

**UNITE
TO END
RACISM**

A.C.T. TO END RACISM RALLY

April 3 – 5, 2018 | Washington, D.C.

PARTNER + SOCIAL MEDIA TOOLKIT

A.C.T. NOW!
awaken confront transform

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INTRODUCTION

Thank you for taking this journey with us to put an end to racism! The following **partner and social media toolkit** is designed as a resource for you — partners, allies and those in solidarity with our call — to **A.C.T. to End Racism**.

We are creating a social movement to finish the work to end racism and achieve racial justice. We are committed to addressing **criminal justice, education, jobs, health care, voting rights, environmental justice, immigration**, and more. **And we need your help to do it!**

On the 50th anniversary marking the assassination of Dr. King, **50,000 people** will travel from across our nation to meet in Washington, D.C. and kick start **a multi-year campaign** to put an end to racism in our communities and institutions.

We call on all people of faith and conscience to join us and **#ACT2EndRacism**.

CALL-TO-ACTION

The rally will be a pivotal moment in the racial justice movement. We will build a platform for all people of faith and conscience to end racism. We will mobilize people and communities from across the country to join us from **April 3 to April 5**.

A.C.T. to End Racism (Awaken, Confront, Transform) is our call-to-action to:

- **AWAKEN** ourselves to the truth that racism is ever-present, deeply rooted in American culture, and profoundly damaging to our communities.
- **CONFRONT** racism, speak truth to ourselves, our communities and institutions, and stand against injustice.
- **TRANSFORM** the hearts, minds, and behaviors of people and structures that shape society.

SCHEDULE AT A GLANCE

APRIL 3

6 P.M. Ecumenical Worship Service in the Orthodox Tradition

APRIL 4

7–8 A.M. Silent Prayer Walk to the National Mall
8–9 A.M. Interfaith Service
9–3 P.M. A.C.T. to End Racism Rally

APRIL 5

National Day of Advocacy & Action

The schedule is subject to change. For the latest updates, visit www.rally2endracism.org

SOCIAL MEDIA

We're on Facebook, Instagram, and Twitter.



[@ACTNow2End page](#)

[A.C.T. to End Racism
Event page](#)



[@nccusa](#)



[@ACT2EndRacism](#)

Official Hashtags

Be sure to use the following hashtags to be a part of the conversation!

Primary hashtag:

#ACT2EndRacism

Secondary hashtag:

#MLK50Forward

Register

Those planning to attend the rally should register (RSVP) at www.rally2endracism.org.



SUGGESTED FACEBOOK POSTS

Be sure to manually tag the event page, highlighted in yellow, not copy and paste.

- Racism is deeply rooted in American culture. That is why we must act TODAY to transform our communities, institutions, and nation. Join us and the @nationalcouncilofchurches to #ACT2EndRacism. Join us on April 4: @A.C.T. to End Racism. #MLK50Forward @ACTNow2End
- We are going to the rally. Are you? Join us and the @nationalcouncilofchurches to #Act2EndRacism on April 4 in Washington, D.C. Learn more at @A.C.T. to End Racism. #MLK50Forward @ACTNow2End
- Make history as we stand up to fight racial injustices everywhere. As we remember the legacy of Dr. Martin Luther King, we will stand up with the @nationalcouncilofchurches to #ACT2EndRacism on April 4 — and beyond. See how YOU can get involved at @A.C.T. to End Racism. #MLK50Forward @ACTNow2End
- We must remember our history in order to create a strong, just future. That is why we are teaming up with the @nationalcouncilofchurches to #ACT2EndRacism now. Find the April 4 rally on Facebook at @A.C.T. to End Racism. #MLK50Forward @ACTNow2End



SUGGESTED INSTAGRAM POSTS

Spread the word on Instagram with the following sample posts!

- It's time for us to unite to bring about real change and #ACT2EndRacism. Learn more at @ACT2EndRacism. #MLK50Forward
- Enough is enough. Rally and #ACT2EndRacism TODAY. Follow @ACT2EndRacism to learn more. #MLK50Forward
- Follow in Dr. King's footsteps to #ACT2EndRacism. We're joining @ACT2EndRacism to bring about lasting change. #MLK50Forward
- In 2017, more people died at the hands of the police than the number of black people who were lynched in the worst year of Jim Crow. Most of the unarmed victims were people of color. That is why we are rallying in Washington, D.C. to #ACT2EndRacism NOW. We must hold our communities and institutions accountable. Follow @ACT2endracism for more information and join us for the rally on April 4 in Washington, D.C. Enough is enough! #MLK50Forward
- People of color are incarcerated at more than five times the rate of whites. We must unite to eliminate racial disparities in our communities and stand up to #ACT2EndRacism NOW. Follow @act2endracism to stay informed and join us for the rally on April 4 in Washington, D.C. #MLK50Forward
- Racial justice can only be achieved by first confessing the truth. Our churches are complicit in the ongoing sin of racism. It begins with truth, then reparative action and restorative justice. To succeed, we must Awaken, Confront, and Transform ourselves and our institutions. And so we begin with the church. Follow @ACT2endracism for more information and join us for the rally on April 4 in Washington, D.C.



SUGGESTED TWEETS

Spread the word on Twitter with the following sample posts!

- The fight to end racism is far from over. Join us and the @NCCCUSA as we take injustice head on. Register at www.rally2endracism.org. #ACT2EndRacism #MLK50Forward
- We're teaming up with @NCCCUSA to bring about racial justice. Register NOW at www.rally2endracism.org. #ACT2EndRacism #MLK50Forward
- Enough is enough. Rally with @NCCCUSA to end racism TODAY. Learn more and RSVP on Facebook now! <http://bit.ly/2tlsNqF> #ACT2EndRacism #MLK50Forward
- Follow in Dr. King's footsteps to #ACT2EndRacism. We're joining @NCCCUSA to bring about lasting change. Learn more and RSVP on Facebook now! <http://bit.ly/2tlsNqF> #MLK50Forward
- Break down barriers and #ACT2EndRacism NOW. We're excited to be teaming up with @NCCCUSA to rally for change. Learn more and RSVP on Facebook now! <http://bit.ly/2tlsNqF> #MLK50Forward
- Our voices are our power. We are teaming up with @NCCCUSA to #ACT2EndRacism TODAY. Sign up for the newsletter at www.rally2endracism.org. We will not be silenced. #MLK50Forward
- We demand racial justice! That is why we are uniting with @NCCCUSA to #ACT2EndRacism. Sign up for the newsletter at www.rally2endracism.org. #MLK50Forward
- We must confront racism HEAD ON. We are teaming up with @NCCCUSA to rally for racial justice. Stay connected with us at www.rally2endracism.org. #ACT2EndRacism #MLK50Forward
- Harness the power of the people and #ACT2EndRacism NOW! We are excited to unite with @NCCCUSA to bring an end to racism everywhere. Stay connected at www.rally2endracism.org. #MLK50Forward

SHARE GRAPHICS

When posting on your preferred social media platform, pair your content with an image for maximum engagement.

Click [here](#) to access the full suite of graphics.



UNITE TO END RACISM

COLLATERAL MATERIALS

Print and share the flyer and fact sheet with your networks.
Click [here](#) to access these materials.

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APRIL 4, 2018

We're committing to finish the work.

Join us in Washington, D.C. on the National Mall as we mark 50 years since Rev. Dr. Martin Luther King Jr.'s assassination.

#ACT2EndRacism
RALLY2EndRacism.org

A.C.T. NOW!
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PEOPLE OF ALL FAITHS AND BELIEFS ARE INVITED TO ATTEND.

National Council of Churches | and members and partners

**Criminal Justice • Education • Jobs • Health Care
Voting Rights • Environmental Justice • Immigration**

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A.C.T. TO END RACISM RALLY
April 3 - 5, 2018 | Washington, D.C.

It's been 50 years since the assassination of Reverend Dr. Martin Luther King Jr., and yet, we still have a long way to go to end racism. In 2017, more people died at the hands of the police than the number of black people who were lynched in the worst year of Jim Crow. Most of the unarmed victims were people of color.

Following this year of grief and trauma, people of faith have a specific responsibility to eliminate racism, but also unique gifts that enable us to do so. **The faith community, present in every town and community, are both part of the problem and the solution.** We commit today to using our vast network of over 100,000 churches to bring an end to racism.

In April, 50,000 people will come together in Washington, D.C. to kick start a multi-year campaign led by the National Council of Churches and our diverse coalition of over 50 partners. The three-day event will center around the A.C.T. to End Racism Rally on April 4th.

Join us as we commit to finishing the work to end racism.

Schedule of Events

April 3 | 6 P.M.
Ecumenical Workshop Service in the Orthodox Tradition
Saint Sophia Greek Orthodox Cathedral
2815 36th St., NW, Washington, D.C., 20007

April 4
A.C.T. to End Racism Rally on the National Mall
7 – 8 A.M. Silent Prayer Walk to the National Mall
8 – 9 A.M. Interfaith Service
9 – 3 P.M. Rally and Call to Commitment

April 5
National Day of Advocacy and Action


How You Can Get Involved

- RSVP on Facebook now! Our event is called "A.C.T. to End Racism"
- "Like" our Facebook page to stay up-to-date: www.facebook.com/actnow2end
- Find us on Instagram at [@act2endracism](https://www.instagram.com/act2endracism) for the latest updates
- Stay connected with us on Twitter at [@nccusa](https://twitter.com/nccusa)
- Follow the conversation using [#ACT2EndRacism](https://twitter.com/hashtag/ACT2EndRacism) on Facebook, Twitter, and Instagram
- Register for the event now: www.rally2endracism.org
- Donate now to support our mobilization effort: www.rally2endracism.org

For the latest updates, visit www.rally2endracism.org.

National Council of Churches | and members and partners

**Criminal Justice • Education • Jobs • Health Care
Voting Rights • Environmental Justice • Immigration**



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Questions?

Rev. Steven D. Martin

National Council of Churches USA
steven.martin@nationalcouncilofchurches.us

Rev. Dr. Leslie Copeland Tune

National Council of Churches USA
mobilize2endracism@gmail.com

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