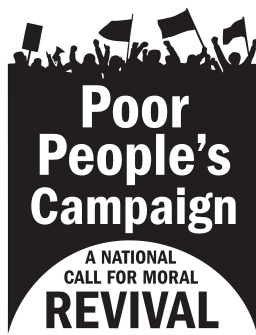


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Poor People's Campaign: A National Call for Moral Revival

Mass Poor People's Assembly &
Moral March on Washington

Digital Action Guide



Facebook: [@ANewPPC](#) | Twitter: [@UniteThePoor](#) | Instagram: [@PoorPeoplesCampaign](#)

Quick Links:

- Registration Page for June 20, 2020: bit.ly/MoralMarch2020
- Short link to this Digital Action Guide: bit.ly/ppc2020social
- June 20, 2020 [Graphics](#)
- June 20, 2020 [Rally Bus Rideshare](#)
- Website: poorpeoplescampaign.org
- We Must Do M.O.R.E. National Tour: bit.ly/ppcmore

"On June 20, 2020, we are rising to speak truth, change the narrative, call this nation to the ethic of love and justice, and to demand action."

—Rev. Dr. William J. Barber, II and Rev. Dr. Liz Theoharis

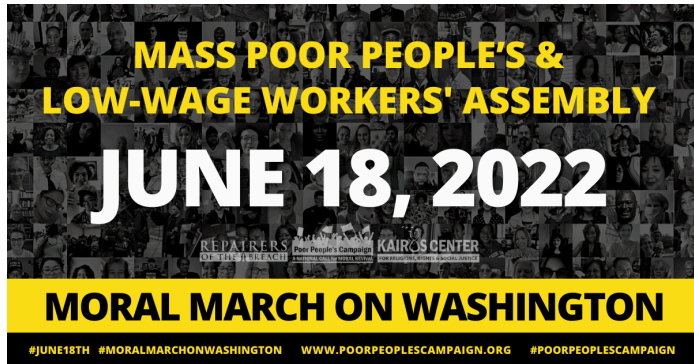
On June 20, 2020 we will rise together as a powerful moral fusion movement in a [Mass Poor People's Assembly and Moral March on Washington](#) to demand the implementation of our Moral Agenda! The question isn't how much it costs to address these moral issues, but what it costs us not to address 140 million Americans living in poverty and low-wealth. We are building power for an agenda that lifts all people by challenging the interlocking injustices of systemic racism, poverty, ecological devastation, the war economy and the false moral narrative of religious nationalism!

How to Use This Guide:

1. RSVP for your attendance at the Mass Poor People's Assembly and Moral March on Washington by visiting bit.ly/MoralMarch2020!
2. Visit our national Poor People's Campaign: A National Call for Moral Revival social media platforms (see above for links) to share and re-tweet our posts about June 20, 2020, and posts from the national co-chairs, state social media accounts, and others!
3. Use the below social media guide to share graphics and posts on your own social media platforms (individual, state coordinating committee, or organization) about your commitment to join us on June 20, 2020!
4. Use the language below to take a selfie photo or video explaining why it's so important that we rise together on June 20, 2020 in our nation's capital! Be sure to use #PoorPeoplesCampaign so we can see your posts!

- SHARE this Digital Action Guide with your networks by using the short link, bit.ly/ppc2020social, and encourage them to post! And ask your friends and networks to visit bit.ly/MoralMarch2020 to RSVP themselves!
- Keep using this guide to help us promote June 20, 2020 as we get closer to the day!

Sample Social Media Posts & Graphics:



Link to download graphic: <http://bit.ly/38rXN99>

FACEBOOK: Registration is open!

The fact that there are 140 million poor and low-wealth people in a country this rich is morally indefensible, constitutionally inconsistent and economically insane. Join poor people and moral witnesses from across the country June 20, 2020 for the Mass Poor People's Assembly and Moral March on Washington! On June 20, 2020, we rise together!

#PoorPeoplesCampaign

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Campaña Nacional de la Gente Pobre UN LLAMADO POR UN RENACIMIENTO MORAL

ASAMBLEA DE LA GENTE POBRE Y MARCHA POR LA MORAL EN WASHINGTON

GUARDE ESTA FECHA **SABADO, 20 DE JUNIO, 2020**
Washington, DC



Twitter: @UniteThePoor | Facebook: @anewppc | Website: poorpeoplescampaign.org

Like to download graphic: <http://bit.ly/2OMibtA>

FACEBOOK: *If the rejected millions—the poor without health insurance, without living wages, without clean water, without voter protections—unite, we will save the soul of this nation! We must come together to shift the narrative in public life and revive the heart of our democracy. #PoorPeoplesCampaign*

Can we count on you to join us at the Poor People's Assembly and Moral March on Washington on June 20, 2020? RSVP today: bit.ly/MoralMarch2020

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"When over 250,000 people a year, over 600 people a day, die from poverty and low wealth, we must RISE! On June 20, 2020, we are rising to speak truth, change the narrative, call this nation to the ethic of love and justice, and to demand action."
—Rev. Dr. William J. Barber, II

ON JUNE 20, 2020, WE RISE TOGETHER

Join the #PoorPeoplesCampaign at poorpeoplescampaign.org

Link to download graphic: <http://bit.ly/2Rqjzj4>



"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 the nation and revive the heart of the nation!"
—Rev. Dr. William J. Barber, II

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Link to download graphic: <http://bit.ly/2DMD01I>

FACEBOOK: *It's not enough to be woke, we need to rise up! Thousands of poor people and advocates from across the country will gather on June 20, 2020 for the Mass Poor People's Assembly and Moral March on Washington! It's not the waking, it's the rising! #PoorPeoplesCampaign*

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"When there are 140 million poor and low-wealth people in a country this rich, we must RISE!"

—Rev. Dr. Liz Theoharis

ON JUNE 20, 2020, WE RISE TOGETHER

Join the #PoorPeoplesCampaign at poorpeoplescampaign.org

Link to download graphic: <http://bit.ly/366H4Gp>



"We are building a broad and deep national moral movement—rooted in the leadership of poor people—to unite our country from the bottom up."

—Rev. Dr. Liz Theoharis

ON JUNE 20, 2020, WE RISE TOGETHER

Join the #PoorPeoplesCampaign at poorpeoplescampaign.org

Link to download graphic: <http://bit.ly/2RjwZBO>



"Freddy's is a multimillion dollar company and I make \$8 an hour. That's a poverty wage. But that's not all you need to know about me—I'm a leader with the #FightFor15!"

—Jamila Allen

ON JUNE 20, 2020, WE RISE TOGETHER

Join the #PoorPeoplesCampaign at poorpeoplescampaign.org

Link to download graphic: <http://bit.ly/2OcOvpi>

FACEBOOK: The #PoorPeoplesCampaign is building up a powerful, multi-racial, intergenerational, nonviolent army, to knock down the walls of injustice! Join us on June 20, 2020 for the Mass Poor People's Assembly and Moral March on Washington!

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FACEBOOK: We are among the 140 million people who are poor and low-wealth in one of the richest countries in the world. That's why we'll rise together on June 20, 2020 to break the silence. Fight poverty, not the poor! #PoorPeoplesCampaign

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FACEBOOK: Today, in the year 2019, 14 million households in the United States can't afford water, and millions lack access to basic sanitation infrastructure. Meanwhile, the construction of extractive and polluting fossil fuel infrastructure continues, displacing native, rural and poor communities across the country.

This is why we need the #PoorPeoplesCampaign and Moral March on Washington. Will you join us June 20, 2020? bit.ly/MoralMarch2020

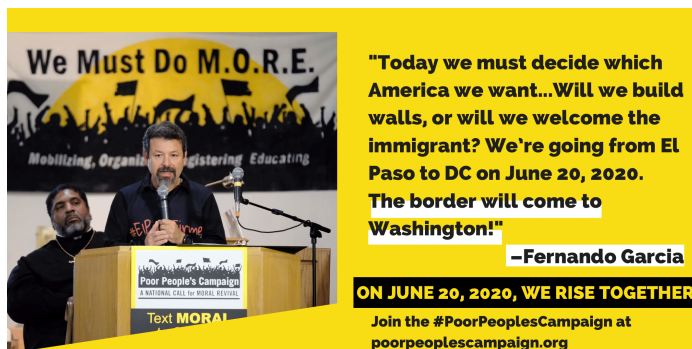
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Link to download graphic: <http://bit.ly/33afK8b>

FACEBOOK: Since 2003, the Department of Homeland Security has deported more than 5 million people. This is why we need the #PoorPeoplesCampaign and the Mass Poor People's Assembly and Moral March on Washington! Will you join us June 20, 2020? bit.ly/MoralMarch2020

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"Most of the military budget is not to fight wars, it's to serve the interests of American capital... We are paying money to the military to pay corporations, not to protect our people."

-Chris Overfelt

ON JUNE 20, 2020, WE RISE TOGETHER

Join the #PoorPeoplesCampaign at
poorpeoplescampaign.org

Link to download graphic: <http://bit.ly/2QJdAtu>

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Write a Personal Post or Create a Selfie Photo (with sign or text) or Video:

(Talking Points)

- Tell folks about the Poor People's Assembly and Moral March on Washington on June 20, 2020 and why you plan to attend!
- Talk to folks about how the systemic injustices of racism, poverty, militarism, ecological devastation, and the corrupt moral narrative have impacted your life.
- Tell folks why it's important to rise up in this moment.
- Together We Rise! Remember that we're uniting across color, creed, gender, age, sexual orientation, and geography in a moral fusion movement.
- Invite folks to join you at the Mass Poor People's Assembly and Moral March on Washington on June 20, 2020 and include the registration link – bit.ly/MoralMarch2020
- Don't forget to use #PoorPeoplesCampaign when you post your photo or video.

REMINDERS WHEN POSTING ON SOCIAL MEDIA:

BE VISUAL: Post photos (and tag the folks in them whenever possible); post short video clips.

USE HASHTAGS: Use #PoorPeoplesCampaign! This is how folks can follow what's going on, engage in the conversation, and check later if they missed out or pull user-generated content to curate report backs.

TAG & RETWEET PARTNERS: You can do this to photos/graphics so you don't take up character space. The more you tag and the more you retweet, the more people we reach.

STORYTELL: Use your personal story of involvement with the campaign to encourage others to sign on.

EMPHASIZE KEY THEMES: Follow the framework of leadership of impacted people and remember: this is an inclusive movement so be sure to uplift the multifaceted issue agenda!