



CLEAN UP RBC

Boycott
#quitRBC

DON'T DIRTY
MY MONEY



WWW.QUIT-RBC.CA

et aussi sur  

A Divestment Campaign of Extinction Rebellion Canada and its Allies

CLEAN UP RBC

Boycott
#quitRBC

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 TO OVERVIEW AND QUICK LINKS

Boycott
#quitRBC

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 #quitrb? 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 boycott RBC.

For NVDA, please follow this [link](#).

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TAKING ACTION

BOYCOTT

Quit RBC Today

Here is a handy list of steps to make quitting worry-free.

- Look into other banking options ([LINK](#))
- Make a list of your direct debit transactions ([LINK](#))
- Open your new account
- Transfer your direct debit transactions to your new account
- Close your RBC account.
- You're closing your account, this is a big deal! You can go the extra mile and make an action out of this momentous occasion! Go close your account in person and make it creative: bring friends, bring a cake, throw confetti. Celebrate your departure! Don't forget to document and post your #quitrbc.
- Let us know how it went! Send us photos and/or video of your spectacular #quitrbc event! Send to: quit-rbc@extinctionrebellion.ca
- Tell your friends and family, post on Facebook and tell everyone to #quitrbc!
-

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Boycott
#quitRBC

TAKING ACTION

BOYCOTT (SUITE)

Pledge to Quit RBC Within Six Months

Sign our pledge ([LINK](#))

Let RBC know ([LINK](#))

Tell your friends and family

See 'Quit RBC Today', above, for next steps

Commit to Never Ever Bank with RBC

Sign our pledge ([LINK](#))

Let RBC know ([LINK](#))

Tell your friends and family post on Facebook and tell everyone to #quitrbcb!

For additional resources, write to: info@quit-rbc.ca

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MESSAGING HASHTAGS AND RESOURCES

Boycott
#quitRBC

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.)

DEMANDS

- That RBC divest from all fossil fuel financing
- That RBC cease all financing of projects that violate UNDRIP
- That RBC commit to financing Oil & Gas sector workers' transition to clean jobs
- That RBC commit to massive financing of climate-friendly technologies

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

Boycott
#quitRBC

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 Boycott 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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PRINT

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A Divestment Campaign of Extinction Rebellion Canada and its Allies

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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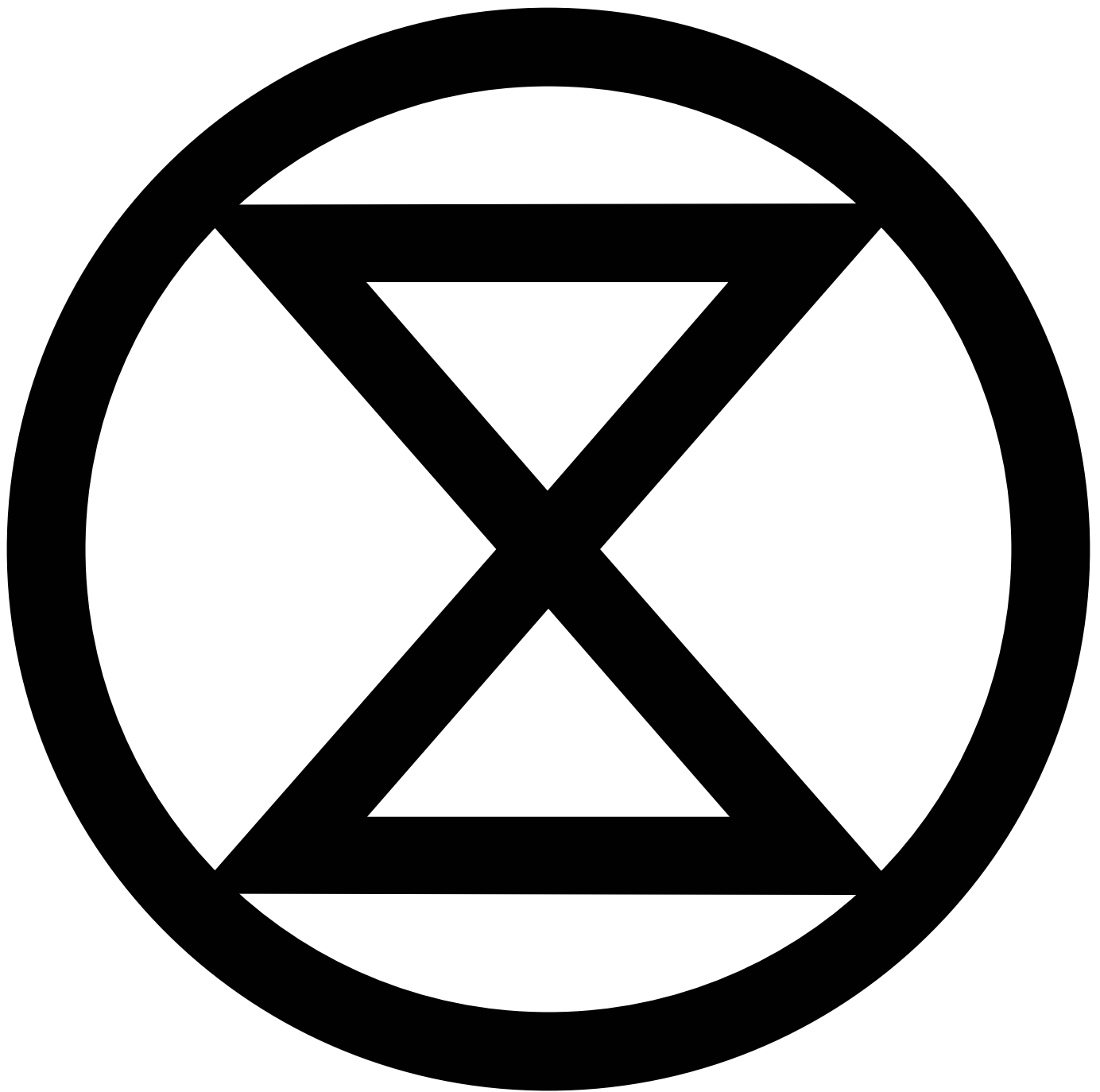
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**extinction
rebellion**



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MANIFESTO

DON'T DIRTY MY MONEY

The *DON'T 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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to get involved



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