

Great outcomes for our protests

- Impart courage to stressed-out Dems
- Make the undecided and the MAGA think



How to make the undecided and the MAGA think?

**Impreach
Trump**

Emotional
response

**Roy voted to
close nursing
homes**

Thinking
response

Six
suggestions
for protest
signs at a
highway
rally!



1) Make the sign easily readable by drivers going 45 mph.

- Letters should be 5 inches tall
- Lines should be thick
- The fewer the words the better

**No Cuts to
Medicaid,
Medicare
and SNAP!**

2) For Moving traffic, hold signs perpendicular to the road.

What drivers going 45 mph see if the sign is held parallel to the road.

Not Cuts to

Medicaid,

Medicare

and SNAP!



3) Aim your message at a basic reading level

NOT
:

Habeas Corpus
is a
constitutional right.

- Use widely-understood words
- One Saturday, a person asked,
“What does Autocracy
mean?”

Newspapers are
generally written
at a fifth to
eighth-grade
reading level.

4) Tie congress votes

Roy & Cornyn
gave
\$1 Trillion to
the richest 1%

Roy & Cornyn
votes will
starve
millions

Roy & Cornyn
votes deny
healthcare to
millions

5) Say how you are being personally affected

- A powerful message
- It's hard to others to disagree with you
- Possibly solicit empathy or curiosity from our political opponents

Trump
Harmed
My
Family

6) For your personal safety

Don't
actively
antagonize
MAGA
supporters



*Different suggestions make
for
great signs at a large rally.*

