



AMERICAN IDENTITY MOVEMENT



AIM Member Handbook

(Version 1.0)

Introduction

Welcome to American Identity Movement! We're glad to have you on board.

The AIM Member Handbook contains invaluable information on activism, community organizing, OPSEC, and much more. Pledges, be advised that you are required to read the member handbook in its entirety before being considered for full membership.

American Identity Movement (AIM) is an organization dedicated to reclaiming America from the clutches of hostile, globalist elites. Most, if not all issues we discuss – mass immigration, destructive foreign wars, globalist trade deals, anti-white policies etc. – stem from the central problem: bad governance.



AIM's ideological foundations can be summarized by the five principles:

Nationalism, identitarianism, anti-interventionism, protectionism, and populism.

In order to usher in a brighter future for America, we need power. Power, defined as the ability to effect change, is comprised of capital. Capital constitutes the resources needed to effect change, and comes in many forms: financial (money), human (skilled individuals), social capital (social networks), physical (property), etc. Given this, one of our primary organizational goals is the accumulation of capital in its many forms.

We do so primarily through **activism**, which is defined as visual displays of defiance against the ruling elite. Not only does activism help the organization acquire capital in its many forms, but perhaps more importantly it affects cultural change. By publicly calling into question the legitimacy of our globalist ruling class, we win people to our cause and spread awareness of our ideas, thereby laying the groundwork for eventual political change. Such is the essence of metapolitics. Examples: Flyering, banner drops, flash demonstrations, etc.

Additionally, we provide **community** for well-adjusted identitarians at both the local and national levels. The community aspect, though less flashy than activism, shouldn't be



AMERICAN IDENTITY MOVEMENT



underestimated; indeed, in order to win, we will need to gain people with disproportionate amounts of power, influence, and money to our side, and such individuals will rarely be able or willing to do activism. By building rich communities, however, we ensure that everyone has something to gain from AIM membership. Examples: local meetups, retreats, conferences, etc.



AMERICAN IDENTITY MOVEMENT



The Five Principles

American Identity Movement's ideological orientation is best summarized by the five principles.

Nationalism - We affirm the validity of borders, walls, and nations defined by shared bonds of commonality. We believe that a nation's leaders should pursue its interests, rather than those of globalist elites.

Identitarianism - We acknowledge that identity plays a central role in human affairs. Identity comes in many forms and is often the source of much social conflict. Like it or not, identity politics are the norm in multicultural societies. We staunchly defend the preservation of America's historical demographics in the face of mass immigration, and are opposed to the demonization of and discrimination against America's white majority.

Non-Interventionism - We believe that America should, as many founding fathers intended, remain free from foreign entanglements, limiting its military action to extreme circumstances in the nation's best interests.

Protectionism - We favor trade policies designed to protect American industry and workers, rather than benefit globalist interests.

Populism - We see America's currently ruling elites as hostile to the historical people, culture, and identity of America. Our ultimate goal is thus a shift in the American power structure. So long as we're ruled by hostile individuals and institutions, America will not be made great again.



AMERICAN IDENTITY MOVEMENT



AIM Membership Guidelines

In order to build an organization – and, more broadly, a movement – that will be capable of actualizing the type of society that currently only exists in our imaginations, we must ensure that it is built upon a solid foundation. Houses built upon weak foundations crumble; similarly will our organization crumble if its foundation is faulty. But whereas the foundation of a house consists of concrete, that of our organization consists of its members. Thus it is imperative that we are all speaking, thinking, and behaving in ways conducive to the achievement of our aims.

Membership in American Identity Movement entails an agreement to abide by the guidelines established in this document. In light of this, it is highly recommended that you familiarize yourself with its contents. If you have any questions, please do not hesitate to reach out to your State Coordinator or a member of the Advisory Council.

Behavior at odds with the following guidelines will be addressed in a manner deemed appropriate by the Advisory Council. Depending on the seriousness of the infraction, this could range from a friendly reminder to outright dismissal.

As a member of American Identity Movement...

- 1. I will read the AIM Member Handbook and adhere to all rules and requirements outlined therein.**

The AIM Member Handbook contains valuable information outlining AIM policy on a number of pertinent issues.



AMERICAN IDENTITY MOVEMENT



2. I will read, understand, and follow the server rules.

The server rules are accessible under the “rules” channel. These rules are to be read, understood, and followed.

The list of rules contains fairly thorough explanations for each particular rule, so that will be avoided here. In general, though, the rules are designed to facilitate harmonious rather than divisive conversation; ensure that nothing screencapped on the server will make us look bad; create an environment that is agreeable to diverse membership.

If you see a message on the AIM national server that you feel does not belong, feel free to tag or message a Moderator. On non-national servers, you should reach out to the appropriate Coordinator.

3. I will not engage in any gestures, use any language, or display any paraphernalia related to the Third Reich.

Identitarianism is not National Socialism.

Since World War II, there has been a concerted – and, regrettably, successful – effort to link, inextricably, white identity to National Socialism. The truth is that ethnic or racial consciousness for people of European heritage has been a defining aspect of our civilization/s for thousands of years. Only our adversaries benefit from keeping white identity perpetually tied to National Socialism. Why play into their hands?

Additionally, neo-Nazism is wildly unpopular in America, and will never prove to be a force capable of galvanizing the masses or attracting elite support.

4. I will consume alcohol responsibly, particularly at AIM events, and will not partake in any illegal drug use.

Drinking, like many things, is fine in moderation. Sometimes, such as after a large action, a little revelry is to be expected. It is your duty, though, as a member of this organization, to drink responsibly. This means no drunk driving, no drinking to the point of extreme inebriation, no behaving like an idiot while drunk, etc.

Drunkenness cannot become part of our foundation, but we needn't be too puritanical. We simply must encourage fitness, martial arts, reading, activism, and community building instead of binge drinking.



AMERICAN IDENTITY MOVEMENT



Additionally, AIM members are prohibited from using illegal drugs, at AIM events or in their personal lives.

5. Because ours is a coed organization, I will interact with AIM members of the opposite sex in a respectable manner.

Excessive, irresponsible promiscuity within the organization has the potential to create unnecessary conflict and personal drama. Moreover, if we are to be authentic identitarians, standing for the continuity of our people, we should be focused on finding spouses, getting married, and having children.

This isn't to say that you'll be instantly removed from the organization for engaging in romantic relations with another AIM member outside of the context of a committed relationship. But if it becomes clear that, within the organization, you're only interested in womanizing – or, in the case of females, engaging in similarly disreputable behavior – you might be asked to leave.

If you're romantically interested in another member, you're free to proceed in a normal, respectful manner. (Given that this is not a "pickup artist" manual, you're on your own in that regard.) However, if your advances are denied, under no circumstances are you to continue, or harbor a bitter grudge against the member who spurned you. Such behavior would indicate that you are not mature enough for AIM membership.

Furthermore, AIM men are advised to keep in mind that AIM spaces, both online and offline, usually include both men and women. Certain topics – those only fit for discussion around others of the same gender – should be avoided in mixed company.

6. When representing AIM, I will dress appropriately and will under no circumstances wear masks, military uniforms, or other bizarre attire.

AIM members are required to dress for the occasion. If you're doing activism, jeans and a t-shirt is fine. Collared shirts are encouraged, but don't wear a suit. At conferences, dinners, and other more formal events, business casual or coat and tAIM will generally be required. When in doubt, ask the event's organizer.

Masks are unallowed because they tell the world that we have something to hide, which implies a sense of guilt. In addition, they make one look like a terrorist when worn in a political context. AIM is not a paramilitary organization, so there is no need to dress as if we are. Our activism is lawful and peaceful; thus we should present as well-adjusted, law-abiding citizens.



AMERICAN IDENTITY MOVEMENT



7. I accept that religious differences exist within the organization, and I will behave respectfully towards AIM members of different faiths than my own.

Religious debates within an identitarian context are rarely productive and often tedious. One of the main benefits of identitarianism is that it allows us to transcend secondary issues – religious, economic, etc. – and unite around identity, that is, our shared historical destiny. To our enemies, there isn't much of a difference between a White Christian and a White Pagan.

As such, you are required to put your religious biases aside and do whatever it takes to avoid religious infighting. If a fellow AIM member is attacking your religious views, please notify your Coordinator. Be the bigger man and avoid being dragged down into the muck.

8. I will respect the authority of my chapter leader and will work with him, rather than against or around him, when it comes to planning activism and community events.

Your State Coordinator is charged with ensuring the growth of your region. In order to accomplish this, you must do your best to follow his lead. If you want to plan a meetup, clear it with him first. The same goes for activism. Try to help your Coordinator, rather than impede his efforts.

9. I will safeguard not only my own personal identity, but that of other AIM members.

If you're careless with your personal information and wind up getting doxed, chances are you will need to take a step back from the organization for some time, if not indefinitely. As such, it is your duty not only to yourself, but also to AIM, to be cautious with your personal information.

Moreover, it is also your responsibility to ensure that your actions do not result in the doxing of another AIM member. If you attend a public meetup and want to wear, say, an AIM shirt, make sure the other attendees are okay with you wearing movement paraphernalia. Additionally, do not take or post pictures of other AIM members without their explicit permission.

10. I will not engage in violence, particularly during activism.

AIM activism is designed to be both safe and effective. As such, the Advisory Council will avoid putting you in situations where your safety will certainly be endangered, e.g. public, announced rallies, where antifa violence is nearly guaranteed. Nevertheless, any form of real



AMERICAN IDENTITY MOVEMENT



world activism does entail some degree of risk – make no mistake, there are people in this world who wish violence upon you for your beliefs.

Given that identitarianism is controversial, which, of course, is only a symptom of our sick society, we will almost always be viewed as the aggressor in any violent encounter, even when we are merely defending ourselves. Therefore, it is imperative that our activism remain non-violent.

Self-defense, however, is reserved for extreme situations. But if someone pushes you and walks away, let them leave.

11. I will refrain from carrying weapons – particularly guns and knives – during AIM activism.

Building upon the previous guideline, using weapons in self-defense during identitarian activism will almost guarantee that you spend time behind bars – particularly if your assailant is a card-carrying member of a sacred victim group.

As previously stated, the overwhelming majority of political violence occurs at announced, public rallies. Our activism, however, is unannounced and planned privately, so there isn't much of a need for our activists to carry weapons for self-defense purposes.

If you're a highly cautious person, and do not feel safe doing AIM activism without legally carrying a weapon, we advise that you do not participate in activism, and instead find another way to work for the cause.

12. I will only engage in legal activism.

All AIM activism must be legal. Since we are constantly under scrutiny, we must constantly be above reproach. Activists participating in flyering must read *How We Flyer* and adhere to the guidelines therein to avoid incurring vandalism charges.

If you have any doubts regarding the legality of a particular action, please ask our legal Coordinator, Will Kenney, who will be happy to assist you.

13. I will constantly strive for self-improvement.

As a member of AIM, you are one of the select few who not only understands the gravity of our situation, but has made a conscious decision to become a player in this most dire of games. In light of how relatively small we are in number, we must constantly seek improvement



AMERICAN IDENTITY MOVEMENT



– mentally, physically, emotionally, economically, and spiritually – to become the most effective agents of change as possible.

14. I understand that membership in AIM is exclusive with that of other, similar organizations, and I will therefore only participate in AIM activism.

AIM members are expected to fully support our organization. We believe that an individual's efforts and loyalties are best kept in one place.

While we have no hostility toward other groups with similar aims, we do not allow cross-membership; as such, you must choose.

This does not mean that you're forbidden from joining your College Republicans chapter or visiting your local Elk Lodge. But it should be quite clear which category of organizations we are referring to in this context. If you have any doubts, feel free to ask your Coordinator.

Additionally, as a member of AIM, you are expected to only participate in AIM activism. Again, this means that you cannot, say, join a demonstration from another dissident organization. While there are exceptions to this – we certainly won't remove you from participating in a "Students for Trump" demonstration on your campus, for example – you are advised to first seek approval from your chapter leader.

15. I will represent AIM in a positive manner.

Advocacy of, or participation in, any form of supremacy, violence, illegal activity, or otherwise unethical behavior is explicitly prohibited.

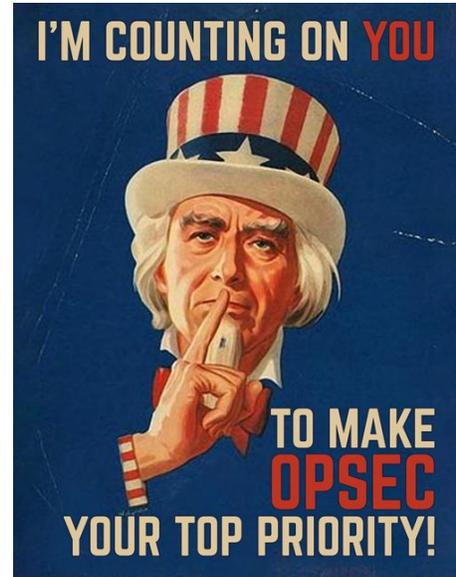
As a member of AIM, it is your responsibility to represent the organization well. Bear in mind that even while not engaging in AIM activities, you are still representing the organization. Strive to be a shining example of identitarianism at all times.



OPSEC Guide: Safeguarding Your Identity

The powers that be have devised an elaborate matrix of social control within which taking the “wrong” position on certain issues will result in social consequences. As such, contemporary America can be described as **soft totalitarianism**. In contrast to hard totalitarianism, wherein state violence is used to keep dissidents quiet, totalitarianism in its softer forms threatens dissidents with a loss of employment and social status.

Make no mistake, AIM is a dissident movement. As such, there could be social consequences to having your affiliation with AIM become public. These consequences, thankfully, are social and not legal in nature – at least for now. In Europe, right-wing dissidents must carefully mind their words lest they find themselves guilty of “hate speech.”



To be outed as political dissident is to undergo **doxing**. Doxing refers to the release of one's personal information within a malicious context.

As such, cultivating proper **OPSEC** (operational security) practices is mandatory for most AIM members. Fortunately, these practices work, and people almost never are doxed because they're recognized in a demonstration.

In order to safeguard your identity, you are advised to take note of the following:

- Your name (first and last) is far more sensitive than your face. Guard it closely.
- Consider deleting any social media accounts under your real name.
- If you must have social media accounts under your real name, do not engage use them to engage with *any* dissident content. Avoid befriending dissident accounts, liking dissident tweets and pages, etc. when using your real name. **This is both the most common and the most avoidable way to dox yourself.**
- Avoid clicking on suspicious links. Google Docs and LinkedIn links, if clicked on, will notify the sender of who clicked on them.
- **Ensure all activism you participate in is legal.** While this is already required, it should be restated that flyering improperly can potentially result in a vandalism charge. If this happens, it's likely a news article will be written about you. This is why you must adhere to AIM Flyering Protocol.



AMERICAN IDENTITY MOVEMENT



- Be wary of the personal information you post on social media. Even when posting from a pseudonymous account, information regarding your age, location, occupation, etc. can potentially be used to identify you.
- Maintain a healthy suspicion for unvetted individuals claiming to be dissident right-wingers, online and offline.
- Do not post anything on social media that you wouldn't feel confident defending to your friends, family, and employer – or in a court of law – if doxed.
- Avoid using the same username across multiple platforms.



Becoming Resilient

While safeguarding your personal identity by adhering to sound opsec protocol will prevent most doxes, dedicated activists, whose faces are featured in AIM social media posts, should be prepared for the possibility of someone recognizing them. Such occurrences are rare; nevertheless, they aren't unheard of. As such, activists are strongly encouraged to orient their lives to ensure that they land on their feet in the event of a dox.

Generally, your situation falls into one of three categories:

- **Fragile:** Your life situation is weak, and unable to withstand attack. People with severely fragile life situations should consider becoming patrons and staying active behind the scenes rather than doing activism.
- **Resilient:** Your life situation is able to withstand attack. Our goal as an organization is to move activists toward resilience.
- **Anti-Fragile:** Your life situation *benefits* from attack. Not only can you weather the storm, but you're able to emerge better off than before. To be truly anti-fragile is fairly rare – one example would be an author, who, after getting doxed, sells an obscene number of books.

The goal for activists is to become resilient.

Activists are therefore encouraged to adhere to the following resilience tips:

- Avoid taking unnecessary debt. Take extra steps to pay off any pre-existing debts.
- Save money by reducing unnecessary spending.
- Start a side hustle capable of generating resilient and preferably passive income. Examples: Real estate, Airbnb hosting, Uber driving, e-commerce, freelance writing, selling clothes, Skype tutoring, etc. Fiverr.com and Remote.co are worth exploring.
- Consider starting becoming your own boss. YouTube offers a wealth of information regarding starting businesses like window washing, car detailing, moving, landscaping, etc.
- Ease your family and friends into your views. The goal here isn't necessarily to convert them, but to ensure that a defamatory news article doesn't come as a shock to them.
- When dealing with an upset employer, seek legal counsel before accepting any resignation offers.
- If the information in your dox is vague, deny all accusations.
- For those who live in states with laws against firing individuals for their political views, consider pursuing legal action in case of a politically-motivated termination.



Materials Protocol

When we occupy space, we occupy minds.

Distributing materials – flyers, business cards, stickers, pamphlets, etc. – is an essential element of our activism efforts. Not only is distributing materials fairly straightforward, it serves as an effect method of spreading awareness of our ideas and attracting new recruits.

Applicants frequently cite the presence of AIM materials on their college campuses or around their cities as their reason for applying. Moreover, by posting pictures of our materials to social media, we are letting people know that we're in their neck of the woods. It can feel alienating to be forced to keep these views to yourself; as such, as an identitarian, non-AIM member, seeing the presence of our materials near where you live lets you know that you are not alone.

While distributing materials is a fairly straightforward process, be sure to adhere to the following rules:

- **Before placing a single flyer or sticker somewhere, be sure to check local ordinance.** In some cities, flyering is protected; in others, it is not. The police can and will selectively enforce flyering laws against political dissidents, so it is imperative that you only distribute materials in a lawful manner.
- Public bulletin boards are generally reliably safe spots to place flyers.
- Public universities boast free speech protections, but these only apply to designated flyering places. Placing a flyer or sticker on, say, the side of a building could result in a vandalism charge. As previously advised, know the relevant laws before distributing materials.
- **Steer clear of high schools, middle schools, elementary schools, and private universities.** You will likely be charged with vandalism – or worse – for distributing materials at these locations.
- Do not place materials close to diversity centers, black fraternity or sorority houses, etc. Doing so could constitute intimidation, which is not what we're going for.
- When taking pictures, be sure to hold your camera or phone horizontally! No vertical photos will be accepted.
- Do not simply point the camera straight at the bulletin board, wall, etc. Be sure to capture the flyer or sticker in one half of the shot, and the hallways, courtyard, street, etc. in the other half. We want our audience to see where these are taken.
- If accosted by a hostile student or group of students, deescalate the situation by smiling, telling them to calm down, explaining that you're just putting up patriotic flyers, etc.
- If approached by a security guard, do not feel obligated to turn over your ID. Politely explain that you're leaving, and walk away.
- If approached by the police, invoke your right to remain silent: "I have nothing to say."



Reading List

The following list – a work in progress – is comprised of books useful both intellectually and practically. AIM members are encouraged to read often on a variety of subjects, particularly activism theory and leadership.

Ship of Fools by Tucker Carlson

Tucker's latest book offers a scathing critique of America's ruling class. Though at points Carlson is guilty of the typical conservative naivety on certain racial issues, the book remains useful for both ardent dissidents and new populists alike.

Adios America by Ann Coulter

Immigration is the single most important issue facing America in the 21st century. *Adios America* offers an in-depth look at this country's immigration woes replete with

A Gentle Introduction to Unqualified Reservations by Mencius Moldbug

Mencius Moldbug (Curtis Yarvin) is best known for his blog, *Unqualified Reservations*, which birthed the neoreactionary movement (NRx). A basic familiarity with Moldbug's work is recommended for all AIM members, as his critiques of progressivism, democracy, and the globalist power structure remain incredibly insightful.

White Identity: Racial Consciousness in the 21st Century by Jared Taylor

Jared Taylor's *White Identity* takes a sober and honest look at race relations in America. Taylor convincingly argues that diversity, rather than being a strength, is a source of misery and strife – an inconvenient truth of particular importance to us!

Who Are We? by Samuel Huntington

Samuel Huntington's *Who Are We?* explores America's contemporary identity crisis. Though Huntington reaches some questionable conclusions, the book is a must-read for anyone concerned with mass immigration's effect on America.

Why We Fight by Guillaume Faye

Faye is a leading intellectual of the French New Right. *Why We Fight* is a cornerstone of identitarianism for good reason; the book explores many important topics, ranging from identity to soft totalitarianism, and contains an illuminating metapolitical dictionary at the end. When considering Faye's geopolitical prescriptions, remember that *Why We Fight* is written for a European audience.



AMERICAN IDENTITY MOVEMENT



How to Win Friends and Influence People by Dale Carnegie

Given that AIM is an interpersonal endeavor, it's of vital importance that we minimize infighting, bickering, and feuding as much as possible. Carnie's classic work encourages the reader to become more conscious of his or her interpersonal interactions, learning how to interact more harmoniously with other people and minimizing unnecessary conflict. People who communicate unconsciously are bound to unknowingly rub others the wrong way, which is clearly undesirable.

Dedication and Leadership by Douglas Hyde

Douglas Hyde spent most of his life as a communist in Britain. After leaving communism and converting to Catholicism, he quickly realized that the non-communist world was lacking the leadership techniques employed successfully by communists. *Dedication and Leadership* is Hyde's concise summary of these invaluable techniques.

Beautiful Trouble: A Toolbox for Revolution by Andrew Boyd and Dave Oswald Mitchell

Both activism theory and practice are explored in this book. Of particular use are the numerous examples of types of activism offered. Consider *Beautiful Trouble* a cookbook for activism.

How Nonviolent Struggle Works by Gene Sharp

This book is an abridgement of Gene Sharp's famous trilogy. It explores the dynamics of nonviolent political and metapolitical struggles. Given that our efforts are peaceful, we stand much to learn from Gene Sharp.