

# CLEAN UP RBC

Nonviolent  
Directe Action  
#quitRBC

DON'T DIRTY  
MY MONEY



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et aussi sur  

*A Divestment Campaign of Extinction Rebellion Canada and its Allies*

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*Thank you for getting involved.*

RBC is Canada's dirtiest bank. According to BankTrack's recent 2020 report, RBC is the fifth greatest fossil fuel financier in the world. In Canada, it is the worst of the list.

In fact, not only is RBC Canada's most delinquent bank, it has expressly stated that it has simply no intention of limiting or withdrawing from fossil fuel financing of any kind at any point in the future. Given the current climate crisis, RBC's position is not foolish, it is criminal.

*RBC must stop financing fossil fuel extraction.*

Where does RBC draw its funds? From institutions and individuals.

If RBC will not divest, we, the people and progressive institutions, will quit RBC.

Thank you for joining this campaign! Please read on for ways to push RBC to clean up its act.

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TOO HOT  
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# OVERVIEW AND QUICK LINKS

## TAKING ACTION

What's the plan?

Boycott RBC

## MESSAGING, HASHTAGS AND RESOURCES

PRINT: Boycott RBC sign (to come)

PRINT: [Letter to local RBC branch](#) (pdf)

Messaging

Banners

Chants

Hashtags

## CONTACT INFORMATION

How to connect with #quitRBC Coordinators

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# TAKING ACTION

## WHAT'S THE PLAN?

The #quitRBC campaign is two-pronged:

### Boycott

Individuals and groups can quit RBC right now or in the near future. What do we mean by #quitRBC? Remove all your financial products from RBC, pledge to quit within the next six months, or commit to never bank with RBC in the future.

### Non-Violent Direct Action (NVDA)

Individuals and groups can “adopt a branch” by using non-violent direct action to draw media attention and gather support to the campaign.

This toolkit describes how to plan NVDA against RBC.

For information on how to boycott, please follow [this link](#).

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# TAKING ACTION

## NONVIOLENT DIRECT ACTION

### *Adopt A Branch!*

Nonviolent Direct Action has a long history of success, from Gandhi, to Women's suffrage, to the Civil Rights Movement.

### *Get Inspired!*

1. Choose a branch near you.
2. Write to your adopted branch to let them know of your concerns and that if your demands are not met by a certain date (not more than a month) you will need to pay them a visit.
3. Choose an action!  
Here are some ideas to encourage your branch to stop financing fossil fuels:
  - A. Ask to meet the Manager to discuss RBC's divestment timeline. When exactly is RBC planning on getting out of fossil fuels?
  - B. Drop into your branch with helpful flyers for both clients and employees Plaster the exterior of your RBC branch with banners carrying key messages (handy samples below)

*Tip: Make sure any banners, stickers and posters can be easily cleaned up ;))*

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- C. Play a game with some friends: Bring cleaning supplies to clean up your filthy fossil fuel infested RBC branch
- D. Peacefully occupy an RBC branch. (See info below on how to organise a sit in)

*Important: Be sure to check that the branch you choose hasn't recently been targeted by criminals. Make it clear to branch employees from the outset that you are nonviolent.*

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# TAKING ACTION

## 3. Choose an action! (suite) !

- C. Play a game with some friends: Bring cleaning supplies to clean up your filthy fossil fuel infested RBC branch
- D. Peacefully occupy an RBC branch. (See info below on how to organise a sit in)

*Important: Be sure to check that the branch you choose hasn't recently been targeted by criminals. Make it clear to branch employees from the outset that you are nonviolent.*

- E. There are no shortages of ideas out there; be creative!  
If you need more inspiration here are 198 Methods of Nonviolent Action that are tried and true.

Whatever action you choose, please be sure to establish beforehand when the action should end. That could be when you feel that your message has been heard, when the media has documented the event, when you've spoken with the manager or when the police ask you to leave.

You and your allies should stick together and make sure each one of you is safe.

Check out how to allocate Action Roles to participants to make your nonviolent direct action as successful as possible.

- ## 4. Document your action! Take photos & videos and send them to us at: [quit-rbc@extinctionrebellion.ca](mailto:quit-rbc@extinctionrebellion.ca) and don't forget to tag #quitrbc

For additional resources and training in non-violent civil disobedience, write to:  
[quit-rbc@extinctionrebellion.ca](mailto:quit-rbc@extinctionrebellion.ca)

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# MESSAGING HASHTAGS AND RESOURCES

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## MESSAGING

We will not help RBC finance climate catastrophe. We are exercising our right to speak freely and to tell the truth.

(Please remember to be peaceful, considerate, and strategic about messaging, banners and chants.)

## BANNERS

- No Bank. No Oil.
- RBC, Proudly Financing Climate Catastrophe
- RBC, Proudly Financing Climate Change
- RBC, Canada's Greatest Fossil FOOL

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# MESSAGING HASHTAGS AND RESOURCES

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## CHANTS

Fossil Banks? No, Thanks!

Hey hey RBC, make our money fossil free!

Divest! Divest! It's in our best in-te-rest! / Divest! Divest! It's in YOUR best in-te-rest!

No more coal, no more oil, keep your carbon in the soil!

What do we want? Climate Justice! When do we want it? Now!

What do we want? Divestment! When do we want it? Now!

## HASHTAGS

#lacheRBC #quitRBC

#SalisPasMonCash #DontDirtyMyMoney

#XRQC #XR.Quebec #ExtinctionRebellionCanada

#TellTheTruth #ActNow #SocialJustice #AgirMaintenant #DireLaVérité

#RebelForAction #RebelForLife #RebelForEarth #ClimateEmergency #ClimateCrisis

#ClimateJustice #EcologicalBreakdown #SuiteDuMonde #CriseClimatique

#SeLeverPourNotreSurvie

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# CONTACT INFORMATION

## MEDIA

Sample NVDA Press Release



For any further information please write to  
quit-rbc@extinctionrebellion.ca with a brief description  
of your group and how we can help you.

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# HOW TO ORGANISE A SIT-IN

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# HOW TO ORGANISE A SIT-IN

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Ideally, a sit-in will last until demands have been met. Write a demands letter based on the suggestions below and include specific, tangible demands for the branch you are targeting.

These could include:

- A call with the branch manager to discuss divestment
- A statement from the branch manager in support of divestment
- A commitment from the branch to divest from fossil fuels now
- A call with the branch manager's boss to discuss divestment

Once your demands are met, the sit-in ends.

## WHAT TO EXPECT

Office sit ins are classified as Non-Violent Direct Action. For more information on knowing your rights in case of police interaction, see the following resources

- [Statement for police](#)
- [Non-Violent Direct Action Guidelines and Principles by Ruckus \(no affiliation\)](#)
- [Action Guide](#)
- [Action Roles](#)

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## MUST-BRING MATERIALS FOR SIT INS

Office sit-ins take time. Please be prepared. Food, water, warm clothes, and portable batteries are all important items. A comprehensive list can be found below AND here:

## ESSENTIAL MATERIALS

### FOOD

- Oranges
- Granola Bars
- Halls

### LIQUIDS

- Water
- Tea
- Coffee
- Juices

### ELECTROLYTES

- Pédialyte ou Gatorade

### WATER

- Refillable water bottles are ideal for optics and convenience
- Emergen-C packets

### ELECTRONICS

- Phone
- Portable chargers
- Charger cords and blocks

### WARMTH

- Warm clothes
- Blankets

### MEDICATIONS

- Epi-pens
- Nicotine
- If 19+ participants might have to deal with withdrawal symptoms, please prepare for this.

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# PRINT

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A fact-based campaign on how Canadian banks  
are financing the fossil fuel industry  
with YOUR money. 🙄

# DON'T DIRTY MY MONEY

Listen carefully. Can you hear that?

It's what makes pipelines hum, it's what scrapes tar  
out of sand. It's what all but guarantees that Canada's  
emissions will keep rising for decades.

It's what makes it all happen.  
That's YOUR money.

*#SalisPasMonCash #DontDirtyMyMoney*

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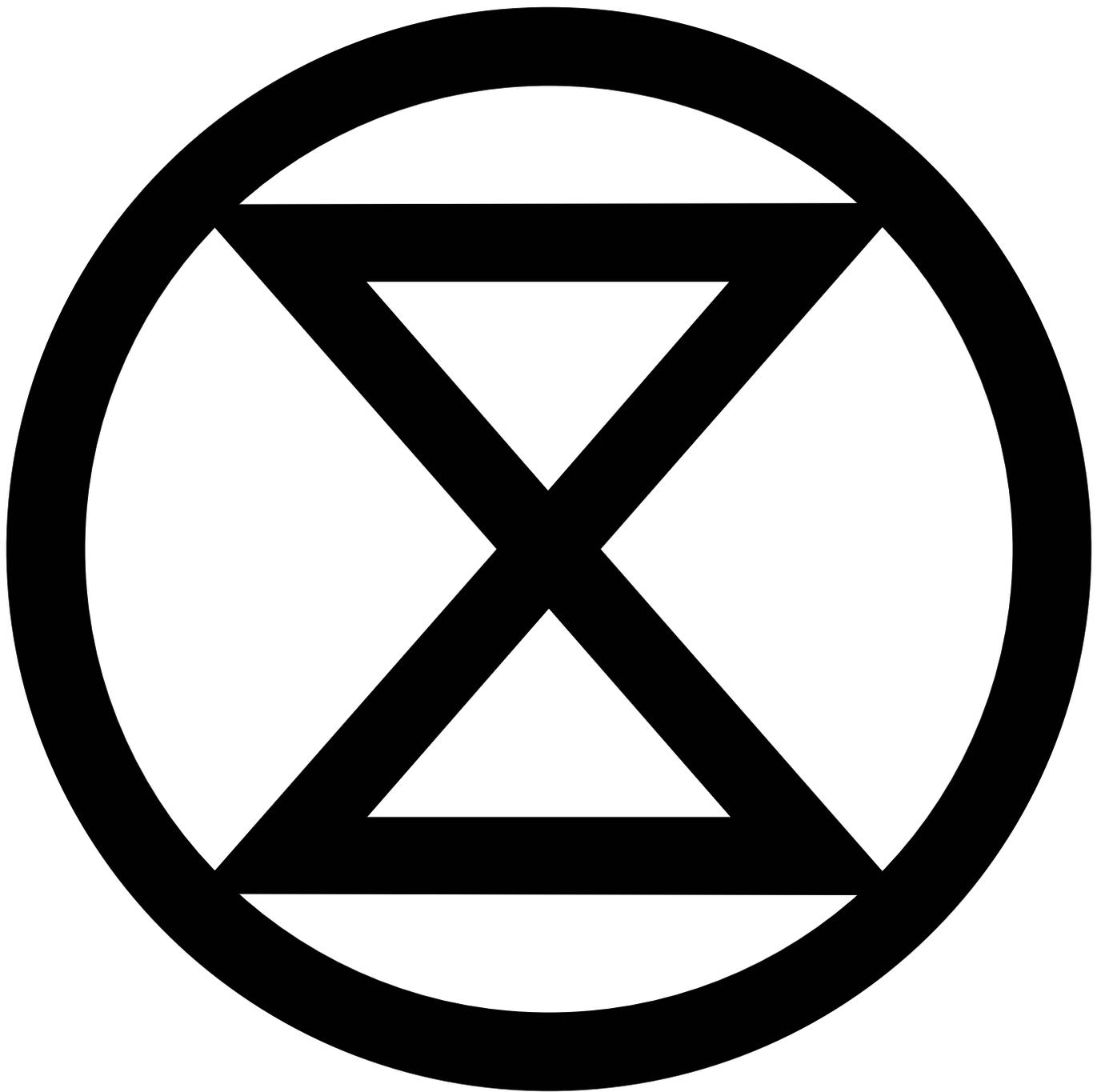
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**rebellion**



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# MANIFESTO

## DON'T DIRTY MY MONEY

The *DONT DIRTY MY MONEY* campaign aims to lift the veil on private and public investments in fossil fuels while also denouncing greenwashing strategies used by banks and governments. Extractivist thinking, central to the Canadian economy, is leading us to extinction. Solutions to this problem must attack its systemic roots, but concrete action can be taken to reduce the impact of our savings on the environment.

We invite you to follow this campaign throughout August and September when we'll take you along with us as we visit one of Canada's leading climate criminals.

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# THE FOSSIL FUEL INDUSTRY IS FINANCED BY YOUR SAVINGS AND YOUR TAXES.

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**YOU MAY  
BE VEGAN AND  
NO LONGER FLY,  
BUT  
YOUR MONEY  
CONTINUES  
TO POLLUTE.**

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**NO SAVINGS,  
NO BANK.**

**NO BANK,  
NO OIL.**

**NO OIL...**

**NO OIL!**

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**TELL  
YOUR  
BANKER  
TO TAKE  
YOUR MONEY  
OUT OF  
FOSSIL FUELS!**

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*The Queen took her cash out of fossil fuels.*

**KEEP  
CALM  
&  
DISVEST  
NOW**

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