


WLM Activist's manual 3.0



<https://t.me/WhiteLivesMatterOfficial>

2024 – version 3.0

A ferocious will of identity and continuity is required for any peoples to survive.

Feel free to print this material and hand-out to all pro-Whites you meet. Press the  symbol to jump to table of contents. This manual should be read in its entirety.

Note: The WLM initiative of April 2021 has nothing in common with any prior 'WLM' groups, just a name similarity. We are not a group, nor an organization – merely a pro-White initiative.

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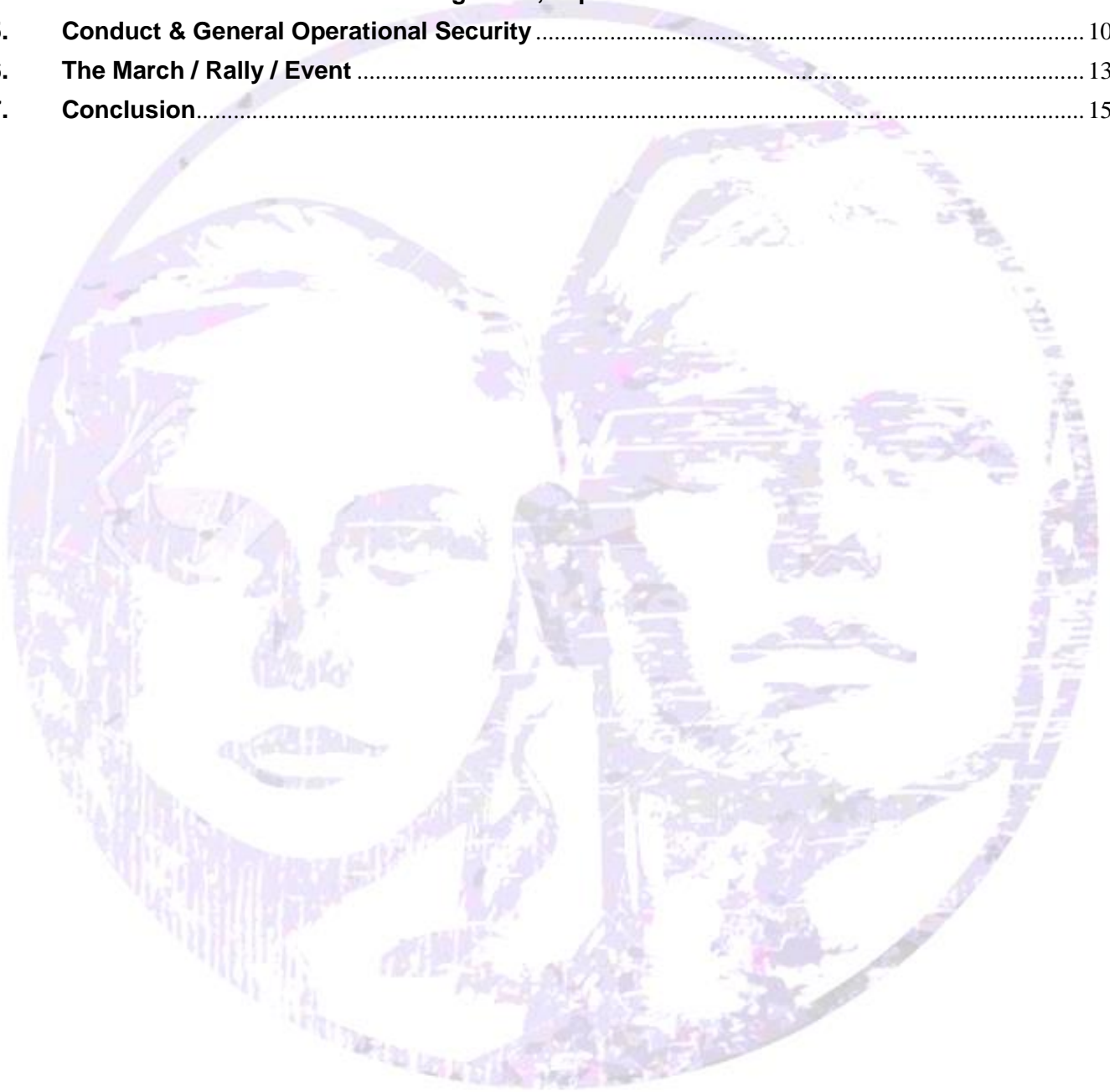
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1. Who we are, what we want, what we stand for



WHO WE ARE

A world-wide, legal, peaceful, & anonymous initiative to awaken White Racial Consciousness through real-world action. Because “The System” is anti-White, WLM activists do not reveal their identities publicly, and anyone claiming to represent WLM non-anonymously is an impostor. WLM is non-political & non-religious and is not focused on any other peripheral topics – we are solely concerned with the 14 words. We do not condone violence and thus any effort engaging in illegal activity is to be disassociated from this initiative. As we are all volunteers, the success of this struggle will depend upon each and every individual to follow the manual. We only do positive activism and we always bring hope to our people.

WHAT WE WANT

We are not concerned with the economic or even political landscape. However, our views regarding these two are: if it helps the interests of White People, we are for it. If it does not, we are against it.

1. The primary short-term goal of WLM is to awaken White Racial Consciousness and rebuild a healthy pro-White attitude in our people. A healthy attitude starts by recognizing the interests of the White Race and the conditions that need to be brought about to ensure our survival.
2. The primary long-term goal of WLM is to ensure the physical & cultural continuation of our people in all of the countries or continents that we have built – including, but not limited to: Europe, North America, Australia, etc. By physical continuation, we mean an absolute White majority population (99%+) in these nations until the end of time. We want to help achieve this legally, ideally within the next 20 years. Until then, we need mass awakening.
3. We set forward a new pro-White culture and custom: every 3rd Saturday of every month of every year (indefinitely), all pro-Whites across the world must locally unite and carry out legal & approachable activism that promotes the 14 words to the everyday White person.

WHAT WE STAND FOR

What we stand for will always be whatever it is best for White People. Given the current situation, we stand for:

1. Taking real-life action in an effective, legal, and peaceful manner.
2. Complete White Unity: across sexes, generations, social classes, religions, languages, countries and nations etc.
3. Being able to articulate the need for the 14 words in an approachable manner.
4. Love for White people, not hate for others. We are fine with other races implementing similar policies (most already do). However, we are ONLY concerned with Whites.
5. Excellence & Achievement. We uphold our ancestors’ desire to become better individuals in everything we do. We particularly focus on improving our physical and mental health, as well as protecting the environment and societal landscape our people live in.

OUR MESSAGE

Our single unified message is that White Lives Matter, a message that almost all Whites can get behind. This is simple, positive, and something that nobody could possibly take issue with or disagree with. Our lives matter. We have a right to exist. However, we must grant and fight for this right ourselves.

OUR STRATEGY

Since 2021, we have primarily conducted activism through legal & peaceful banner drops and stickering, and some rallies/marches. Moving on, we want to move towards mainly holding events in town centers, where we can more easily engage with other White People and where we can expect more visibility. Rather than attracting antagonists by shouting in a megaphone, we envision our activism as talking to and giving flyers to healthy local Whites who are inspired and moralized by our courage to stand up for our Race. We want to be ambassadors for the 14 words through how we think, act, look and speak. While we value health and strength and care for all healthy Whites, we are primarily interested in appealing to mainstream White families rather than hardcore fringes. Our ideal is for all families to adopt the 14 words and act in the interest of what we consider the extended family: our Race.

2. Frequently asked questions about WLM



1. How did the world-wide White Lives Matter Telegram initiative of April 2021 start?

1. We believe it is the natural state of a healthy individual to fight for their own people, their families, their cultures, and so on. Seeing the need for an approachable & race-focused pro-White initiative rather than yet another established “group”, we decided to launch the initiative for the Unity of our people in April 2021 and invited all individuals and groups alike to participate. Our past events are here: t.me/wlm_events.

2. Why not All Lives Matter? Why do you care about the White Race?

2. Because White People deserve representation. If other races can proudly group along racial lines, so can we. Whoever says the contrary is an anti-White. We recognize it is natural for all species and races of all living beings to want to continue their existence.

3. Are other races welcome to support White Lives Matter?

3. Yes, as long as they do it separately and from a place of selflessness. This conversation is about White People, nobody else. Advocating for ‘civic-nationalism’ is forbidden at WLM. Non-White people can push our message from a distance. We support all races having their own spaces and existence, separately.

4. Are you welcoming established ‘nationalist’ and ‘racialist’ groups?

4. Yes. This is a grassroots & worldwide initiative for White People. We aim to defend all White People. However, everyone taking part in the WLM initiative must respect the OPSEC & rules of conduct as set out in section 5.

5. Do you allow open Hitlerism, fascism, Trumpism or other symbols to be displayed at events?

5. No. Our goal is NOT to normalize National Socialism / Fascism / Trumpism / MAGA etc. as political ideologies. Our goal is to secure the existence of White people and a future for White Children. And we believe that the most important thing to do right now to achieve this is to reawaken White Racial Consciousness in as many people as possible through real-world action. Our symbol is the Aryan Man and Woman, which all Whites can identify with. That being said, we support the 1st Amendment and freedom of expression – if you want to watch *Europa: The Last Battle* or read pro-White literature online from the White Alexandria library you can, do your own research from all perspectives.

6. Will this initiative not be infiltrated by feds? How do I know you aren’t feds?

6. A fed-op would try to make pro-White efforts as inefficient and off-putting as possible and focus on infighting and petty squabbles rather than White Unity. This is a peaceful & legal initiative. Just keep everything legal and keep your OPSEC tight.

7. Should I get off the grid both online and irl? Or should I push our message more?

7. The System will come and hunt you down everywhere you go. You can't win a fight you don't participate in. Retreat and reaction are equal to defeat. See Ruby Ridge. WLM believes in doing activism on all fronts, rural or urban. We would suggest that you create anonymous profiles on burner phones on platforms such as: Facebook, Twitter, Instagram, Tik-tok, Youtube and solely use those accounts to spread the WLM materials and message in comments, posts, groups and communities. The idea is to bring those people over to telegram and start from there. You should not use those platforms with your real identity. IRL, you should be actively involved in pro-White communities.

8. Why is the initiative called ‘White Lives Matter’?

8. We believe that ‘White Lives Matter’ is the name which can bring the most awareness to our struggle at this point in time.

9. Someone appeared on TV and claimed they are the WLM leader. Should I believe them?

9. Absolutely not. WLM has no public leaders. People are imperfect and can more easily be attacked and slandered, whereas an idea cannot. The idea is to secure a future for White Children. We do not need a public leader.

10. Where can I find my local WLM channel?

10. As WLM is world-wide, there is a place for all pro-Whites across the globe to join. Everything can be found on the channel navigator (pinned post) at t.me/WhiteLivesMatterOfficial.

11. How can I spot and avoid a federal agent / antifa / bad actor?

11. All anti-Whites will try to disrupt your legal activism. The biggest red flag is if someone asks you do to anything illegal. By anything, we mean anything. Never engage with people asking or provoking you to say you would commit an illegal act. Secondly, never give personal information online to anyone.

12. What is Nekogram X? Why and how can I use it?

12. Nekogram X is an add-on feature on top of telegram that works for all Android Devices. It can be downloaded from <https://t.me/NekogramX> and we recommend it for admins. It has extra security options such as the ability to see a user's unique telegram ID that cannot be changed. The bad actor can be tracked regardless of whether they change their username.

13. I am a minor; can I participate in pro-White activism with WLM?

13. Yes, you can. Our youth are our future, and our primary motivation in this struggle is the future of White Children. However, as a minor, you must be accompanied by a parent, especially at rallies or any other event that involves public displays of pro-White materials. Same rules apply for active day sessions i.e. group work-outs or martial arts training. Also, you can always spread our message online.

14. Does WLM accept donations? What about raising local funds for events / materials?

14. Centrally, WLM does not accept monetary donations. We believe that entangling money with mission could be a dangerous road ahead. However, local efforts could raise capital for legal use: the acquisition of banners, sticker-printers, t-shirts and flags, or logistical expenses – with the condition that no money whatsoever should be retained for personal gain out of WLM activities.

15. I have been doxxed before. Why can I not join WLM as a public person?

15. WLM is not about you. WLM is not about me. By joining WLM as public person you are bringing your baggage in. Anything that can be used to slander you, will be used to slander the initiative. Apart from that, your family can be targeted by anti-Whites. Not to mention, other pro-White activists can be at risk because you could be followed and traced back to WLM activities. Lastly, since the anti-White system declared war on us, we want our enemies to know as little as possible about us. Therefore, if you have been doxxed before, you must create a whole new anonymous account that cannot be traced back to the doxxed individual in any way.

16. Is it not illegal to put up stickers / banners / do rallies?

16. WLM forbids any illegal activity whatsoever while doing WLM activism. Because this is an initiative, any illegal activity is disassociated from us and you will have to take accountability in your own hands. You must look up your state regulations and laws before you do activism. The good news is that in almost all states at least one form of activism is legal, therefore you have no excuse.

17. I work weekends, how can I contribute?

17. Simple, do another day and we'll count it as weekend. We do Saturdays because it fits the schedule of most people. However, you are free to work around that and do activism whenever you can.

18. How does the vetting process work?

18. This varies from state to state. Generally, vetting is done anonymous and lasts anywhere from 30 minutes to one hour. We do not ask for voice interview, however some states might do that later down the line if you have not met them in real life. You should expect multiple layers of anonymous vetting. You might be asked to do solo anonymous activism for a while before you can be trusted. All local admins are vetted already; however, we recommend that you run your due diligence yourself. Never reply to DMs unless they are from a verifiable admin or @wlmcontactbot. Keep OPSEC in check and all should be good. Please buy a balaclava right now if you do not own one already.

19. How can I organize Telegram so that I can use it properly as an activist?

19. Turn on notifications for our channel. Go to settings > folders and organize your direct messages

(DMs) separate to the public chats you are in. Go to settings > data & storage > storage usage and only keep your media for 3 days. Have an anonymous name, username and profile picture. Share all WLM posts everywhere you can. Learn more from <https://t.me/TelegramTips>.

20. I have doubts about the current local admin. I think I can do a better job, what can I do?

20. WLM is completely transparent and meritocratic. If you think you can do a better job than it is being done, then you will be expected to prove it. If proven, you will be offered the chance to lead or co-lead.

3. How to become an activist: Stickers, Banners, Rallies



We recognize that the most pressing issue facing White Consciousness is the fact that White People currently have no representation and thus the pro-White message does not reach its target audience. Given that the media is anti-White, we must resort to other communication channels for our people. Thus why, all forms of activism must have a Telegram link attached in order to bring people to alternative means of media. If Telegram ever goes down, this manual should equip you with all you need to keep going. This initiative will only be as good as we make them through volunteering our best efforts.

There are no prerequisites to becoming a pro-White activist. Simply upholding and executing the principles we set out in section 1 will make you a potential candidate. A pro-White activist is someone who works towards the betterment of White People in an effective manner.

Below we present the most common, established ways of conducting activism. You should always check that what you are doing is legal. What has been tried before includes: stickering, banner holds or drops, flyering, rallying, marching, graffiti, writing in concrete, (laser) projectors, flying a plane / drone, WLM slogans in football stadiums etc. However, you should always try and think outside the box and employ whatever you find to be the most effective in your area.

Stickering

Stickering is perhaps the easiest form of activism one can do. By stickering, we refer to the creation or distribution of (self-adhesive or otherwise) stickers, flyers, posters, or any small physical pro-White material that is used with the purpose of raising White Consciousness or bringing people on board in the pro-White activist community. Please research and obey local laws – especially in Europe, and to only sticker legally on public property. Always place them in popular spots for maximum visibility.

Why do activism. Stickering example

A simple mathematical exercise will make the case for stickering, if done efficiently.

If 100 activists distribute 200 stickers in a month (for total of 20,000) that will be seen by at least one person each and up to 10 each, we will have broadcast our message to at least 20,000 to 200,000 people in a month. If 0.1% of these resonate with the message and decide to take action, we will bring in another 20 people at the very minimum and even up to 200.

By compounding the growth, in one year we would reach tens of millions of people.

How to do stickering

1. Buy a (thermal) (label) printer

- We recommend thermal label printers such as Brother QL-1100 (or others). It can allow for both continuous rolls and standard sized stickers.
- These printers leave no tracing and are very cost efficient and easy to use – they cut the stickers to your preferred sizing automatically. Printer costs range from \$50 to \$250 depending on brand, condition etc. The printing labels amount to approximately \$40 for 300m (0.2 miles of paper) with which you can print about 2,000 6-inch-wide stickers, at less than 2 cents per sticker. We recommend that you search for cheaper off the market labels that are compatible – these should be easy to find on amazon or eBay / other websites.

- The following is an example of stickers made with Brother QL-1100. It comes with its own editor (P-touch editor) and you can personalize your stickers or print the ones we already have



2. Order labels or paper for printing & download our sticker designs from our channel

- We recommend labels for easier use. However, feel free to order any sort of paper or label you want and stick with glue / wheat paste etc. Cheap labels can be found online
- All our materials can be found at https://t.me/wlm_materials

Stay legal and post them in the places with the largest possible targeted audience (Areas populated by White People).

Banners

Banners are just as easy to make as stickers. All banners **must** have either the link t.me/WhiteLivesMatterOfficial written on them or the link of the state that the banner drop is pertaining to (example: t.me/WLM_USA_UTAH). This ensures people actually are able to find the initiative. Please research and obey local laws and to only drop banners legally on public property.

Getting in with banners into a large (sports/concert/other event) stadium should be fairly easy: wrap it around yourselves under a thick layer of clothes. Always try and make the banners as visible / viral as possible.

Slogans should be simple and positive: "White Lives Matter", "White Countries for White People", "We have a right to exist" or "Race over Nation" / "Race over Country".

Do not just write WLM / White Lives Matter, include the [t.me](https://t.me/WhiteLivesMatterOfficial) link (telegram) so people can find us!

How to make a banner



1. Buy White canvas drop cloths from any shop (Home Depot, Lowes). Good size is 15ft long x 4ft wide. Buy tarp to place underneath if you need to keep garden cleaner.
2. Buy spray paint or paint. If you buy paint, buy brushes or paint rollers too. Paint rollers make it extremely easy to paint a banner, as shown in the picture below.
3. Buy or make stencils. Can be bought cheap from Amazon, Michaels, HomeDepot etc. You can make your own by printing out images on paper and then tracing them onto cardboard and cutting

them with scissors. If you had bought paint roller, this step is not necessary.

4. Calculate what you want to write on the banner. Make sure everything fits and lines up properly before you paint it. Draw lines in pencil if needed. Paint your banner outdoors and let it dry for a day.
5. Include t.me link to our official telegram or your local channel.

Other forms of physical activism include: flyer handout, flyer drops, word of mouth, megaphone speech, community building, etc.

Top tips for activism

- **Always follow OPSEC rules:** wear unidentifiable clothing that blends in, wear gloves and a cap. It is mandatory you buy and wear a full balaclava (mask) or some other anonymous mask that is legal where you are. The mask must be simple, without any “skulls” on it.
- **Place stickers at busy locations and on public property** rather than private. **Always stay legal.** Reach as many people as possible.
- **Big stadiums / concerts / rallies full of people** are one the best spots to drop a pro-White banner or use a laser to project our slogans (check local laws)
- **Ensure the sticker is properly placed** and not easily removed, especially at corners. You can also apply spray glue or clear glaze over it to make it last longer.
- **Focus on areas densely populated by White People.** You can even offer the stickers to them should they be open to the idea.
- Try to put up as many stickers / banners as possible in different areas so as to make the WLM presence known. **Getting local people involved** is always the easiest way to grow.
- **If you encounter police presence,** be respectful, re-iterate you are expressing your freedom of speech in a legal & peaceful way. There should not be any issues.
- **Anonymously record / capture the activism sessions** in order to inspire others to get active. Film in landscape format and send the videos to <https://t.me/wlmsubmissionbot>.
- **Complete the WLM New Activist checklist** and implement it thoroughly. You will find all of the information in the pinned post (channel navigator) at <https://t.me/WhiteLivesMatterOfficial>. You will be expected to prove you have gone through it.

4. How to become a local admin / organizer, expectations



As local organizer, you are given the privilege to serve your people and lead the struggle in a certain state / area. It falls upon you to ensure that you and everyone you organize with will uphold the beliefs from Section 1. This also includes OPSEC (section 5) for you and everyone involved. Everything must happen within the law and no violence is permitted. We will provide you with further knowledge shall you be selected to lead a local effort, and you should always be ready to innovate and self-adjust your efforts.

How can you join as admin / organizer?

Simply message **@WLMContactBot** on telegram and anonymously state your credentials. We will then get in touch and see if you are a good fit for the role.

Even if you see that your state seems active, message us nonetheless. We operate in complete anonymous meritocracy and the best equipped individual(s) will get the position.

As a local admin, you must thoroughly read, understand and apply the suggestions presented in this manual. A good admin is always looking to expand his knowledge regarding pro-White activism.

Pre-event goals of every admin:

1. **To bring as many good character pro-Whites** as possible to the Telegram page of both the main channel and local channel. All promotional materials must contain the Telegram link of main and local channel. This can be done by word of mouth, internet posting, or stickering – the events calendar should be stuck everywhere around the area where the event will take place.
2. **To vet and meet new activists online and offline** (keeping OPSEC in mind) in order to build trust and increase event attendance. Vetting should be done thoroughly yet anonymously and your followers should win your trust by doing activism and proving loyalty to the struggle. Local admins are required to perform multiple layers of vetting to gauge the intentions of a new activist, online and IRL.
3. **To organize the event** in advance, including a mock event a week before between local people and/or alone. Checklist: full OPSEC list, terrain inspection, march formation, escape route, other miscellaneous preparations i.e. wind holes for banners, where to park vehicles, food and other supplies.
4. **To manage & check all promotional materials** to be used at the event. Ensure everything falls within guidelines (e.g. no slurs, no politically charged material e.g. Celtic cross). A banner hold in a busy intersection is preferable to a banner drop, especially if there are more participants. However, the most effective activism is done by holding banners in town centers and engaging locals in conversations. Leaflets or stickers to give to people for free are also encouraged.
5. **To promote the event in person** or through giving out our flyers in White Majority locations. The flyers must contain the reason why we must be anonymous. The WLM Brochure and General Knowledge Flyer are also a must.

General Admin requirements for potential candidates

1. **You must run the channel in a manner that faithfully represents Section 1 of this document.** You must constantly encourage people to participate. Original content is preferable to forwards. Do not spam the channel with news, keep it neat and relevant. A maximum of 5 posts per day will suffice. Get to know your followers and chat members and you should engage them to determine if they are actionable and good activists.
2. **You must subscribe to <https://t.me/TelegramTips>** and learn how to use the app properly.
3. **You must create a local channel navigator** (a post with hyperlinks to different sections of the local channel) similar to that one on the official channel. This should include: OPSEC, montage from different events, how to get involved locally, why the need for involvement etc.
4. **You must be active at least 1 hour every day on average.** Inactive admins will be removed.
5. **You must LEAD the event.** That means you must be willing to DO something even if you were alone or with 30 attendees. Stickers are not considered an event, as stickers should be placed continuously throughout the month. Banners & marches etc are considered events.
6. **You must keep our OPTICS & OPSEC immaculate.** We are a pro-White initiative, not anti-non-White. **No slurs are allowed** at WLM events.
7. **You must be active in your local chat and make positive contributions.** Any sort of infighting results in removal. Our goal is bigger than every one of us.
8. **You must be eager to learn and read** materials we send you. You should also understand the difference between esoteric and exoteric behavior and language.
9. **You must never upload pictures or videos from events that could result in doxxing of participants.** Before taking videos / pictures at events, remind everyone to wear a balaclava.
10. **Videos should be captured in landscape format** so they can be used in monthly montages. Pictures alone won't cut it. Always get camera movement in your shots. Consider a gimbal for cinematic smooth footage. Film everything on event day: preparation, travel, event itself.

Potential roles for the leading team of a local channel

Below you can find some suggestions of roles that could be offered to local effort activists, in order to

make the effort more efficient:

1. **Local Effort Leader** – local admin, ensures everything is in the right place, facilitates co-operation between other local leaders.
 - a. Is in charge of organizing weekly meetings and keeping all activists focused on the mission, as well as managing any conflicts
 - b. If the local channel has a few members, the local admin can take other roles as shown below.
2. **Vetting Person** – in charge of vetting new people in. Vetting must be done anonymously. This role can be taken by the local effort leader.
3. **Marketing Person** – in charge of media. This includes creating videos, posters, stickers but also representing the local channel on other social media platforms and attracting new activists.
4. **Legal Person** – in charge of legal advice. This person will research local laws and regulations and ensure that the local WLM effort is compliant with it.
5. **Logistics Person** – in charge of distributing stickers, ensuring transport to activists if necessary and inspecting potential rally locations.
6. **Materials Person** – in charge of manufacturing stickers, banners, printers etc.
7. **Health & Physical Education Person** – in charge of organizing sporting events, nutritional advice, providing medical help.

5. Conduct & General Operational Security



5.1 Rules of Conduct

The most important thing to understand is WLM's **purpose**, as stated in Section 1. We cannot stress enough that the target audience of ALL WLM efforts should be normal every day White people. We are not targeting edge-lords or anti-social people.

There is already an abundance of “groups” out there that do edgy miscellaneous activism, but there wasn't an initiative dedicated specifically to reaching normal folks who would otherwise not be receptive to esoteric nationalist & racial explicit messaging. You cannot shout edgy internet phrases in real life and expect people to instantly resonate with it. What we want to promote is the 14 words in the most approachable fashion possible. With this in mind, let's touch on a few core aspects of WLM Activism.

1. The WLM message.

Our single unified message is that White Lives Matter. This is a message that all White people can support. All WLM propaganda should follow this lead. Be **positive, concise, approachable**, and on topic.

To be clear, the WLM message should not be convoluted or debased with any other messages including but not limited to: anti-other races, anti-jew, anti-Israel, anti-lgbt, anti-vaxx or anti-whatever-else-people-protest-about. You are free to do any type of activism on any other day except for the 3rd Saturday of every month, which should exclusively be reserved to solely pro-White activism. The reason for this is simply because these topics will amalgamate and diffuse the WLM message by association and result in a potential rejection of a pro-White sentiment from the everyday White person.

2. Approachability.

Your goal when doing monthly IRL activism is to reach every day White people and **be the doorway**

for them to start down the path leading to a White Nationalist worldview. Therefore, how you present yourself and how you behave (secondarily to the WLM message explained in point 1) is very important.

Reminder: your goal should be to achieve ACTUAL results by awakening White people's Racial Consciousness. The goal of activism is **NOT self-gratification** via “triggering the libs”, or being edgy, or looking for some kind of internet or media infamy.

You should be clean-cut, well dressed, well groomed, and ultimately appear approachable to normal every day White people. You must be able to have a civil and concise discussion about the importance of WLM and the 14 words.

You need to understand what locals find approachable (e.g. in Southern American states, people wear jeans and shirts – if you show up in all black you will not blend in). Looking anti-social (e.g. military gear, politically charged flags, wearing skull masks or using slurs) will likely result in rejection of the pro-White message by most White people you meet that day. Absolutely do not perform roman salutes in an exoteric activism environment. You must have a positive impact on the people that you engage and path the way for them to develop pro-White sentiments step-by-step.

Mixing the WLM message with other politically charged symbols or flags including but not limited to: confederate flags, American flags, Trump flags, fascist flags, NS flags, Celtic-cross, libertarian flag or any-other-politically-charged-flag etc. is also not allowed, again simply because these peripheral messages will take away from the WLM message by bringing about other topics. Only flag allowed is the WLM logo as well as your state/country flag. Remember, **the only topic is the 14 words**.

3. White Unity.

To us, White Unity means staying apolitical, non-religious, clean-cut, and positive if we're to truly be able to reach our White extended family who need us, and to achieve our long-term goal of an absolute White Majority population in our nations. This is the minimum we want from this struggle, everything else is secondary to this. We cannot ensure our existence without having exclusive spaces for our people, and bringing about legal measures to uphold absolute White Majority.

5.2 General OPSEC

As pro-White Activists, we acknowledge that we are The System's number one target. Therefore, we take serious measures to ensure our operational security (**OPSEC**). Both online and offline, the following rules are **mandatory**. Always stay within the law. Stay legal. WLM does anonymous activism only – anyone asking you for any personal information should be blocked. WLM uses both public and private chats – be conscious of that.

The most common (but not only) doxxing attempt **you should be aware of** is account impersonation online. The impersonation tactic is when anti-Whites will use a fake username / profile and pretend to be a known pro-White person / admin. They usually use capital “i” instead of lowercase “l” or even the digit “1” to visually trick you. Example: @WHITEGUY vs @WHITEGUY vs @WH1TEGUY. These three words might look the same, but they are not. Another trick would be misspelling one letter in the username and then using the same profile picture, bio etc. Really carefully check people's usernames online and always ask for double credentials as well as proof of activism with signed date.

Another slander tactic anti-Whites use is photoshop fake criminal records for fictitious pro-Whites and then spread that fake information to sow discord and discredit people. Do not fall for it.

Bad actors will claim to be a local admin / a pro-White and then ask personal data from you. Or, they might play the long game and try to befriend you online and gradually ask you for doxxable info. Do not forget – pro-White action is the only thing that matters. If someone refuses to be vetted or do activism but lurks around in our circles – they are a bad actor. If they ask you for ANY personal information, they

are a bad actor. It is CRUCIAL you follow the guide below:

ONLINE

- 5.2.1** **Never use or reveal your real identity online**, under any circumstance. That means no real name, number, address, or where you work. Avoid slurs and inflammatory symbols. Never share your social media accounts with anyone and keep it separate from activism.
- 5.2.2** **Use an alternative username / phone number / email** that are in no way connected to your real identity. Sim cards sell for less than \$1. Do not use same username on different platforms.
- 5.2.3** **Use a well-reputed VPN** that does not keep logs. We recommend Mullvad or Azire VPN. You can pay in cash for some of these.
- 5.2.4** **Avoid google play** (use APK instead) and always turn off locations in your mobile settings. Download telegram directly from telegram.org.
- 5.2.5** **Never tolerate calls to violence** or respond to entrapping DMs. A bad actor will always try to get you to act stupid and commit something illegal. Never do that.

Note: If you have been doxxed before, create a new anonymous profile that cannot be traced back to your identity in any way.

OFFLINE

1. **Wear a balaclava** that fully covers your face and hides your identity. You must also wear sunglasses, hat / cap, and non-identifiable clothing + gloves if you engage in activism. Hide tattoos. You want to be like water and never give anti-Whites anything to work with at all. Never wear the same clothes you use for activism for non-activism related activities.
2. **Careful** when and who you share your ideas & political positions with. Don't say anything you don't have to. Do not wear swastikas or anything a glower would wear.
3. **Always be prepared to defend yourself** within the law's limits. Never commit an illegal act.
4. **Have an escape route**, know your terrain, and walk in groups if possible. Do not feel the need to give your real name to strangers.
5. **Never tolerate calls to violence** or respond to entrapping remarks. A bad actor will always try to get you to act stupid and commit something illegal. Never do that.
6. **If you can record the event for personal safety**, we strongly encourage to do so. Always have proof.

Note: You are not allowed to wear clothes that drive other White People away. For example, T-shirts with political symbols on them are prohibited at WLM events.

5.3 Interacting with others

A. When interacting with other pro-White groups, orgs, initiatives:

- a. **Conversations** must be productive and on topic, mainly about how we can get more exposure for pro-White views and create better content.
- b. **Personal gain**: You must not use the pro-White effort for your own personal gain i.e. dating, money, influence, recognition, popularity etc.
- c. **Efficiency**: Never larp, do not debate endlessly, no religious debates, no insults of any kind.
- d. **Resources**: Exchange esoteric pro-White materials and channels and improve each other's understanding of the world-view. This can be books, audiobooks, podcasts.
- e. **Behavior**: You must respectfully correct other pro-Whites' behavior if they are slacking e.g. they are using slurs or inflammatory language.

B. When interacting with potential pro-Whites:

- a. **Conversations** – same as A., + you must be prepared to deconstruct anti-White lies

and cite pro-White literature and arguments, as well as make a solid case for the 14 words.

- b. **Efficiency** – same as **A.**, + you must transform them into activists.
 - c. **Resources** – same as **A.**, except you will share exoteric, not esoteric, material.
 - d. **Behavior** – same as **A.**, + you must faithfully represent the initiative and the Race.
- c. When interacting with anti-Whites**
- a. There is **no conversation** of any sorts to be had with anti-Whites. As soon you determine that someone is anti-White, you should give NO time to these.
 - b. **Report** all anti-Whites to both telegram (report as spam) and to @wlmcontactbot. This helps us keep track of all the bad actor accounts and ban them everywhere. In real life, you can report anti-Whites as well as figure out who they are.
 - c. **Behavior** must be kept intact. We are Noble White People, not brawlers. We do not respond to provocations or lower ourselves to anti-Whites' level. However, legally defend yourself.
 - d. **Keep track** of anti-Whites and protect yourself. Know your enemy.

6. The March / Rally / Event



This is the section that will be of most interest to already active people. The event itself should be classed as successful if you have managed to engage with other White People and they have been receptive to the message, have joined t.me/WhiteLivesMatterOfficial. Simply talking and agreeing is not enough. You should be able to formulate the case for others to join the struggle and adopt the pro-White activism lifestyle. We really have no other choice if we are to survive as people. You should re-enforce the WLM culture of taking pro-White action every 3rd Saturday of every month, every year – use the poster at the end of the section to promote the events.

Event goals

1. **To bring as much attention as possible** to our cause and the 14 words. This involves primarily other Whites, but also media. Any sort of publicity is good at this point.
2. **To directly engage people** and ask them to march with you if they believe in the cause (provided they can manage OPSEC) or to come to future events.
3. **To build a community** and strengthen relationships between WLM activists. We highly support White Collectivization. Activists are encouraged to meet outside of WLM events and build friendships, however OPSEC will be upon the individual to uphold.
4. **To distribute pro-White materials**, especially the basic-knowledge flyer and WLM Brochure, which you can find on t.me/WLM_materials.
5. **To promote the 14 words in an approachable manner.** You should be able to explain the worldview to other healthy Whites. A good start is asking people on the street “Should White People continue to Exist?”, engage in conversation and explain how we can achieve that legally and peacefully.

1. Planning

- **Choose Location:** Choose somewhere that is high visibility or somewhere with lots of pedestrian foot traffic. This is depending on the type of activism you will be doing. We suggest town centers or busy intersections / local markets or events. You want your presence noticed.
- **Create Promotional Materials:** We suggest you create the materials at least one week in advance. You might not get it to the desired quality from the get-go. Be innovative and cater to your local Whites with your materials. Always keep within legal guidelines and away from slurs.
- **Scout The Location In Advance:** You should physically go to the event location beforehand

and ensure it is safe and legal to hold the event there. Do a mock event and try figure out all the logistical issues that might arise. We recommend you park your vehicle at least a good few streets away from the location. Also bring extra masks (balaclavas) in case you need spares.

2. Promotion

- **Core Members:** You want to use the chat / channel as an opportunity to vet people and see which ones are actually determined and passionate about activism. The best way someone can prove they are pro-White is proof of activism. Do not trust anyone easily on the internet and do not give personal details. Once trust is built up upon proof of activism, you can then consolidate a core members group where everyone is vetted and can scale the activism for the future. You can also engage in community building with the core members, which we encourage. You can go for a hike, clean your local park, plant some trees or speak to people in the street.
- **Friends & Family:** People you already know in real life will always be the best to do activism with. These can help you with banner / flyer making and distribution but more specifically they can come to the event or even promote it in their social circles.
- **Flyers & Stickers:** You can also do pre-event flyer and sticker distribution in order to advertise the actual event. Preferably you hand out flyers with the t.me/WhiteLivesMatterOfficial and the t.me from your state so that those interested can join and in turn become activists. The dates for each year are known: 3rd Saturday of every month.
- **Online:** This is by far the easiest form of activism one can do. Hard to call one an activist if they don't do as little as share links and posts on the internet. Social media is key to this.

3. Event Day

- **Safety:** Your number one priority is your safety and that of everyone involved. If cops show up, remain calm and invoke your rights to peaceful assembly / protest. They might try to intimidate you into going away – do not give in.
- **Legality:** Under no circumstance should you engage in any illegal activity. We are a peaceful & legal initiative and will remain so. Check self-defense & protest laws in your state and be prepared. The more prepared you are, the more comfortable and at ease you will feel.
- **“OPTICS”:** We are a racial initiative. That means we are apolitical and non-religious. Therefore, under no circumstance should you bring materials that are political (this applies to anything from MAGA flags to Swastikas or any materials that contain slurs -> all forbidden). The WLM logo and local state flag are best to use. Dress and look good and behave in a legal and noble way.
- **Engagement:** Virtually all interactions you might have at a pro-White event will be with: pro-Whites, anti-Whites and the Indifferent. These interactions are also covered in [Section 5.3](#).
- **Videos & pictures:** Videos are very much encouraged not only because they help protect you in court should anything bad happen, but also because it shows other potential activists how easy & safe it is to take legal & peaceful action. We encourage recording the event and taking videos in landscape (horizontal) format. Always make sure your footage is engaging and has movement. Under no circumstance should you upload a picture or video that could result in the doxxing of a participant. You should remind everyone to anonymize themselves at all times when doing activism. Send the videos to **@WLMSubmissionBot** on telegram or to your local channel admin.



7. Conclusion



At WLM, since April 2021 (we have just a name similarity to any prior "WLM" groups - we are a new initiative), we have tried to create a new way of thinking, delivering, and acting. A new form of pro-White activism. **That is, being and acting explicitly pro-White in an appealing manner, without any political or religious add-ons. And doing that every on the 3rd Saturday of every single month, of every single year from now and until the end of times. Even if the internet was to go down, we will still be doing this – forever.**

For us, being part of the race means more than simply possessing the genetics and definitely more than spewing insults or value-shock messaging at our people. We want to be mainstream. We want a pro-White WORLD. We are concerned with re-building the (extended) White family, through positive activism.

Ask yourself, if the whole world was White, would you still be a valuable asset to the race? Do you bring any value to White Children? Would other White People allow you to speak for them? Can you make a compelling argument in favor of the 14 words? It is not too late to do your part – this initiative relies on you volunteering your best efforts. Do your all to understand our struggle and then get involved in your state! 14!