurants, shining their shoes, or trading their money. Organizing against the boss is alarming for them and they often make concessions, especially because bosses know they need their employees willing participation.¹⁷⁸ Workers achieved landslide victories over their bosses during America's Labor Movement, earning rights like health benefits and workers' compensation.¹⁷⁹ In response, today's bosses have grown increasingly adept at curtailing strikes. This makes playing hooky all the more disruptive – rather than asking for a particular concession, we're just highlighting the power of a satirical prank.
- C) HAVE FUN:** Do you really need any convincing that a "sick day" out of the office is fun? If you have any lingering doubts, then check out the movie *Ferris Bueller's Day Off*, a helpful guide on how to get the most out of your free day.

BONUS POINTS (A+B+C):

Fat cats will argue that lots of people skipping work for the day will lead to chaos on the streets. Prove them wrong by weaving random acts of kindness into your rebel day(s) of fun. How about using your free day to volunteer in a soup kitchen and help out people in need?

*"NOT THAT I CONDONE
FASCISM, OR ANY ISM FOR
THAT MATTER. ISM'S IN MY
OPINION ARE NOT GOOD. A
PERSON SHOULD NOT BE-
LIEVE IN AN ISM, HE SHOULD
BELIEVE IN HIMSELF. I
QUOTE JOHN LENNON, 'I
DON'T BELIEVE IN BEATLES,
I JUST BELIEVE IN ME.'"*

FERRIS BUELLER



13. TAKE A SWIPE

GAMING CLASSIC PAYMENT SYSTEMS WITH
PENNY SWIPES **DISRUPTS** CAPITALISM'S
INSATIABLE APPETITE FOR CHEAP CREDIT

THE LOWDOWN: Capitalists love credit cards because these cards keep money flowing. They encourage consumers to spend lots of money, even if they don't actually have enough funds in their bank account. This credit pitch works: approximately 30% of all annual point of sale transactions in the U.S. is made with credit cards. But credit cards come at a cost: the average U.S. household has \$5,700 in credit card debt and this totals up to a country of people owing \$880 billion in revolving debt. \$880 billion of debt!¹⁸⁰

DISRUPTING CAPITALISM'S INSATIABLE APPETITE FOR CHEAP CREDIT

- A) REBEL:** Credit card companies don't only charge consumers with interest rates or annual fees: they also charge businesses all kinds of fees for processing card payments. One of the business fees that card companies charge is a transaction fee, tacked on each time a card is swiped. This fee can be as much as 60 cents per transaction, which makes an easy target for rebels to crack a credit card joke.¹⁸¹ For this tactic, organize lots of rebels to go into big chain stores and make lots of tiny credit card purchases, like a 50-cent pack of bubble gum. Chain stores with no credit card minimums would literally lose money on this bubbly rebel transaction.
- B) DISRUPT CAPITALISM:** Capitalism runs on cheap credit because it helps encourage consumers to spend, spend, spend.^{182, 183} But this spending comes at a high cost to the people in the form of interest fees (generally with average interest rates of 17-20%) and to small business owners, who are saddled with covering transaction fee costs.¹⁸⁴ Penny swipes not only help to raise awareness about unfair industry practices such as lofty interest rates and transaction fees: they also disrupt capitalism because the swipes pit hungry fat cats directly against each other. Large chain stores will be yelling at credit card companies, and card companies will be yelling at these stores. And we rebels can just sit back, relax, and enjoy the show.
- C) HAVE FUN:** Be it credit card, student, or subprime mortgage debt – facing any wall of debt is far from fun. Here's your chance to take a swipe at the system and do something about it. Make sure to buy something fun or funny with each penny swipe you take. When doing so, always make sure to pay your full bill on time to make sure your rebel fun has zero interest fees.

BONUS POINTS (A+B+C):

For a bonus, start strategically paying for transactions with cash instead of credit cards, especially when tipping. When no officially documented transaction record exists, some service industry workers or mom and pop shops may elect to avoid sales or income taxation.

*"A MAN IN DEBT IS SO
FAR A SLAVE."*

RALPH WALDO EMERSON



14. LAYOFF THE PUMP

BYPASSING GAS PAYMENTS WITH “BIKE TO WORK PARTIES,” **DISRUPTS** CAPITALISM’S BET ON THE STOCK MARKET

THE LOWDOWN: Fat cats bet big on the stock market and they often win big too: Wall Street has helped turn some millionaires into billionaires. The stock market is full of risks so these investors have to hedge their bets to insulate themselves from market risks. Hedging is generally considered the price an investor has to pay to safely avoid uncertainty. If rebels start cracking jokes that increase market risk, investors would be forced to drop extra money on hedging.

DISRUPTING CAPITALISM’S BET ON THE STOCK MARKET

- A) REBEL:** Lots of rebels think the stock market is just plain boring. Don’t worry: the stock market game will get a whole lot more fun if rebels organize to crack jokes at Wall Street. For this rebel joke, let’s play a gas game with the billions that investors have riding on the oil industry. Oil stock pricing is partly based on projections about how much gas will be consumed in any given time period, making a fuel slowdown disruptive to these consumption projections. To play, all you have to do is bike ride instead of drive. To win, organize widespread and sustained “bike to work parties.” On a large and systematic scale, these biking parties would push capitalists to hedge their bets around the possibility of an oil supply drop – costing them investor dollars and saving people gas money.
- B) DISRUPT CAPITALISM:** The stock market helps bankroll capitalism. On a basic level, companies need to raise money to continue growing (like the capital needed to construct a new factory), so they issue stocks to raise money and avoid debt.¹⁸⁵ Rebel disruption to this cycle injects a never-before-seen addition of market volatility to the stock market. A gas joke is a fitting joke to tell because gasoline consumption in the U.S. accounts for a significant amount of the nation’s greenhouse gas emissions.¹⁸⁶ Oh, and because fat cats in the oil industry also happen to be some of the most ultra 1%.¹⁸⁷
- C) HAVE FUN:** So you won’t have access to your car for a day (or month, depending on how long you plan your boycott). May as well have fun with your new commute. How about finding a fun and clever way to drive awareness around your act of dissent? Whether you ride naked, carry a portable boom box, or decorate your bike – there is no shortage of ways to jazz up your eco-friendly commute and bring more attention to your action.

BONUS POINTS (A+B+C):

No need to stop with gas games. For a bonus, develop other fun and nonviolent ways to flip the bird at Wall Street. For example, how about identifying a clothing company that uses child labor and boycotting them to call out their unjust practices and disrupt their corporate revenue projections?

“I BELIEVE THAT BANKING INSTITUTIONS ARE MORE DANGEROUS TO OUR LIBERTIES THAN STANDING ARMIES.”

THOMAS JEFFERSON



D) VIVA LA REVOLUTION

CREATE CHANGE

SOCIAL CHANGE WILL ONLY LAST IF SOMETHING NEW CAN BE PUT FORWARD THAT'S BETTER THAN TODAY'S BUSINESS AS USUAL. THE STRATEGIES IN SECTION D ALL FOCUS ON REVOLUTIONARY WAYS TO UNSHACKLE US FROM THE CONSTRAINTS THAT PERSIST UNDER CAPITALISM.



DISRUPTING CAPITALISM'S AFFINITY FOR MONOPOLIES

15. SHARE IF YOU CARE

USING PEER-TO-PEER PLATFORMS, LIKE
RIDESHARING, **DISRUPTS** CAPITALISM'S
AFFINITY FOR MONOPOLIES

THE LOWDOWN: The online age has helped fuel the proliferation of peer-to-peer (P2P) networks, allowing people to transact directly with one another rather than through fat cat marketplaces. These revolutionary networks can help lower consumer costs and can even make some things free. In addition to consumer savings, P2P sharing cuts into fat cat profit margins and disrupts the ability for monopolies to take hold

- A) REBEL:** We're taught as early as kindergarten that sharing is a virtue. While sharing on a large scale has not traditionally been easy, the Internet magnifies our ability to share like never before. From awesome places to stay when you travel to low-cost or free carpools on your way to work – the number of online P2P communities continues to grow on a daily basis.¹⁸⁸ P2P platforms generally require large communities of people for them to thrive, so they require your active participation. To get involved, identify P2P communities that will improve your life and become engaged in as many as you can.
- B) DISRUPT CAPITALISM:** Maintaining market control over competitors maximizes revenue for capitalists at the top of the food chain. And fat cat cats across many industries have maintained this monopolistic rule for decades. The New York City yellow cab industry is one such example. Operating a yellow taxi requires the ownership of a medallion and each medallion was valued at a staggering rate of \$1 million in 2014. But in a disruption to this long-time monopoly market, 2015 taxi medallion prices have plummeted by approximately 40% with the advent of ridesharing.¹⁸⁹ This price drop means more affordable rides and greater marketplace competition for we the people. It also demonstrative just how disruptive the sharing economy can be to monopolistic industries.
- C) HAVE FUN:** Obviously someone thinks P2P sharing is a fun way to go – there are millions of active community members out there today.¹⁹⁰ Take a boring commute to work for instance. With a P2P ridesharing, you can find some good company on the daily journey, cut down commute time by being able to cruise in the carpool lane, and help the environment by consolidating cars.

BONUS POINTS (A+B+C):

The classic board game *Monopoly* teaches us all about the trials and tribulations of monopolies in action. Invented in 1904, the game was intended to callout unfair monopolistic practices and it was initially popular among Quakers and socialists before being repurposed into the brand we know it as today.¹⁹¹ For a bonus, take back the game to help educate others

about capitalism's interrelationship with monopolies. Have fun by playing with friends in public spaces and letting others know what you're up to.

*"I THINK IT'S WRONG THAT
ONLY ONE COMPANY MAKES
THE GAME MONOPOLY."*

STEVEN WRIGHT



16. GET BY WITH A LITTLE HELP FROM YOUR FRIENDS

USING ALTERNATIVE PAYMENTS, LIKE
BARTERING, **DISRUPTS** CAPITALISM'S
DOLLAR DEPENDENCY

THE LOWDOWN: Imagine a world where the 100-dollar bill had the same value as toilet paper. As improbable as that may sound to capitalists who revere the dollar: fat cats should take note. We rebels can dilute the dollar's value surprisingly quickly if we start employing cashless compensation systems, such as bartering.

DISRUPTING CAPITALISM'S DOLLAR DEPENDENCY

- A) REBEL:** Instead of being tight on cash or incurring credit card debt, how about experimenting with fun and alternative forms of compensation instead? Bartering, for example, is a simple system of exchange where people are compensated with goods or services instead of dollars. Bartering can be a friend-based activity, like cooking an awesome meal or two for someone in exchange for having them walk your dog while you're out of town. Bartering can also take place at large-scale community events or through online P2P forums. *Note: bartering itself is distinct from the breath of all available P2P sharing economy sites because bartering centers around avoiding financial currency.*
- B) DISRUPT CAPITALISM:** Printed money is capitalism's currency and capitalists consider it sacred. After all, isn't it the main thing that keeps people working? But as much value and power as the dollar appears to have, the truth is, it's also just a sheet of paper. Avoiding financial transactions and challenging the value of the dollar shakes capitalism to the core. In the process of saving we the people a boatload of money by challenging the dollar, we also disrupt fundamental economic drivers, such as inflation and revenue projections.
- C) HAVE FUN:** Finally, you have a way to obtain lots of awesome stuff without needing a big wad of cash of cash to pay for it. What's not fun about that? Have fun with the currency you create. What will your creative contribution be?

BONUS POINTS (A+B+C):

World leaders instigate global strife over silly currency conversion debates. For a bonus, find fun ways to barter with people from other countries to show global fat cats how trivial their paper dollars can become. Want free housing the next time you're on vacation in another country? Then how about letting someone crash at your place in exchange for crashing at his or hers?

*"MONEY OFTEN COSTS
TOO MUCH."*

RALPH WALDO EMERSON



17. FIX THE VOTE

ELECTING FUNNY FAKE LEADERS,
LIKE MICKEY MOUSE, **DISRUPTS**
CAPITALISM'S LEGITIMACY TO OPERATE

THE LOWDOWN: If you've done things like burn the flag and play hooky, chances are that there's no politician on any ballot that you're too excited about voting for. Not to worry: you can help "fix the vote" by joining a portion of the voting block that questions established candidates with protest voting. By writing funny fake leaders onto the ballot, we the people finally have some candidate options that we can truly smile about.

DISRUPTING CAPITALISM'S LEGITIMACY TO OPERATE

- A) REBEL:** A protest vote is an easy vote to cast: you have the option to write-in any candidate on almost any election ballot. That means you can vote for a fictional character, childhood hero, celebrity – anyone that sends a powerful message or gives you a good laugh. While casting a protest vote is simple, getting a politician elected always takes some legwork. For more rebel fun, join a campaign to elect a fictional leader in your community. Make it a goal to have fun rallies and attract funny headline news stories.
- B) DISRUPT CAPITALISM:** Capitalist governments always give people the "freedom" to vote.¹⁹² But whom are we really voting for when we're deciding between one similar fat cat and another? Consider this: America entered an unprecedented political era in 2014, when for the first time in our nation's history, over 50% of the country's Members of Congress were millionaires. Our current leaders in Congress are 80% white, 80% male, and 92% Christian.¹⁹³ If you're done with the joke options we face on the ballot each year, a protest vote is a disruptive way to do something about it. We can still play the game by voting, but instead of selecting the best of the worst, we can declare we're finished being forced to choose between one crony capitalist over another.
- C) HAVE FUN:** Campaigns for write-in candidates has been going on for decades, but they have not always been enough fun. While some rebels have been reliably writing Mickey Mouse onto the ballot since his inception in order to mock capitalism, Mr. Mouse has never actually won the vote. For more fun, create dynamic and enjoyable campaign events for write-in candidates. And have fun considering this: what in the world would fat cats do if we rebels score more votes for a joke candidate than the fat cat alternative?

BONUS POINTS (A+B+C):

There are 51 million eligible voters in America who are not registered to vote.¹⁹⁴ Maybe its because they didn't know that playful candidates like Mickey Mouse were an option. For a bonus, canvas around to help explain why not voting at all is not an effective protest vote and why someone should elect to become registered instead.

*"EVERYTHING IS
CHANGING. PEOPLE ARE
TAKING THEIR
COMEDIANS SERIOUSLY
AND THE POLITICIANS AS
A JOKE."* WILL ROGERS



18. FIGHT LIKE A GUERRILLA

DEVELOPING NEW AND NONVIOLENT GUERRILLA
TACTICS **DISRUPTS** CAPITALISM'S ABILITY
TO LAUGH OFF FUNNY REBELS

THE LOWDOWN: All the steps in this handbook are intended to be fun and funny, but no joke remains funny forever. There will be a lot of powerful fat cats actively working to subdue our rebel jokes. This shouldn't come as a big surprise: fat cats have been holding onto power for a long time and they won't want go down without a fight. But what these fat cats possess with funds and power, they lack in agility and creativity. Rebels: it's time to nonviolently fight like guerrillas.

DISRUPTING CAPITALISM'S ABILITY TO LAUGH OFF FUNNY REBELS

- A) REBEL:** The dexterity of guerrilla battle tactics has outsmarted bulky bureaucratic armies throughout history. For example, guerrilla warfare is credited with helping the ill equipped and outnumbered American troops to defeat the British in the American Revolution.¹⁹⁵ This handbook includes 21 strategies to disrupt capitalism and have fun. But why stop with 21? For revolutionary change, create lots of new, fun, and nonviolent rebel jokes to sustain the rebel fight.
- B) DISRUPT CAPITALISM:** Capitalist bureaucracies generally act responsively. As soon as this handbook is released, lots of clever fat cats will likely go through each strategy in the handbook and develop strategies to diffuse our rebel tactics. And with all the resources they have at their disposal, they'll probably figure out some formidable counter attacks.¹⁹⁶ Any rebel strategy that has a history of success will not remain cutting-edge forever. By staying one step ahead of those who impede progress, we rebels will not only temporarily disrupt the assumptions that inform our status quo, we will also help to create lasting change.
- C) HAVE FUN:** This is where things get really liberating: the sky is the limit. Think outside the box and develop as many fun and nonviolent ideas as you can. From guerrilla gardening that helps reclaim urban space, to performance art that drives social change, what clever rebel jokes do you have up your sleeves?

BONUS POINTS (A+B+C):

Everyone possesses natural strengths. For a bonus, think about specific skills you have and how they can aid the rebel cause. If you're a musician, you could help unite us with the power of song. If you're a doctor, you could help out rebels that are injured in the pathway to progress.

*"ARREST ME FOR SITTING
ON A BUS? YOU MAY DO
THAT."* ROSA PARKS



19. BURN THE MAN

LIVING THE BURNER LIFE AT BURNING MAN
DISRUPTS CAPITALISM'S SALES PITCH THAT
 IT'S THE BEST WAY TO LIVE

THE LOWDOWN: In order for the rebel fight to transition from an ongoing struggle to a new way of living, rebels need to deal a deathblow to capitalism's sales pitch that it's the best offer on the table. This can begin by experiencing communities founded on post-capitalist principles, such as Burning Man.

DISRUPTING CAPITALISM'S SALES PITCH THAT IT'S THE BEST WAY TO LIVE

- A) REBEL:** To revolutionize the rebel fight, find or create post-capitalist communities that dispel the tenants of our current form of capitalism (like the bottom line and environmental degradation). While no community ever exists without skeptics or criticism, places like Auroville, India; Findhorn, Scotland; and Black Rock City, Nevada, help to underscore that there is a different and viable way of doing business than the commonplace practices we have in place today. Black Rock City (BRC) is a rebel favorite: the spot where Burning Man takes place. BRC springs out of an otherwise empty desert once a year and becomes the third largest city in Nevada during the weeklong burn. Over 60,000 people come together, have the time of their lives, and don't spend a single dollar while there.¹⁹⁷ And of course, living up to its name, residents of BRC also burn the man.¹⁹⁸
- B) DISRUPT CAPITALISM:** Experimenting with post-capitalist living is what really revs the revolution to life. One reason why capitalism permeates throughout our culture is because people have a hard time envisioning that there can be another viable ism. Rebel events, like Burning Man, disrupt capitalism because they show the world that another way of living is indeed possible. When it comes to Burning Man, some naysayers will point fingers and say things like, "but people still have to pay a fee to get in." Sure, rebels do have to make an upfront payment, but this should not detract from the broader message: when people spend capital differently than capitalists allocate it today, a 60,000+ sustainable city springs into existence with no financial currency.
- C) HAVE FUN:** Has anyone mentioned the best part? Burning Man can be a truly epic experience if you plan for it right. From awesome people, to amazing art, to ridiculous parties, to radical self-expression, get ready for an unforgettable seven days. To maximize your fun, learn about the Burn and come fully prepared.
Note: Additional information about the ten principles that help guide Burning Man are available on page 160.

BONUS POINTS (A+B+C):

Veteran Burners, this bonus is for you. If the ranks of Burners swell, they'll be lots of BRC "virgins" who will need your support to get their sea legs. They'll benefit from your good will and patience.

*"BURNING MAN IS
 GREATER THAN I HAD
 EVER IMAGINED."*

GROVER NORQUIST



21. SPREAD THE WORD

WRITING MESSAGES IN BOTTLES TO SHARE
#REBELCOCKTAILS **DISRUPTS** CAPITALISM'S
ATTEMPT TO STEM A REBEL REVOLUTION

THE LOWDOWN: This may come as a surprise to some, but none of the concepts in this handbook are all that new. Rebels having been saying these same words for a long while. What's new here is working to compile these resources into one actionable handbook. What can become revolutionary new is the act of spreading the word to lots of people to help grow our rebel ranks. Revolutions ramp up when rebel words spread like wildfire.

DISRUPTING CAPITALISM'S ATTEMPT TO STEM A REBEL REVOLUTION

- A) REBEL:** To become an agent of social change, write a note about why you care about improving the world and get ready to spread your message with a Rebel Cocktail. The Rebel Cocktail is a nonviolent revamp of a longtime classic from the rebel's arsenal: the Molotov cocktail. But instead of filling the Rebel Cocktail with gasoline, we rebels understand that words themselves can be more explosive. To spread the rebel word: 1) write a heartfelt personal note and include RebelsHandbook.com in the message, 2) place your note in a recycled plastic bottle, and 3) pass your bottle to friends or strangers. Then, repeat steps 1-3 as many times as you can to help raise awareness about creating progress in our perilous status quo.
- B) DISRUPT CAPITALISM:** Fat cats hold onto power by working to steer the narrative most people read and hear today. For example, the myths they perpetuate about climate change. With Rebel Cocktails, we have a new channel to share rebel words and call for progress. Since we're using recycled bottles, our arsenal is endless (and sustainable). And because new people are always writing the message inside, messages can be passed anonymously and we can easily adjust the handbook's URL if censored.
- C) HAVE FUN:** All 21 steps have advocated for nonviolence to accompany fun at all times. Tactic 21 is no different: never cause vandalism, fear or violence with the design or placement of your Rebel Cocktail. Our fun should come not through breaking bottles, but with funny notes left in fun and clever places.

BONUS POINTS (A+B+C):

If enough Rebel Cocktails are handed out, we must be braced for fat cats to fire back in our direction. For a bonus, help fortify these rebel words form counterattacks. You can do so with strategies like translating this text into additional languages in order to help increase readership.

*"WE MUST UNDERSTAND
THAT THE HIGHEST FORM
OF FREEDOM CARRIES
WITH IT THE GREATEST
MEASURE OF
DISCIPLINE."* CESAR CHAVEZ