

## "We for Freedom" action and the heart



Several ideas and activities are behind the "We for Freedom" campaign attract attention and find like-minded people.

For many months now, people who don't agree with the current Corona policy of the governments have found themselves in several groups and some of them are also very well networked. Depending on the need for action, these groups can in turn be networked with each other. But there are still many people outside the social media, who we reach hardly.

Actions that surprise people in a positive way trigger curiosity and arouse initial interest.

We want to achieve this with the help of as many green hearts as possible, also in connection with nice messages. In order not to ruin the effect it is important to convey as little information as possible, e.g. 1 to 2 unexciting, but informative unbiased information sources such as corona-



ausschuss.de (lawyers), aerztefueraufklaerung.de (doctors), reitschuster.de, etc. It is also good to include a reference to the free messenger <https://telegram.org> and tell the people: here you will find many constructive groups.

If you want to inscribe hearts, please make sure that it is done

- without pointing the finger,
- no reference is made to websites or groups that have a negative public image (even if unjustified).
- negative connotations, e.g. various political groups, parties, politicians or Q-Anon signs.
- it is generally only positive messages.

The actions can, depending on how many people come together, be similar to the Flashmoppers once a week, always in different places, this creates a surprise effect, e.g. different parts of the city, excursion destinations in the cities, bridges (in the case of the bikers).

In addition, there should be continuous activities, such as distributing flyers, putting business cards in shopping trolleys, pinning them on noticeboards in supermarkets etc.



Of course, great care should be taken to avoid damaging property. Spraying with spray chalk should also be done carefully, preferably on the floor.

Our idea - positive framing: no damage to property, no destruction, no violence and above all positive messages.

It is best to leave your mobile phone at home or switch it off during the action. 😊

## Recognition through the logo, e.g. badge.

The same logo, here the heart logo, is used for every action and thus creates a high recognition value. A badge with logo can be distributed in different ways:



At demonstrations, among friends, in groups, to passers-by on the street. It could also be available in online shops, with which we are currently in discussion.

The button should be simple and not too big, so that everyone dares to wear it. The huggable button and co are also a great idea, but many people don't dare to present themselves in a big way. Someone who knows what the logo is all about will automatically look for people who have the same identifying feature.

A size of between 25 mm and 38 mm is envisaged.

People recognise each other from it and possibly dare to talk to each other on the street, while shopping or in public transport, they look forward to discovering like-minded people. A sense of "we" is created, a feeling of "I am not alone".

## The big we unites for joint actions without registration

Registering demonstrations and complying with the regulations then mentioned hardly makes sense. Even if it is good to attend the demonstrations, to hear exciting speeches and to meet like-minded people, too few people come together because of the restrictive regulations.

The aim is to walk together "en masse" - like in Vienna thousands at a time (not like in Munich 150 and with restrictions) and thus show how many we really are.

As the doctor Carola Dr. Javid-Kistel from Germany wrote: Don't register any more demos, that's the solution! Every Saturday, every state capital is flooded with people who no longer want to take part in all this madness! Go for a peaceful walk, each with a very personal message around their neck, that's easy to do! Also Heart balloons or hearts that you wear are not attackable!

## Options and equipment for promotions

Business cards landscape 4/4 colour 85 x 55 mm. Heart logo and slogan on the front, further information and call to action on the back. Low cost, easy distribution, also at demos and on the street.



- Printed shopping trolley chips - leave and/or distribute
- Heartflyer 152x214 mm. Heart logo and slogan on the front, further information/websites and call to action on the back.
- Organic heart balloons green 30cm. Possibly with slogan

- Organic balloons green. Paint with heart and possibly slogan.
- Sticky notes green, also as heart. Write your own slogan on them and stick them everywhere: Traffic lights, bus stops, doors, etc. - no damage to property.
- Hearts selfmade of green paper. Cut out and label yourself, attach with easily removable adhesive tape (e.g. masking tape) or a hole and string.
- Stones. Paint with heart (and slogan) using watercolour, acrylic etc.
- Posters see heart flyer - Ensure easy removal, e.g. with masking tape.
- Selfmade garlands
- Spray chalk (removable with wind and weather, water)
- Street chalks
- Make your own banners from fabric, eyelets and cable ties to hang on bridges and many more ideas...









The big actions should be done in the dark.



*The badges are still being delivered, we don't have any photos yet. These will be distributed at the next big demonstration*