

# No Kings. No Dictators. Be the 3.5%.



**A quick guide to how small groups of ordinary people can defeat would-be kings and how you can start.**

**Use this zine to start a conversation**

## Why “No Kings”?

The U.S. started with a simple idea: **no kings here.**

But today we see behavior that belongs in a monarchy, not a democracy:

- a president using power to punish opponents
- agencies used to intimidate dissent
- wealth translating directly into political control while regular people struggle



No Kings says: **nobody gets to sit above the law**, not Trump, not any future president, not any billionaire.

We are here to model what democracy looks like in public.

## What’s This 3.5% Thing?

Researchers who studied hundreds of movements noticed something: when about 3.5% of people take part in **sustained, nonviolent action**, those movements usually force big changes and topple dictators.

Nonviolent action lowers the barrier to entry. More people can safely participate. And broad participation is what shifts power.



3.5% in the U.S. is **12 million people**. In San Carlos, 3.5% is 1,029 people. In Menlo Park: 1,150. Mountain View: 3,136. Palo Alto: 2,408. Redwood City: 2,904.

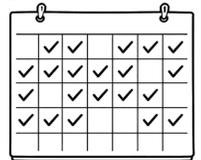
## What the 3.5% Rule Doesn’t Mean

The 3.5% idea doesn’t mean:

- ✗ “Hit this number one day and victory is automatic.”
- ✗ “Street protests alone are enough.”

Movements win when they are:

- organized
- nonviolent
- connected to elections, courts, and local power



It is **not a magic number**. It is not a guarantee. But it does tell us something hopeful:

We just need enough people, acting together, often enough, so that those in **power cannot ignore us**.

## What Being Part of 3.5% Looks Like

You don’t have to be a full-time activist, just stay consistently involved. E.g.,

- show up to marches and No Kings actions
- help defend voting rights or immigrants
- volunteer your skills (art, tech, childcare)
- do small actions (postcards, calls, mutual aid)



Example: In Mountain View, sustained public pressure helped end the city’s surveillance camera contract.

If you act most weeks and help others plug in, you’re part of the active minority that makes change possible.

## Five Ways to Start (1–3)

### 1. Join a group, not just a march.

Movements win when people are organized. Find your local Indivisible, League of Women Voters, political action groups, labor or tenant unions, immigrant-justice, etc. Don’t DIY democracy alone.



### 2. Pick 1 regular action.

Weekly or monthly: postcards, canvassing, day worker center patrols, banner drops, phone or textbanking. Put it on your calendar like a class or shift.

### 3. Bring 2 other people.

Invite friends, coworkers, family: “I’m going, come with me?” That is how we grow from dozens to thousands.

## Five Ways to Start (4–5)



### 4. Choose a lane that fits you.

Hate phones? Do art, logistics, research, or food. Love talking? Knock doors or do voter registration. Burnout is lower when the work fits your skills and energy.

### 5. Stay nonviolent, informed, and connected.

Authoritarians want chaos as an excuse to crack down. Learn basic protest safety, follow experienced groups, and back those targeted first: immigrants, Black and Brown communities, trans people, disabled people, and others on the front lines.

## No Kings Means Us

Being the 3.5% starts simple:

- Join a local group
- Do one concrete thing regularly
- Invite others to come with you



### No thrones. No crowns. No kings.

Just ordinary people deciding to show up together until those in power have to listen.

