

The Future Is in the Balance: Which One We Get Will Pivot on What People Understand and What They'll Fight For

**Donate to Have a Big Impact with @BobAvakianOfficial
\$30,000 Needed by July 1**



DONATE to cutting through the noise and distraction with the hard, but liberating truth that the revolutionary leader Bob Avakian is bringing people: about the urgency of the need to unite all who can be united to defeat fascism, before it's too late. AND that "there is a whole new way to live—with a fundamentally different system."

Right now, millions and millions are outraged about the "crazed speed" with which the Trump fascist regime is moving—criminalizing dissent, crushing academia, gutting the rule of law, attacking immigrants and trans people, with women and Black and Brown people in their sights. But most people do not understand the gravity of the fascist threat OR the urgent need for this fascism to be defeated, *and* how that is possible.

This is what people get from the concrete and real-time leadership that Bob Avakian (BA) is providing through his social media, @BobAvakianOfficial.

Millions and millions are agonized about what brought us to this situation in the first place. And many do not want to fight to go back and restore the "status quo" that gave rise to this fascism. But most people do not fully grasp the full weight of this fascism, and there are all sorts of "normalizing" from all sorts of quarters that pull away from their better understanding. They need a scientific analysis of the sources and driving dynamics of it and a living sense of the full weight of what we're facing in order to wage the fight that is needed. So that's one big thing.

At the same time, overall in society, people have extremely lowered sights and don't know that there is a whole other way we could be living. A lot of people argue correctly that we can't just go back to what got us in this mess in the first place, but they don't yet have a sense of an alternative to strive for. They have not seriously encountered the new communism developed by Bob Avakian: a serious and scientifically grounded framework for making a revolution for a whole new system. The new communism provides the understanding of how to organize society on a radically different foundation with an emancipating transformation of the economy, uplifting ways of relating among people and in the culture that can finally bring an end to the atrocities that are built into the daily functioning of capitalism-imperialism.

At a moment when history pivots on what people understand and what they will fight for, your donation can shake people awake and raise their sights.

Your donation will go directly to the high impact on-the-ground and online advertising campaign:

- **\$70** will pay for a busy NYC intersection to be plastered with large posters for one day.
- **\$5** will pay for 1 day of advertising on Instagram for BA's social media reaching 500 people between the ages of 18-24 who cross through that same area.
- **\$350** will pay for 400 large posters around NYC or DC for one day.
- **\$20** will pay for 1 day of advertising with excerpts from *The Bob Avakian Interviews* on YouTube to people searching "communism" "Bob Avakian" "Revolution" "fascism" "authoritarianism," etc. This reaches an average of 1,600 people daily.

The National Campaign to Get @BobAvakianOfficial *Everywhere* has a goal of raising \$30,000 by July 1. This will fund a high-impact poster project in a number of cities (starting with a couple as a pilot project), combined with targeted online advertising.

Imagine you see big posters on the walls speaking in provocative ways to the kinds of themes we discussed above. And that same day, something similar pops up on Instagram. And a couple days later, you come into contact with a revolutionary force spreading the same thing. Well... all this adds up. And makes you sit up and take notice in a different kind of way. It might scratch an itch you didn't even know you had!

Your donation will have a material impact in *changing* what people understand, and what they are debating... what they are fighting for and dreaming of.

There are a lot of people working hard right now so that people *don't* hear about BA. There are the fascists that are working to shut down *all* debate and dissent. There are the mainstream mouthpieces of this system desperate to keep the opposition to fascism within the narrowest terms of the very system that gave rise to this fascism. And there are those within the social movements who have a vested interest in carving out a niche for themselves within this system and feel that a powerful critique of the system and a sweeping revolutionary vision of what could be possible would threaten that niche.

Your contribution will help break through all that—cracking the blind and unthinking anti-communist dismissal that gives rise to hopelessness and low dreams. We need to open up a much bigger debate: where instead of cancellation and unthinking dismissal, people hear ideas that take them out of their comfort zone and go for the evidence. Where we foster what Bob Avakian has argued for: "broadness of mind and generosity of spirit." A debate about why we're in the situation we're in, what must be done, and whether a whole different way of living is possible.

DONATE

TO THE NATIONAL CAMPAIGN TO

GET @ BOB AVAKIAN OFFICIAL EVERYWHERE!

BobAvakianOfficialEverywhere.org

Venmo: @RCP-Publications
CashApp: \$revcoms

Donate to have a real impact with Bob Avakian's vision, work and challenge.



** earmark your donation for @BobAvakianOfficial

Follow @BobAvakianOfficial



Bob Avakian is a revolutionary leader who has brought forward a whole new framework for human emancipation: the new communism. Through his social media, he's bringing alive why we need a revolution, how it's possible and what it's all about.



Bringing truth the powers-that-be don't want you to have—truth you need to know

