



# Everybody's Got a Right to Live

## Song Share + Art Build Toolkit



### Introduction

The COVID-19 pandemic has forced us into an unprecedented national emergency. Much is changing day by day, but here is what we know: this emergency results from a deeper and much longer-term crisis - of poverty, inequality and of a society that ignores the needs of 140 million people who are poor or a \$400 emergency away from being poor. We must respond quickly and boldly to take care of all of our people.

We also know that the coronavirus is awakening many to the political and economic crises that have long been buried under the surface: before COVID-19, nearly 700 people died everyday because of poverty and inequality in this country. A moral fusion movement is necessary to not just weather this storm, but to transform the nation. This cultural day of action is a reminder of why we must come together on June 20, 2020 to demand that Everybody's Got a Right to Live!

We are coming together as artists to use our gifts to make our message known. Maybe we can't march in the street or walk out of school during this pandemic. But we can be visible and have our voices heard. This is how we will protect our people in crisis now. We can do this by making art together and raising our voices. This Toolkit includes a virtual art-making guide, designs you can use, art-making how-to guides, songs, music tips, and more to participate in an **Everybody's Got a Right to Live Cultural Day of Action on June 1, 2020!**

## Here are some things you can do:

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1. **SING THE SONG:** Take a video, create a virtual choir song video. Get creative and do your own remix of the song.
2. **MAKE A LETTER SIGN GROUP VIRTUAL BANNER:** Get friends to each make a letter, take a photo, put it together to spell your message, and share online.

### Additional ways to participate:

3. **MAKE A SIGN:** Take a photo and share online with #PoorPeoplesCampaign #PPCArtistsRiseTogether
  4. **PUT IT UP IN YOUR WINDOW OR DOORWAY:** Put it where people can see it. Take a photo and share online.
  5. **CHALK YOUR SIDEWALK:** Take a photo and share online.
  6. **PUT A SIGN UP IN YOUR CAR WINDOW:** Put it where people can see it. Take a photo and share online.
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**[SIGN UP HERE for the Everybody's Got a Right to Live CULTURE DAY of ACTION!](#)**

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## Create your own video of the song

*Everybody's Got a Right to Live* has been a central message of the Poor People's Campaign since 1968 when the Rev. Frederick Douglass Kirkpatrick and Jimmy Collier sang it in Resurrection City. When we launched the Campaign 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." We invite you to join us as we raise our voices and demand that, "Everybody's Got a Right to Live."

## How to participate

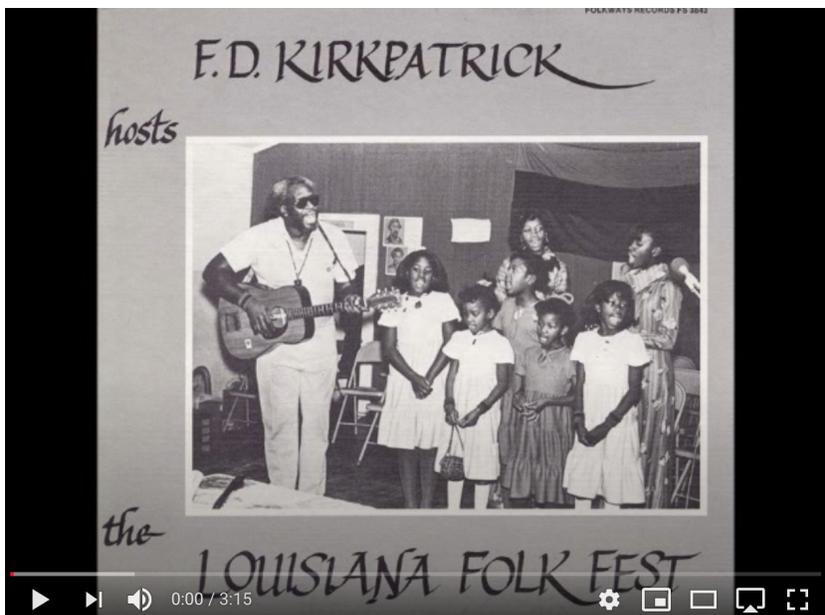
- **Learn** the song (video samples below)
- **Practice** your own rendition of the song (We encourage folks to get creative when recording your version of *Everybody's Got a Right to Live*. We want to capture the diversity of our PPC movement family through our music. Remixed versions welcome!)
- **Video record** yourself singing the song
- **Add video frame** to your recording ([Canva Instructions for those who need them](#))
- **Share video** with PPC team - add to Shared Folder below by May 20th
- **Post video** on social media - Post on June 1st

## Learn the song

 Full version of [Everybody's Got a Right to Live 2018 version](#)



 Full version of [Everybody's Got a Right to Live 1968](#)



 Full lyrics for [Pete Seeger's version of Everybody's Got a Right to Live](#)

## Add Video Frame:

 [Sample video for Everybody's Got a Right to Live w/video frame](#)



[Instagram Video Frame Template](#)

[Facebook Video Frame Template](#)

## Share Video:

 When you're ready [Submit Your Video Here](#)

## Post Video:

On June 1, 2020 join folks across the country in posting your Everybody's Got a Right to Live music video and let people know that you will be joining the PPC:NCMR for the largest digital and social media gathering of poor and low-wealth people and people of conscience in this nation's history! Use hashtag #PoorPeoplesCampaign and include a link to June2020.org!

Ask at least 10 friends to join you in sharing your video and post why they will be joining on June 20!

## Letter Sign Group Banner

Creating a Letter Sign Group Banner is one way to make art together, stay connected, grow our movement, keep safe at home, and show solidarity. The banners you create will be used in graphics that communicate our demands. Below you will find instructions. Each person will make a letter, and then photos of each person holding their letter are combined to make a “virtual banner.” Once we layout the virtual banners, we will share the banners for you to post on social media on June 1st!



### **OUR MESSAGE: “Everybody’s Got a Right to Live”**

We need people who are willing to take ONE HOUR to make an 11x17 vertical sign of one letter each. When we have all the letters we will put the letter-photos together to make a banner, and share it, spelling out the words:

**Everybody’s Got a Right to Live**

## STEP 1: SIGN UP TO MAKE A LETTER

Please sign up if you can make an 11x17 letter sign and submit it **by Wednesday, May 20, 2020!**

2 options:

- 1) Sign up as an individual to create a single letter for an "Everybody's Got a Right to Live" Virtual Banner



[Sign up for a letter here](#)

- 2) **Signing up as a group** - Reach out and confirm 26 individuals who will each create 1 letter for the "Everybody's Got a Right to Live Virtual Banner" and will submit all 26 photos

### **MORE ON ORGANIZING A GROUP BANNER:**

Here's an example google doc for an [Everybody's Got a Right to Live](#). group banner. You can use this sample doc to recruit folks to make letters over email or use this information to recruit participants via a Facebook event.

Invite should include:

CLEAR INSTRUCTIONS, Write up simple, clear instructions for making the letter, taking a photo and sending it with a sketch or mock up (examples below) and any common design things--like colors, materials (all recycled, painted, papercut, etc). .

SIGN UP TO MAKE A LETTER (on a google doc, on facebook post in comments section, etc)

You will also need to:

RECRUIT: To get all the letters signed up for, you may need to reach out, ask on social media, hit up friends, ask those who have signed up for a letter to then ask their friends...

REMIND: It helps to **remind folks of the deadline and to let you know if they can't do it.** And it's good to have a plan b if one or two folks can do their letters.

## **STEP 2: MAKE YOUR LETTER-SIGN:**

SIZE: 11x17 vertical

DESIGN: letter be should dark, contrasting against a light background. Use any materials and spend some time and thought to make it visually strong and interesting; colors, textures, etc. designs, border, etc.. The letter should upper case capital and fill most of the sign--examples below. Core colors to be used are: black, yellow, white, orange, and gray.

MATERIALS: 11x17 sign material: tape together 2 8 1/2 x11 sheets, cardboard from box, plywood, signboard. fabric, backside of poster, etc.

To make your sign: recycled paper/cardboard (try making from all recycled), pens, markers, pencils, paint, crayons, pastel, collage, assemblage, papercuts, potato prints, sewing, embroidery, applique, printmaking, stencil, etc.

## **STEP 3: TAKE A PHOTO & UPLOAD IT:**

Have your sign fill most of the frame of the photo, but we also want to see you (and maybe your friends or family). Make sure there is enough light. It can be a selfie (challenging) or if you have someone with you who can take a pic.



[SUBMIT FINISHED LETTER PHOTOS HERE](#)

**ASSEMBLE PHOTOS & MAKE BANNER (The National Team will be in charge of banner assembly)**

When you have all the photos:

- ORGANIZE: It will take some time to download and organize all the photos. We need folks (individuals and groups) to submit photos **by Wednesday, May 20.**

When submitting the photos title files with participant name / which state or indigeneous nation they are from /what letter they are submitting / and (if submitting an individual letter) what banner # they signed up with

- Group Example: (Folder) NC RAISE UP \$15 (Within Folder) Jane Doe\_NC\_E
- Individual Example: Jane Doe\_NC\_E\_Banner#1

-  [SUBMIT FINISHED LETTER PHOTOS HERE](#) (group submissions should be added as a group in a single folder - each person should save file as: Name\_State\_Letter)

- CROP: If the letter takes up less than ½ to ⅔ of the photo space, you may need to crop the photo so the words will be readable.
- DESIGN: Your letters will be used to create graphics that invite others to join us on June 20, 2020:



## **GET IT OUT IN THE WORLD:**

- **On June 1, 2020 join folks across the country in posting your Everybody's Got a Right to Live virtual banner and let people know that you will be joining the PPC:NCMR for the largest digital and social media gathering of poor and low-wealth people and people of conscience in this nation's history! Use hashtag #PoorPeoplesCampaign and include a link to [June2020.org](http://June2020.org)!**

**Don't forget to ask your friends to share your banner when you post!**

- **SHARE VIRTUAL BANNERS ON SOCIAL MEDIA:** By May 30, we will send you the completed banners as part of the Everybody's Got a Right to Live Digital Culture Action. Let everyone know and see! If using Facebook and Instagram, it can be powerful to both show a finished banner, and also include an album of the photos of individual letters/people. Examples:

Facebook w photo album: [350 South Dakota](#)

Instagram Photo: [350 Canada](#),

Instagram Video: [Climate Justice Edmonton](#)

- **DISPLAY:** Is it possible to display the banner in public, either a print out of the whole thing--or printouts of each photos-letter which can then be assembled on a backing, like cardboard or plywood? At the institution you are pressuring? At a public or iconic site in your community? At your house?
- **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.

**LETTER MAKING EXAMPLES:**

LETTER "A": this sample was done with pencil on the backside of two sheets of printed white paper which were stapled or taped together.



LETTER "W": sample using a pizza box w/packaging paper from recycling bin.



## **MORE TIPS:**

You could ask people to use a particular kind of material (all recycled paper, for example) or emphasize a couple of common colors. You can also consider:

**PANDEMIC PUBLIC DISPLAY:** Print the individual photos out and display them--in place of the people who normally would have attended -- at the site of action, especially during this moment when we are not gathering in public. They could be displayed on a clothesline w/clothespins, spelling out the message.

**PROJECTION:** Project the banner and images after dark on the building your action is focussed on, or other visible or iconic or relevant site. Some of this is also possible with less powerful digital projectors connection to a power source, which could be a car/marine battery. Here are two social justice projection groups in San Francisco and NYC that use high power outdoor projectors to project messages and images on building and public spaces. More inexpensive version using conventional digital projectors connected to car/marine batteries with inverters so the projector can be plugged in.

**EMAIL:** Send the completed image to the official or institution you are pressuring. You could also email the individual letters with notes from those who made them. Or send an attachment or link to

## **Additional Resources**

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How-to guides

 Virtual Art Build Demo Video from David Solnit



## Hang Signs in Windows

You also have the option to print these signs and put them in windows or doorways. Click the images below for high resolution files:

