

Poor People's Campaign

A NATIONAL CALL for MORAL REVIVAL

ORGANIZER'S TOOLKIT

www.june2020.org

Mass Poor People's Assembly
and Moral March on Washington:

June 20, 2020

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**REPAIRERS
OF THE BREACH**

KAIROS
THE CENTER FOR
RELIGIONS, RIGHTS,
AND SOCIAL JUSTICE

“Woe to those who make unjust laws, to those who issue oppressive decrees, to deprive the poor of their rights and withhold justice from the oppressed of my people, making widows their prey and robbing the fatherless.” – Isaiah 10:1-2

“The Spirit of the Lord is on me, because he has anointed me to proclaim good news to the poor. He has sent me to proclaim freedom for the prisoners and recovery of sight for the blind, to set the oppressed free, to proclaim the year of the Lord’s favor.” – Luke 4:18

“Pray for the dead, fight like hell for the living!” – Mother Jones

Dear Friends,

We are honored to join you in building a broad and deep national moral movement—rooted in the leadership of poor people—to unite our country *from the bottom up*. This Organizer’s Toolkit is the first step to getting on board for the **Mass Poor People’s Assembly and Moral March on Washington on June 20, 2020**.



On June 20, 2020, we rise to speak truth, to challenge the distorted moral narrative, and to call this nation to the ethic of love and justice. We demand action. We are building a movement that lifts all of us. We hope that you will strengthen and build your organization, congregation and community through your participation in June 20, 2020. This Organizer’s Toolkit is the best place to start to do just that!

We know the poor and dispossessed of this country must organize to address systemic racism, poverty, militarism and the war economy, ecological devastation and the false moral narrative of religious nationalism. The question isn’t how much it costs to address these moral issues, *but what it costs us not to*.

We have **solutions that will work**. The only scarcity we need to worry about is the *scarcity of will*. We are building power for a long-term **moral fusion movement from the ground up**, from Appalachia to Alabama, Kentucky to California, from the Deep South to the Wheat Belt.

There are over 140 million poor and low-wealth Americans, 43% of the nation. Sixty-six million are White, 38 million are Latinx, 26 million are Black, 8 million are Asian and over 2 million are Native American. This reality is constitutionally inconsistent, morally indefensible, and economically insane.

When over **250,000 people a year, over 600 people a day**, die from poverty and low-wealth, we must RISE! We rise not as left or right, Democrat or Republican, but as a moral fusion movement to build power, build moral activism, build voter participation, and we won’t be silent anymore! We rise to challenge the lie of scarcity in the midst of abundance. We rise to lift the voices and faces of poor and low-wealth Americans and their moral allies with a new vision of love, justice, and truth for America that says poverty can be abolished and change can come.

Somebody is hurting our people and it’s gone on far too long. We won’t... We can’t... We refuse to be silent anymore. We must rise in the public square, in pulpits, in the voting booths, in state capitols, in the Congress and on June 20, 2020 in Washington DC!

Together we must rise!

Reverend Dr. William J. Barber II and Reverend Dr. Liz Theoharis
President of Repairers of the Breach & Director of the Kairos Center
Co-Chairs of the Poor People’s Campaign: A National Call for Moral Revival

OVERVIEW

WHAT

- The Mass Poor People's Assembly and Moral March on Washington will be a generationally transformative gathering on June 20, 2020 at the US Capitol in Washington DC.
- We are marching to Washington DC from across the nation to demonstrate the collective power of poor and low-wealth people. We demand that both major political parties address the interlocking injustices of systemic racism, poverty, ecological devastation, militarism and the distorted moral narrative of religious nationalism by implementing our [Moral Agenda](#).

WHEN

- 10:00 AM on Saturday, June 20, 2020.

WHERE

- Northeast corner of the National Mall in Washington DC on Pennsylvania Ave NW extending west from 3rd St NW.

WHY

- We are coming to Washington DC to dramatize the pain and prophetic leadership of the poor and dispossessed and build power to enact our demands.
- We are *waking* the nation to the interlocking injustices facing 140 million poor and low-wealth people, 43% of the nation.
- But it's not enough just to be *awake*. It's not the waking, *it's the rising*. On June 20, 2020, We Rise Together!
- If the rejected millions—the poor without health insurance, without living wages, without clean water, without voting protections—unite, we can move the moral and political imagination of this country and revive the heart of the nation!

WHO

- The Poor People's Campaign: A National Call for Moral Revival is made up of people of all backgrounds, we are Black, Brown, White, Native, and Asian; we are old and young; we are Christian, Sikh, Jewish, Buddhist, Hindu, Muslim; we are people of faith and not of faith; we are people of all sexual orientations and gender identities; we are led by poor people and we are a cross-class movement; we are people of all abilities; and we live across this nation, from Alabama to Alaska, from Maine to California to Mississippi.

HOW

- People will march, ride, bus, drive, fly, walk, run, train, bike and more to Washington, DC on June 20, 2020!
- First, go to www.june2020.org to let us know you're coming.
- Spread the word in your networks and social media.
- Check out bit.ly/ppc2020transport to find a bus coming from your community. Don't see one? No problem! Start a pick-up spot and if you get at least 5-10 people, Rally will route a bus to pick you up.
- Register your delegation here bit.ly/Bus-DelegationJune2020. Remember, if you organize a vehicle separate from Rally.co you will need to arrange parking.
- Get connected to your state's coordinating committee at www.poorpeoplescampaign.org/take-action/

FAQs

What is the Poor People's Campaign: A National Call for Moral Revival?

- The Poor People's Campaign: A National Call for Moral Revival is [building a broad and deep national moral fusion movement](#)—rooted in the leadership of poor people—to unite our country from the bottom up.
- There are 140 million poor and low-wealth people in the richest country in the world. [We're bringing together tens of thousands of people across the country](#) to challenge the evils of systemic racism, poverty, the war economy and militarism, ecological devastation and the nation's distorted morality.

What are the demands of the Campaign?

- The Moral Agenda is a reflection of deep engagement with communities around the country and an assessment of the conditions we face today, as contained in the [Souls of Poor Folk Audit](#).
- The Campaign's demands were released in April 2018 in the [Moral Agenda and Declaration of Fundamental Rights](#). From voting rights, workers' rights, welfare, health care, housing, education, indigenous sovereignty, disability rights, water and sanitation and peace, these demands present a comprehensive, transformative political and moral agenda for this nation.
- As we show in the [Poor People's Moral Budget: Everybody Has a Right to Live!](#), it is possible to end systemic racism, poverty, and violence, while building new infrastructure and capacity to combat climate change. On June 20, 2020, we will demand that the nation commit to this Moral Agenda.

Why are we building a Mass Poor People's Assembly and Moral March on Washington?

- We know the poor and dispossessed of this country must organize if we are ever going to end racism and poverty and save the planet from climate change and war.
- The question isn't how much it costs to address these moral issues, *but what it costs us not to*.
- On June 20, 2020, we rise to speak truth, to challenge the distorted moral narrative, and to call this nation to the ethic of love and justice. We demand action.

What should we expect on the program June 20, 2020?

- We are shifting the narrative by changing the narrators—and pushing out our stories and our solutions. On June 20, 2020, the stage is being built for the plight, fight and insight of poor, dispossessed and impacted leaders and organizers, joined by moral leaders, advocates and artists, to present to the nation and the world the moral outrage of systemic racism, poverty, ecological devastation, militarism and the distorted moral narrative of religious nationalism. The program will include the stories, solutions and songs of movement leaders and artists.
- Participants will receive information on how to go back to our communities to take action together and continue building power among poor and dispossessed people for November's election and beyond.

Why June 20, 2020?

- We cannot allow another election cycle to pass us by without these interlocking injustices being at the center of the political discourse.
- June 20, 2020 falls after the primaries and before the two major political party conventions—a time when thousands of people united and organized can impact the platform of the 2020 Presidential Campaigns going forward.
- The Poor People's Campaign: A National Call for Moral Revival is claiming the third weekend in June, the time of the summer solstice, to shine a light on the interlocking injustices of systemic racism, poverty, ecological devastation, militarism and the distorted moral narrative of religious nationalism.

Join the We Must Do M.O.R.E national tour.

- In September 2019, we launched a 9-month, 25-state [We Must Do M.O.R.E.](#) national tour. M.O.R.E stands for *Mobilize, Organize, Register, and Educate people for a movement that votes*. This national tour is building momentum towards June 2020. Go to www.poorpeoplescampaign.org/more/ to find a stop near you!

FAQs *(continued)*

Who's organizing this effort?

- The Mass Poor People's Assembly and Moral March on Washington is being organized, energized and driven primarily by poor and directly impacted people through the Poor People's Campaign: A National Call for Moral Revival.
- Each state coordinating committee of the Poor People's Campaign is made up of people who are directly impacted by racism, poverty, militarism and ecological devastation, moral and faith leaders and advocates and organizers. Many of our leaders fit two or all three of these designations. These leaders represent hundreds of local and statewide organizations.
- The Poor People's Campaign is anchored by two organizations, Repairers of the Breach and the Kairos Center for Religions, Rights and Social Justice and made up of over forty state coordinating committees and hundreds of national partners including faith bodies, labor unions, civil and human rights organizations, environmental justice, fraternal organization, and others.

Is this Campaign aligned with a political party or any politician?

- As our demands show, we are militantly non-partisan, and yet very political. We believe both political parties have failed to center systemic racism, poverty, the war economy and militarism, ecological devastation, and religious nationalism as the moral issues of our day.
- We are recruiting and registering people for a movement that votes because we know that a shift in voter participation of poor and low-wealth people can fundamentally shift electoral landscape in this country. Not just for a party or a single election, but for a generation.

Will the Moral March be Accessible?

- We are making June 20, 2020 fully accessible to our entire Poor People's Campaign family. Go to bit.ly/ppc2020accessibility to learn about our current plan for accessibility. The Campaign's leadership nationally and in the state coordinating committees is made up of poor people, clergy and moral leaders, and advocates bringing people together across lines of division. Our Leadership includes Deaf and Disabled folks as well as leaders who communicate in a number of languages. Speakers on June 20, 2020 will speak to the issues facing poor people in particular who are Deaf and Disabled and point to our demands for disability justice in the [Moral Agenda](#).
- This Campaign is built by leaders from the bottom up. We know that we always have more to learn regarding accessibility, disability justice and defeating abilism. If you are organizing a delegation that will include people with accessibility concerns, or if you are interested in supporting accessibility on June 20, 2020, or if you have any additional access requests or questions, please email us at accessibility@poorpeoplescampaign.org.

Why Do We Need *You* to Join Us?

- June 20, 2020 can only be the generationally-transformative assembly if people like you join us by organizing in your community, organizations, congregations, unions, neighborhoods and families. Change comes when we build power together!
- Struggles against the five interlocking injustices across the country are coming together in DC to demand an agenda that uplifts us all. From Oak Flat in Arizona where the Apache Stronghold is fighting to preserve sacred ground from a copper mining giant, to Mississippi, where immigrants are fighting to protect their families and activists are exposing inhumane conditions in prisons, to North Carolina, where we continue to defend the sacred right to vote, the rejected will be the cornerstone of the new country we are building together.
- On the next page you will find out how to coordinate transportation for a delegation using [Rally.co](#). If you are using your own bus or van, you can register the vehicle here bit.ly/Bus-DelegationJune2020. On the last page of this Toolkit, you'll find ways to connect to others in your community who are also building momentum towards June 20, 2020, and resources to go deeper.

How to Bring a Delegation to June 20, 2020 With Our Partner Rally.co

1. Learn about Rally

Rally is a free platform for organizers to book and manage riders attending a political rally, a direct action, and a national march. Get your group to the event with **easy online and mobile reservation, full customer service, and live bus tracking.**

2. Book Your Seat

Go to bookings page: <http://bit.ly/ppc2020transport>

Select your closest Rally Point or create your own, then book your seat.

Book separately or as a group; Rally can process multiple credit cards.

3. Get On Board

Meet at the Rally Point and hop on board; apps keep you up-to-date on every detail. Rally handles all ground and support services throughout the event.

FREQUENTLY ASKED QUESTIONS FOR RALLY.CO

How do you organize with Rally?

Request your city to be added as a potential Rally Point (pickup) by emailing info@rally.co.

How do I set up my own separate trip for my organization?

Go to rally.co/create. However, once you've set up the initial trip details, please reach out to ppc@rally.co to further customize the trip itinerary and details.

I've fundraised. How do I set-up discounts or subsidies to help others go on the trip?

If any group wants to subsidize buses, Rally can generate unique promo codes for you to distribute; or Rally can create a single promo code to be used a certain number of times. Please contact Rally if you would like to arrange this.

I already have a bus company in mind for our trip. Can our trip work with Rally?

Absolutely. Rally will work with that bus company. Rally conducts due diligence on the bus operator, and either works with the operator that is identified in the quote, or counter-proposes another operator that Rally previously vetted **at the same price.**

I want to be a bus captain for the trip. How do I sign up?

Rally provides bus captains training webinars and customer service support. Captains use Rally apps to check in passengers, message their group, and assist with communications throughout the trip. First, make sure to book a ride with Rally. Rally will send out an invitation to volunteer for trips that bus captains are required.

How do I let Rally know that my group has ADA needs?

First, book your ride. As we get closer to the event date, Rally will reach out to riders and groups to ask if they require any special accommodations. Rally will be ADA accessible shuttles from the parking lot to the Assembly and back.

I have additional questions. Who do I contact at Rally?

Please contact ppc@rally.co

Where do I refer riders that have questions?

Please contact info@rally.co



Background on the Poor People's Campaign: A National Call for Moral Revival

The Poor People's Campaign: A National Call for Moral Revival is co-organized by Repairers of the Breach; the Kairos Center for Religions, Rights and Social Justice at Union Theological Seminary; and hundreds of local and national grassroots groups across the country.

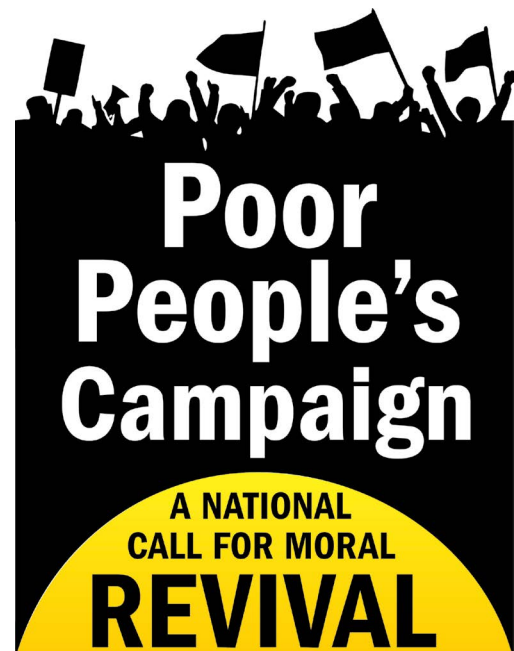
In 2019, the Campaign held a series of Truth and Poverty Tours and Poor People's Hearings across the country as they refused to let another election cycle go by where politicians could run for office without talking about systemic racism, including voter suppression, the attacks on immigrant and native communities, and the mass criminalization and incarceration of our communities; without talking about systemic poverty and the necessity of living wages and housing for all; without talking about the war economy and ecological devastation that are blighting our people and the places we live; without talking about the distorted moral narrative that ignores the needs of the people.

On June 17-19, 2019, over 1,000 representatives of the Poor People's Campaign: A National Call for Moral Revival from across the nation joined up in Washington D.C. for the Poor People's Moral Action Congress. The three day event included the release of the Campaign's [Moral Budget](#), a forum with presidential candidates, and political education workshops. The gathering concluded with a Congressional hearing on Capitol Hill, centering the testimonies of those who are impacted by the policy violence written and passed in Washington.

In 2018, the campaign waged 40 days of direct action, marking the most expansive wave of nonviolent civil disobedience in U.S. history, calling attention to the issues facing the nation's poor and disenfranchised communities. More than 30,000 people participated in over 200 direct actions at statehouses from coast-to-coast and in Washington, DC. Over 5,000 people participated in nonviolent civil disobedience.

For the past two years, leaders of the Poor People's Campaign: A National Call for Moral Revival have carried out a listening tour in dozens of states across this nation, meeting with tens of thousands of people from El Paso, Texas to Marks, Mississippi to South Charleston, West Virginia. Led by the Revs. Barber and Theocharis, the campaign has gathered testimonies from hundreds of poor people and listened to their demands for a better society.

[A Poor People's Campaign Moral Agenda](#), announced last year, was drawn from this listening tour, while an [audit of America](#) conducted with allied organizations, including the Institute for Policy Studies and the Urban Institute, showed that, in many ways, we are worse off than we were in 1968: 23 states have passed racist voter suppression laws; 140 million people live in poverty; each year more than 250,000 people die in the United States from poverty and related issues; and the share of national income going towards the top 1 percent of earners has nearly doubled.



Poor People's Campaign

A NATIONAL CALL for MORAL REVIVAL

Social Media:

Facebook: @ANewPPC | Twitter: @UniteThePoor | Instagram: @PoorPeoplesCampaign

Quick Links:

- Registration Page for June 20, 2020 – bit.ly/MoralMarch2020
- Register your delegation and/or bus – bit.ly/Bus-DelegationJune2020
- Short link to a Digital Action Guide – bit.ly/ppc2020social
- June 20, 2020 Graphics – bit.ly/ppc2020graphics
- June 20, 2020 Bus Rideshare – bit.ly/ppc2020transport
- June 20, 2020 Housing – bit.ly/ppc2020housing
- Website – www.june2020.org
- We Must Do M.O.R.E. National Tour – bit.ly/ppcmore
- Contact for Your State Campaign – www.poorpeoplescampaign.org/take-action/
- Text MORAL to 90975 to receive text updates about the Campaign

Contact Information:

Main DC Office – 202-750-8159 (o) – june2020@poorpeoplescampaign.org

Rev. Dr. Alvin O'Neal Jackson, National Executive Director – aoj@poorpeoplescampaign.org

Rev. Rob Stephhens, Deputy Director – rob@poorpeoplescampaign.org

Tia Pickeral, Operations Manager – tia@poorpeoplescampaign.org

If you represent an organization or community and would like to connect more with our team, please use the emails below:

Faith community or faith-based organization – faithpartners@poorpeoplescampaign.org

Labor union – labor@poorpeoplescampaign.org

Partner organizations or want to become a partner – nationalpartners@poorpeoplescampaign.org

Students or working on a campus or in a school – students@poorpeoplescampaign.org

Questions about accessibility? accessibility@poorpeoplescampaign.org

Links for More Resources:

Fundamental Principles of the Campaign – www.poorpeoplescampaign.org/about/our-principles/

Poor People's Moral Budget: Everybody's Got a Right to Live – www.poorpeoplescampaign.org/budget/

Souls of Poor Folks Audit: Auditing America 50 Years After the Poor People's Campaign Challenged Racism, Poverty, the War Economy/Militarism and Our National Morality – www.poorpeoplescampaign.org/audit/

State Fact Sheets – www.poorpeoplescampaign.org/state-factsheets/

Arts and Culture Resources and Songbook – www.poorpeoplescampaign.org/arts-culture/



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