



## Action Toolkit

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### Why Chase? Why Now?

JPMorgan Chase is the world's worst banker of climate change—by a wide margin. It is profiting off climate chaos and human rights abuses by providing \$196 *billion* in finance for fossil fuels. This means Chase is the world's worst banker of Arctic oil and gas, ultra-deepwater oil and gas, and the worst U.S. banker of tar sands. This must stop.

***Thank you for taking action to demand that JPMorgan Chase stop bankrolling climate disaster and Indigenous rights abuses. By joining dozens of other groups across the country you're showing Chase our collective commitment to action for climate justice.***

Behind every tar sands pipeline, coal terminal, and major fossil fuel project lies a private bank that is financing the destruction of our climate. **If we can stop that flow of money, we will stop the flow of oil. If enough of us take action and make our voices heard, investments in these heinous projects will simply no longer be worth it for the banks.**

We have compiled this simple toolkit to help you take your voice directly to Chase by delivering a letter to a local branch manager. To learn more about the role that bank's play in the climate crisis, there are good articles [here](#), [here](#), and [here](#).

## **ACTION IDEAS**

Here are some action ideas for what you can do to demand Chase #DefundClimateChange!

**Rally and Letter Delivery** - First step is to find a Chase near you using the [Chase Branch Locator](#). Hold a rally outside the bank and deliver a letter to the branch manager. [Get the letter toolkit here](#).

**Simultaneous Account Closures** - Organize customers to all meet at the same bank and the same location, and have them all form a line and close their accounts one after another. Stage people cut up their Chase credit cards and tag it #CutTheChaseChallenge

**Street theatre (die-in/mock funeral/play etc.)** - Host some creative street theatre outside of the bank to help educate the public and customers in the bank about their role in the climate crisis. You could create a fake bank tellers' booth, dress up as Mr. Monopoly, write some songs or act out a play on the streets outside of the bank.

**Rally, protest, flyering** - Protest with visible signs outside of a bank branch. As you are picketing outside of the bank, holding banners and handheld signs, you can hand out flyers to people as they pass by.

### **Meet with the Bank Manager**

- Organize Chase customers to arrange a meeting with a local Bank Manager.
- Make an official complaint to the manager about Chase's financing of fossil fuels.
- A group of one is large enough for this action, but the power of the action will be increased if you are able to get four or five customers to join you for the meeting. Even if you aren't a customer, you should try and engage with the bank manager and let them know why you are there!

**Die-in** - You could stage a die-in inside or outside of the bank, and create eye-catching art to represent all of the people that have been killed and will be killed by climate change, which Chase is helping to cause.

**Sit-in or Pray-in** - Using visible signs you could sit-in inside the bank, until you are asked to leave. Sit-ins have long been used as an effective protest tactic. Famously, it was the tactic used by the Sunrise Movement to launch the Green New Deal! You could also organize people of faith to offer prayers and songs to protect sacred earth and water that Chase is destroying.

**Banner Drop** - You could make a banner and drop it safely and securely from an area where it will be viewed by a large number of people (or in Chase's lingo, potential customers!)

**Blockade** - You could block the doors to the bank, preventing customers from entering and effectively stopping business. NOTE: you should make a plan to allow customers to exit the bank instead of blocking everyone inside from leaving.

**Creative Ruckus** - Disrupt business by doing something creative and loud! Bring a boombox or drum and hold a dance party. Turn the branch into an art gallery. Get kazoos and make a lot of annoying noise. Get creative!

## **ACTION TIPS**

### **Let Them Know You're Coming! (Optional)**

This may seem counterintuitive but letting the bank branch manager know ahead of time that you are coming can be a good idea! Why? Because we win corporate campaigns by taking up the time and energy of decision makers within the corporation. So, one or two weeks before your action, consider visiting the bank, asking to meet with a manager to let them know that you are planning on protesting at their branch. This is optional because there's also value in the element of surprise. You can also let them by emailing the branch manager [a letter](#) from your organization -- and remember to ask them to pass your letter on to Jamie Dimon and the executive leadership!

### **Let the Media Know Your Coming!**

The first step to addressing an injustice is to start a public discussion about that injustice. Until that public discussion starts, the injustice will remain hidden beneath the surface of society. The media plays a key role in what issues enter the public discussion. Consider sending out a [press advisory](#) and a [press release](#) about your action. Consider also calling reporters from local newspaper, TV and radio outlets in the days leading up to your action to invite them to cover

your actions. Use this action as a chance to build relationships with media!

### **Set Goals For Your Action**

Setting goals clarifies what we are trying to accomplish, and helps us look back after the action and determine how successful the action was. For example on December 14th, 2018, there was a bank action in Seattle, the goals of that action were:

1. To take up the time and energy of Chase leadership nationally and locally
2. To use earned media and social media to educate members of the public on the role of JPMorgan Chase in the climate crisis
3. To use earned media and social media to educate members of the public on the human rights abuses that TransCanada is committing against the Unis'to'ten by trying to build the Coastal Gas Link Pipeline (which is funded by Chase)
4. Increase the skills and leadership abilities of action participants

### **Use The Action To Build the Climate Movement!**

What does the climate movement need to do to win? Build power, build power, build power. Use this action as an opportunity to bring new people into your organization, to teach them new skills, stretch their comfort zones with taking action -- and bring them into your community! Remember to follow up with action participants after the action so that they stay engaged!

### **Have Fun and Stay Safe!**

These two are essential! If we want to build the movement we need to make it both fun and meaningful, and as Action Organizer's it's our duty to ensure that everybody who attends the action stays safe!

## **REPORT BACK**

**Congrats! You did it!** - It's important to celebrate each small step toward climate justice so we can create the world we need.

**[Please fill out this quick report back form](#) so we can follow up with other opportunities!**

**Questions?** We're here to support you! Just email us: [organizinghelp@ran.org](mailto:organizinghelp@ran.org)