"DO NOT LOSE HEART
MY FRIENDS - WE
WERE MADE FOR
THese TIMES"

-CP ESTES

ENOUGH
MOVEMENT

ENOUGHMOVEMENT.ORG

MAIN CONTACT:
ENOUGHMOVEMENTCONTACT@GMAIL.COM
Why Enough?

Enough is the perfect sentiment to use when drawing a line in the sand with courage. It’s sincere, yet firm. It can be specific or all-encompassing. It can mean everything or nothing at the same time. From "enough is enough" to "I am enough", it perfectly represents every brand and every individual based on the way they are inspired to adopt it.

We are fed up. It’s time to come together to change the narrative and create our own future.
The time is now to step out before it's too late. We will do that by joining forces to build a new community - a welcoming alliance with others that have had Enough, and recognize that they ARE Enough; stretching beyond every issue and into every heart.

We've been given an opportunity to create MAJOR change:

- Redevelop community
- Empower people
- Educate the masses
- Create action
- Take back our power
- Change the tide

As an organization, referencing “Enough” throughout your content will be the most valuable way to align and create an impact. Not only will that help build trust and draw new visitors to your content, but it will create an even more profound statement regarding your role in the development of a better future.

Being part of the Enough Movement means you’re inclusive, collaborative, and prepared to participate in bringing about the positive change that we all know is possible.

Please don't change a thing your organization is already doing. However, a powerful way to build a greater sense of unity in the world is to weave the Enough concept or sentiment into your organization’s content and projects. With thousands of groups and organizations and millions of individuals doing the same, the simple repetition of the messaging will help draw newcomers as well as create a familiar and trusted feeling of alignment.
Dear Friends,

We've had Enough.

"Do not lose heart my friends - we were made for these times"

We are banding together with organizations and individuals around the world to step forward and proclaim that we have had Enough. The message is simple. We are choosing to no longer stand for the radical narratives, corruption, regulations, tyranny and manipulation that our members and their families are being subjected to. We are ready to work harder than ever at building our solutions outside of the systems that are holding us back and disrupting our happiness and livelihoods.

The time is now to step out before it's too late. We will do that by joining forces to build a new community - a welcoming alliance with others that have had Enough, and recognize that they ARE Enough; stretching beyond every issue and into every heart.

As we move into a new brighter and saner era, you'll start to recognize the "Enough" sentiment throughout our messaging, content and media. This is an all encompassing representation for the need to build a new and better world.

We'd like to invite all of our members to join us in stepping out in saying Enough is Enough. If you share our sentiment and recognize that YOU ARE Enough, start building the courage to represent it. Share your feelings with your friends and neighbors. Help others learn they are not alone.

We are optimistic about the future. We look forward to expanding our community, creating change, and building a new system. We can't wait to journey alongside you.

Learn more about how you can join the Enough Movement at enoughmovement.org

INTRODUCING: THE ENOUGH MOVEMENT
Spreading the word (literally)

The best way to represent the Enough movement is simply use the word "Enough" throughout your content.

Here are some suggestions for how to help:

- Introduce new content or ideas with an “Enough” statement aligning with the purpose of that action
- Bold the word Enough where it makes sense, or to add emphasis throughout written content
- Capitalize “Enough” throughout your content, so it stands out and is recognized as a proper noun

Messaging
- Reoccurring theme in speeches and presentations
- Activating the theme through all conversations
- Songs, poems and videos

Digital
- Memes
- Profile badges
- Major launch blackout initiative
- Hashtag campaign

Attention
- Thought Leader and Hero support
- Theme interwoven into messaging for all issues
- Celebrity endorsement

Physical
- Yard signs
- T-shirts & gear
- Stickers
- Commercials, billboards, etc.

Leverage the Enough Branding

enoughmovement.org  Enough.


yellow: #FFDE59

CMYK: 68 62 61 57  |  Charcoal: #545454  |  Font: Playfair Display
The Yellow Band Project is a way for organizations, businesses and people to represent the Enough movement.

A yellow stripe on your website, door, front desk, or even your wrist will showcase your alliance with the Enough Movement. It tells people that your business and your employees are being managed with a more accepting, logical, and people-first mentality. It says you will not discriminate based on any irrational forced-compliance.

What's even better, by participating in the Yellow Band Project, you're promising to be a part of building a better future.

Sign up your business and take the pledge by sharing your #yellowbandproject #enoughmovement photos on social media, and don't forget to tag us.

- Hashtag campaign - share your #enoughisenough stories
- Share and send to your followers, subscribers
- Tag @e.n.o.u.g.h.movement on Instagram in your posts
By joining with us, the Enough Movement will show the world that we are far bigger than anyone ever imagined. They cannot control us anymore, for we are the ones in control.

Building unity in the world by joining the Enough Movement is a commitment to finding solutions for a better world. It’s listening, respecting, developing connections, trusting relationships and supporting each other’s efforts when possible.

“So powerful is the light of Unity, it can illuminate the Whole Earth” Baha u’llah

**It's time to create real, global, change**

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