



# JOIN THE FIGHT PACK



The background features a photograph of a large stadium under construction, with its steel framework visible. The entire image is overlaid with a semi-transparent red filter. In the upper center, there is a circular logo containing an eagle with spread wings. The text "WE WANT OUR CLUB BACK" is written in a circle around the eagle, and "THE 1958" is written at the bottom of the circle.

# RALLYING CALL FROM THE 1958

Calling on our global  
non match going  
fanbase

We invite you to join the fight!

How can you get involved & help?



# DURING MATCHDAYS

Use these hashtags in all tweets:

#GlazersOut

#GlazersSellManUtd

#GlazersGO

#GlazersSellNow

#WeWantOurClubBack

Post pictures and videos of the protest on your timeline

Any home made flags and banners, post pictures

Tag in players

Post on the official club account

Tag in staff linked with the club (MUTV)

Tag in journalists and media companies UK, USA and everywhere (Sky, BBC, FOX)

Show your support online during protests

Keep an eye on our account **Twitter:** the\_\_1958 or **Web:** <https://the1958.net/>

We want our club back

Some things are worth fighting for...



# THE ANTI GLAZER TRIDENTS

We want our club back!

## ON FIELD FOCUS

Boycott games, needs agreement, co-ordination and planning with groups. Protests before, during and after the match. Empty stadiums ideal, coordinate with the groups

## OFF FIELD FOCUS

Dont buy from stadium kiosks or the megastore. Stop financing them. Stop buying merchandise and official packages



# UNITY

## NEVER FORGET

- They censor media
- They censor journalists
- They censor press
- They tried to censor fans
- Who your real enemies are
- What you are fighting fo
- They want us to be divided
- They peddle lies through the media
- The create distractions

## ALWAYS REMEMBER

S: Support your fellow reds  
T: Trust them  
A: Accept them  
R: Respect their opinions

## ONLINE FOCUS

Damage the business links of the Glazer family. Become vocal supporters of hashtag activism. Use anti Glazer hashtags as much as you can. Use the 'Join the Fight Pack'



JOIN LIVESTREAMS,  
ADD COMMENTS

WRITE BLOGS ON  
GLAZERS  
AND THE 1958

GET INVOLVED

SOCIAL  
MEDIA

RAISE  
AWARENESS

DROP IN COMMENTS  
OF  
LARGER PLATFORMS  
FOR MENTIONS

PROMOTE ACTIVITIES  
ACROSS ALL PLATFORMS  
WHEN RELEASED



# ONLINE CAMPAIGNS



Get involved in email campaigns (see our timeline for previous ones).  
We will be releasing new ones throughout the season.

Get involved in any targeted sponsor campaigns that are run by ourselves or other accounts.

**This is how you can get involved and why this is important.**



# SPONSORS & GLOBAL PARTNERS

· ADIDAS · DXCTechnology · APOLLO TYRES · TEZOS · MONDELEZ INTERNATIONAL/CADBURY

· CANON MEDICAL · CASILLERO DEL DIABLO · CHIVAS · DHL · ECOLAB

· BET FRED · KONAMI · MAUI JIM · MARRIOTT HOTELS · MELITTA

· MLILY · REMINGTON · VISIT MALTA

## SPONSORS DOWN

· TEAMVIEWER · TAG HEUER · HCL · HTH · GULF OIL INTERNATIONAL

· KOHLER · SWISSQUOTE · NATIONAL BANK OF EGYPT



# THE OBJECTIVE

## **Cause annoyance and wasted time and money:**

Online contact forms are important feedback loops. They are constantly monitored by paid staff and large volume of anti-Glazer messages will be time-consuming and costly. It may cause complaints to United's commercial arm

1 ➡

Visit the stakeholders website

Ideally via their Google ad

2 ➡

Search for the online feedback or Contact Us form on their website

(normally under a "Contact Us" tab)

3 ➡

Fill out the form with anti-Glazer messages



SOME THINGS ARE WORTH FIGHTING FOR



# THE OBJECTIVE

## **Stakeholder executives to be made aware that the relationship between the Glazers/Board and the fans is irretrievably broken:**

Online Reds to send emails describing the many grievances against United's owners and board

1 ➡

Find the email addresses for the execs, CEOs and MDs for each stakeholder

(These can be easily found online)

2 ➡

Send as many emails as you see fit.

Keep them factual and objective

3 ➡

Please refrain from any threats, abuse or bad language which will be counter-productive



SOME THINGS ARE WORTH FIGHTING FOR



# THE OBJECTIVE

## **Emails to executives:**

Make stakeholder executives aware that the relationship between the Glazers/Board and the fans is irretrievably broken

1 ➡

Find the email addresses for the execs, CEOs and MDs for each stakeholder

(These can be easily found online)

2 ➡

Send as many emails as you see fit.

Keep them factual and objective

3 ➡

Please refrain from any threats, abuse or bad language which will be counter-productive



SOME THINGS ARE WORTH FIGHTING FOR



# THE OBJECTIVE

## **Create an adverse brand perception:**

Stakeholders invest huge sums into social media strategies to influence public perception. We aim to fill timelines with negativity, bad press, anti-Glazer & anti-stakeholder imagery

1 ➡

Search for the company's name and find the specific @ handles or profiles

2 ➡

Click on their profiles and find their posts, videos, photos etc.

Reply to as many as you can with anti-Glazer text and imagery

3 ➡

Share negative press articles about the stakeholder in the replies



SOME THINGS ARE WORTH FIGHTING FOR



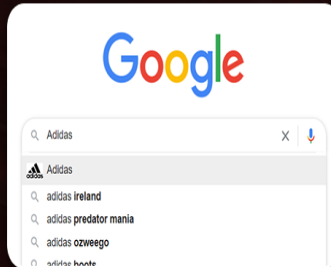


# THE OBJECTIVE

Cause chaos amongst stock control

1

Search the  
Stakeholder on  
Google



2

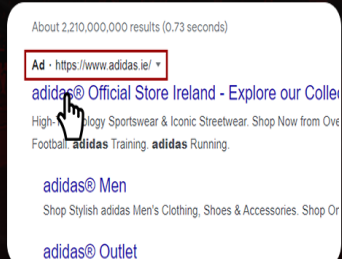
Look at the ads  
at the top of the page  
and look for the  
stakeholders website

(do not click the website of a third-party retailer  
offering the product)

3

Click on the stakeholders  
website name with "Ad"  
next to it

You will be re-directed  
to their site and they  
will be charged

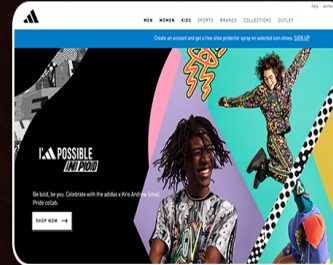


# THE OBJECTIVE

Cause chaos amongst stock control

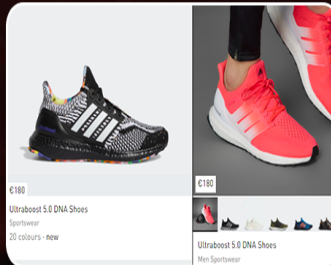
1

If stakeholder has  
an e-commerce  
or product selling  
website, visit it



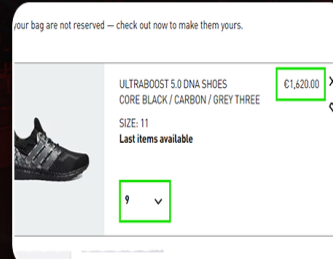
2

Look at their products, fill your  
online basket on the website  
with as many products as possible,  
high value items should be a priority



3

Order the highest quantity  
of each item as allowed,  
and then simply leave the  
website without paying



# THE OBJECTIVE

Affect stakeholder sales and feedback

1

Register an account  
on trustpilot.com

It's free!

Read reviews. Write reviews. Find companies.

Log in or sign up below

Continue with Google

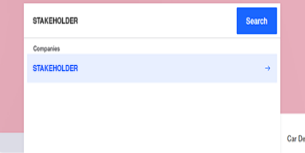
Continue with email

By continuing, you agree that we create a  
Trustpilot account for you (unless already  
created), and accept our [Terms and Conditions](#)  
and [Privacy Policy](#).

2

Behind every review is an  
experience that matters

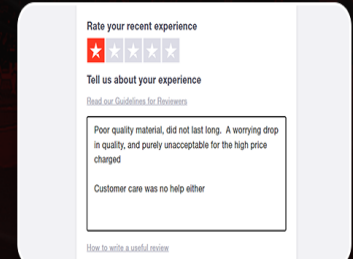
Read reviews. Write reviews. Find companies.



Search the  
stakeholder

3

Leave a  
REALISTIC  
1 star review



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# SUPPORT YOUR FELLOW RED

We all want the same goals. Stay United.

Everyone supports the club in different ways, please accept this.

Support the decision of match going reds and they will replicate the support offered.

Stand with us.

Stand shoulder to shoulder.

Join the fight.

Fight the same fight.

Do not dictate actions or be judgemental on actions taken.

Understand which battles you can best influence and add value to

Remember who the enemy is here and why we are fighting this battle **together**

**We need you. You need us. We need each other.**