Cultural Days of Action
Digital Toolkit

Somebody’s hurting our people… it’s gone on for far too long… #WeWontBeSilent anymore! We rise together on June 20, 2020! And we declare that #EverybodyHasARightToLive! We have no option but to organize, we have no option but to mobilize, we have no option but to register and educate people for a movement that votes. We cannot back down. Our very lives depend on it. The very soul of this nation depends on us. The current crises reveal that a moral fusion movement is necessary to transform the nation. Join us to make our demands heard and invite others to join with us on June 20, 2020!

Here are some things you can do:
Use our sample posts, graphics, and other resources below to help amplify the Digital Mass Poor People’s Assembly & Moral March on Washington through your networks!

**Ways to Amplify**

- Post on social media using #PoorPeoplesCampaign! #PPCArtistsRiseTogether
- Follow [@UniteThePoor](https://twitter.com/UniteThePoor) and amplify the #PoorPeoplesCampaign on Twitter!
- Share our posts on [Facebook](https://www.facebook.com) and [Instagram](https://www.instagram.com)!
- Find your State Campaign’s [social media pages](https://www.facebook.com) and help amplify their posts!
- Include this [link to RSVP for June 20, 2020!](https://bit.ly/2ZEvXVb)
Music Resources

Share the Everybody’s Got a Right to Live Music Videos

Everybody’s Got a Right to Live has been a central message of the Poor People’s Campaign since 1968 when the Rev. Frederick Doughlass Kirkpatrick and Jimmy Collier sang it in Resurrection City. When we launched the Poor People’s Campaign: A National Call for Moral Revival in 2018, we revived this song and used its power to connect our movement across the country during 40 days of moral fusion direct action. Jimmy Collier once said, “Music is the easiest way to tell the story of what we’re trying to do; [our] songs are one of the best tools for getting people together.” The musicologists and artists with the Poor People’s Campaign created exciting new music videos of this campaign song for our June 1st cultural day of action. These recordings highlight the beautiful diversity of our PPC movement family to share a powerful message of strength and unity during these trying times. Check out this collection of recordings and share on social media.

● Share the artist’s name and state (when applicable) when posting. Information listed on Youtube.
● State PPC - please post videos of artists from your state on your state PPC social media pages.
● Tag at least 10 friends and ask them to join you in sharing your video and post why they will be joining on June 20!
**Share Somebody’s Hurting My Brother Music Video**

*Somebody’s Hurting My Brother* has become a powerful acclamation of the Poor People’s Campaign and has been sung across the country during days of action, mass meetings and truth and poverty tours. Written by Yara Allen, our Co-Director of Theomusicology and Movement Arts, this song was born in a town hall meeting in Stokes County, North Carolina. After hearing testimony after testimony after testimony of poor black, brown and poor white people impacted by ecological devastation, this song emerged as an inspiration of those testimonies.

- Post this video and say why you’re joining the Digital Justice Gathering on June 20, 2020
- State PPC - please post this video on your state PPC social media pages.
- Tag at least 10 friends and ask them to join you in sharing your video and post why they will be joining on June 20!
Visual Arts Resources

Share an Everybody’s Got a Right to Live Virtual Banner

Over 600 people in over 30 states and Washington D.C. participated in our virtual group banner making!

⇒⇒⇒ Here is a folder of virtual banners you can use to download and post a virtual banner on June 1st!

- SHARE VIRTUAL BANNERS ON SOCIAL MEDIA:
  - If you were part of the virtual banner making - you can post both your original individual photo as well as the banner and let folks know why you’re joining the Mass Poor People’s Assembly on June 20th!
  - Several states made state virtual banners: AL, CA, FL, MD, NY, OH, and VA - If you’re in one of these states you can post your state banner.
  - State PPC - you can post an album of photos with people from your state who participated in the virtual banner along with the final banner.
- DISPLAY: State PPC - print the letters from your state and display them in public - take a photo and post!
● MEDIA: Let the media know that this is how social movements have our voices heard and democracy functions to push to protect our communities and planet in the time of a pandemic. Check out this coverage in the Winston-Salem Journal!
● Tag at least 10 friends and ask them to join you in sharing your video and post why they will be joining on June 20!

We Won’t Be Silent Virtual Art Build

We Won’t Be Silent Virtual Art Build: On June 8th we will hold a virtual art build at 3 p.m. ET. Click here to register and receive zoom information.

Example from our Stay In Place Virtual Art Build (May 21)

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- Grab some paint, markers, fabric, paper, crayons, tape, scissors…
- Join the virtual art build and create your We Won’t Be Silent sign
- Take a selfie with your sign and post on social media.
- State PPC - please post this video on your state PPC social media pages.
- Tag at least 10 friends and ask them to join you in sharing your video and post why they will be joining on June 20!
Sample Language for Posting Everybody’s Got a Right to Live Song Video Links + Banners

Sample Facebook + Instagram Posts

"Too many people have been too comfortable for too long with other people’s desperation and other people’s death. It’s time for that to be over.” -Rev. Barber. #EverybodysGotARightToLive #WeWontBeSilent #PoorPeoplesCampaign. Join us at June2020.org.

"We have no option but to organize, we have no option but to mobilize, we have no option but to register and educate people for a movement that votes. We cannot back down. Our very lives depend on it.” - Rev. Barber #EverybodysGotARightToLive #WeWontBeSilent #PoorPeoplesCampaign. Join us at June2020.org.

"People on the receiving end of injustice do not wait to be saved but take heroic action born of necessity.” -Rev. Liz #EverybodysGotARightToLive #WeWontBeSilent #PoorPeoplesCampaign. Join us at June2020.org.

“The mentality that crushes a brother’s neck - as in the case of George Floyd in Minneapolis - or shoots a man jogging because of his skin color - as in the case of Ahmaud Arbery - is the same mentality that sends black and brown and poor and low-income workers of all colors into the lethal path of the COVID-19 pandemic without needed protections, health care and economic resources.” - Rev. Barber + Rev. Theoharis #EverybodysGotARightToLive #WeWontBeSilent #PoorPeoplesCampaign. Join us at June2020.org.

The people’s demand for love, truth, justice and fundamental human rights is a cry that will not be comforted until change fully comes. #EverybodysGotARightToLive #WeWontBeSilent #PoorPeoplesCampaign. Join us at June2020.org.

I’m joining the #PoorPeoplesCampaign's Mass Poor People’s Assembly & Moral March on Washington on June 20, 2020 because I believe #EverybodysGotARightToLive! And #WeWontBeSilent anymore! Join us at June2020.org.

Sample Tweet

Join #PoorPeoplesCampaign’s Cultural Day of Action by signing up to be part of the Mass Poor People’s Assembly & Moral March on Washington at June2020.org [add virtual banner] Check out our Everybody’s Got a Right to Live Videos #EverybodysGotARightToLive #WeWontBeSilent!

I’m joining the #PoorPeoplesCampaign's Mass Poor People’s Assembly & Moral March on Washington on June 20, 2020 because I believe #EverybodysGotARightToLive! And #WeWontBeSilent! Join us at June2020.org. [add virtual banner] Check out our Everybody’s Got a Right to Live Videos
Sample Language for Posting Somebody’s Hurting My Brother Song Video + Signs

Sample Facebook + Instagram Posts

"Too many people have been too comfortable for too long with other people's desperation and other people’s death. It’s time for that to be over." -Rev. Barber #WeWontBeSilent #PoorPeoplesCampaign. Join us at June2020.org.

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The people's demand for love, truth, justice and fundamental human rights is a cry that will not be comforted until change fully comes. #WeWontBeSilent #PoorPeoplesCampaign. Join us at June2020.org.

I’m joining the #PoorPeoplesCampaign's Mass Poor People's Assembly & Moral March on Washington on June 20, 2020 and #WeWontBeSilent! Join us at June2020.org.

Sample Tweet

Join #PoorPeoplesCampaign's Cultural Day of Action in exclaiming #WeWontBeSilent! Sign up to be part of the Mass Poor People’s Assembly & Moral March on Washington at June2020.org. [add selfie w/sign] Check out our Somebody’s Hurting My Brother Music Video.

I’m joining the #PoorPeoplesCampaign's Mass Poor People's Assembly & Moral March on Washington on June 20, 2020 because #WeWontBeSilent! Join us at June2020.org. [add selfie w/sign] Check out our Somebody’s Hurting My Brother Music Video.
Additional Resources

**Photo/Video Frames**

- Use *We Won’t Be Silent* + *Everybody’s Got a Right to Live* Video frames:

  Take your photo and add a post about why you’re joining the Mass Poor People’s Assembly + Moral March on Washington on June 20, 2020!

*Facebook Frame*

*Instagram Frame*

Spanish Frames: *Todo el Mundo Tiene Derecho a Vivir* ; *No Nos Callaremos*
**Hang Signs in Windows/ Take a Selfie**

You also have the option to print these signs:

- Put them in windows or doorways. Take a selfie. Post on social media. Click the images below for high resolution files.
June 15 Virtual Art Builds - More Information Coming Soon!!!

Window Signs, Sidewalk Chalk Signs, Yard Signs, Banners, and More!