

Defend Black Women March
Honoring Marielle Franco: Celebrating the Power of Black Feminisms in Latin America and the Caribbean
July 29-31, 2022

Thank you for sponsoring the 2nd Annual Defend Black Women's March.

Please use this digital toolkit to amplify the March, share sentiments about Black women's global solidarity, and the importance of defending Black women everywhere.

In this toolkit, you'll find sample text for social media posts, digital assets for social media, sample text for emails and texts, and other resources.

Please feel free to share with your networks widely, we hope to see you in Washington, DC.



Launch Day: April 6, 2022 12pm ET

April is Sexual Assault Awareness month and today, April 6th is Sexual Assault Awareness Action Day. All across the world, Black women, girls & femmes are harmed, erased and violated because of the many manifestations of patriarchy. Patriarchal violence encompasses sexual violence, intimate partner violence, and state violence and oftentimes impacts Black women, girls, and gender-expansive people who are already fighting through vulnerable conditions. Join us as we #DefendBlackWomen by using our collective digital power to encourage people to participate in the 2nd Annual Defend Black Women 2022 March Weekend on July 29-31, 2022 in Washington D.C.

Defending Black women is more than a slogan, it must be a political priority. Everywhere.

April 6, 2022: Announcement of the March and launch of the website.

- Actions
    - Post March announcement and your organizations/businesses sponsorship on your social media accounts and share the announcement via email at **12:00pm ET.**

Sample Social Media/Email/Text Language for April 6th

Twitter:

- Today on #SexualAssaultAwarenessActionDay we are proud to announce our sponsorship of the 2nd Annual #DefendBlackWomenMarch, taking place July 29-31, in Washington, D.C. in honor of Marielle Franco and Black Feminisms across the globe. Learn more: https://defendblackwomen.net



- Defending Black Women is not a slogan – it's a political priority. We're proud partners of the 2nd Annual #DefendBlackWomenMarch taking place July 29-31, 2022 in D.C., honoring Marielle Franco & Black Feminisms in Latin America & the Caribbean. Learn more: https://defendblackwomen.net

- Today is Sexual Assault Awareness Action Day. Patriarchal violence against Black women is pervasive & defending Black women isn't a slogan–it's a political priority. Join us as for the 2nd Annual #DefendBlackWomenMarch Weekend, July 29-31, 2022: https://defendblackwomen.net

- Join us as we #DefendBlackWomen by using our collective digital power to encourage people to participate in the 2nd Annual #DefendBlackWomen 2022 March Weekend on July 29-31, 2022 in Washington D.C. Learn more: https://defendblackwomen.net

Instagram/Facebook

- Today on #SexualAssaultAwarenessDayofAction we're proud to announce our sponsorship of the 2nd Annual #DefendBlackWomenMarch taking place July 29-31, 2022 in D.C., honoring the life, leadership, and legacy of Afro-Brazilian bisexual feminist, politician, activist, and human rights defender, Marielle Franco (1979-2018) and in solidarity and celebration of Black feminisms in Latin America and in the Caribbean. Because defending Black women is not a slogan - it's a political priority.

  Learn more about the March + register at https://defendblackwomen.net.



- *Defend Black Women* is a global call to action to protect Black women, girls, femmes & gender-expansive people across borders, because when we are free, it will be possible for everyone to be free. Join us for the 2nd Annual #DefendBlackWomenMarch taking place July 29-31, 2022 in D.C., honoring the life, leadership, and legacy of Afro-Brazilian bisexual feminist, politician, activist, and human rights defender, Marielle Franco (1979-2018) and in solidarity and celebration of Black feminisms in Latin America and in the Caribbean.

Facebook Language Extended

- Defending Black Women is not a slogan - it's a political priority. We're proud partners of the 2nd Annual #DefendBlackWomenMarch taking place July 29-31, 2022 in D.C., honoring the life, leadership, and legacy of Afro-Brazilian bisexual feminist, politician, activist, and human rights defender, Marielle Franco (1979-2018) and in solidarity and celebration of Black feminisms in Latin America and in the Caribbean.

  Annually, July 25th is the International Afro-Latin American and Afro-Caribbean Women's Day. It is a day to celebrate the resistance of Black women in Latin America and the Caribbean. Moreover, July is the birth month of Franco, who would have celebrated her 42nd birthday on July 27th. This march is dedicated to historical and ancestral Black feminists in Latin America and in the Caribbean such as Franco, Cécile Fatiman, Maria de los Reyes Castillo Bueno, Argelia Laya, Emilsen Manyoma, Magalie Marcelin, Beatriz Nascimento, Nanny of the Maroons, Carlota Lukumi, Gumercinda Páez and the countless Black feminist leaders who have and continue to do the critical work of expanding the frame of reference of Black feminisms globally.



We know that now more than ever, our solidarity must be intentional and is deeply connected to our freedom and liberation. The way the empire here in the USA polices black bodies here is the same in the Caribbean and the global south. *Defend Black Women* is a global call to action to protect Black women, girls, femmes & gender-expansive people across borders, because when we are free, it will be possible for everyone to be free.

Learn more about the March + register here.

#DefendBlackWomenMarch #BlackWomenRadicals #ISupportBlackWomen

Official March Hashtags:

#DefendBlackWomenMarch
#BlackWomenRadicals
#ISupportBlackWomen
#IDefendBlackWomenEverywhere

Email Language (organization and sponsors listservs)

Hi {first_name},

I hope you are doing well!

Our organization/business is proud to announce that we are sponsoring the 2nd Annual Defend Black Women March on July 29-31st, 2022 in Washington, D.C. The March is in honor of Afro-Brazilian bisexual feminist, politician, and human rights defender, Marielle Franco (1979-2018) and is a celebration of the power of Black feminisms in Latin America and the Caribbean.



We hope you'll join us at this event and represent our organization amongst thousands of others standing in solidarity and celebrating Black women globally.

For more information, please visit the Defend Black Women March website here. Attached to this email you'll find the official flier for the event, please share it widely!

See you in Washington, DC.

{Sender}

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SMS

Hi {first_name}, it's {sender} from {organization or sponsor name}. Today on #SexualAssaultAwarenessActionDay we are proud to announce our sponsorship of the 2nd Annual #DefendBlackWomenMarch, taking place July 29-31, in Washington, D.C. in honor of Marielle Franco and Black Feminisms across the globe. We're calling on you to show up and march with us in solidarity with Black women everywhere.

Click here for more information about the March!

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Click here to find March graphics.