



## Beyond the Moment Cross Movement Launch Toolkit

On April 4<sup>th</sup>, The Majority—a coalition of more than 50 organizations committed to the multi-racial, cross-movement fight for justice, freedom and the right to live fully, with dignity and respect—will launch **Beyond the Moment: *Uniting Movements from April 4th to May Day (BTM)***. This introductory resource gives you language and tools for initiating conversations on-and-offline about The Majority and Beyond the Moment, with the caveat that an in-depth toolkit including messaging, graphics and social media posts will be available soon. The information in this document is available for you to begin sharing publicly on Tuesday, March 21<sup>st</sup>.

**Website:** [beyondthemoment.org](http://beyondthemoment.org)

**Twitter and Instagram:** @btmmayday

**Facebook:** [www.facebook.com/BeyondtheMomentMayDay/](http://www.facebook.com/BeyondtheMomentMayDay/)

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### Background Information

**Beyond the Moment: *Uniting Movements from April 4th to May Day (BTM)*** intends to move masses of people nationally toward meaningful, trans-local action designed to expand and strengthen multi-racial, multi-sector and local long-term organizing capacity and to strengthen the fight for justice, freedom and the right to live fully, with dignity and respect for all people. The combination of actions will be grounded in an intersectional analysis centering anti-Black racism with a political and historical analysis of this moment, and others where movements have come together across communities to address overlapping and intersecting issues and harms. Because of the cross-movement nature of this work and the moment that we are in, The Majority holds a unique position, and has a critical opportunity to lead efforts to shift the predominant narratives around racial, environmental and economic justice toward a more accurate and radically-inclusive frame.

### *Why April 4<sup>th</sup> and May 1<sup>st</sup>?*

April 4th is the 50th anniversary of Dr. King's "Beyond Vietnam" Speech. In that speech at Riverside Church in New York City, he referred to the "giant triplets" of racism, materialism/capitalism and militarism. This marks an important milestone in movement history and the radicalism of Dr. King. He offered a critique of imperialist war and the injustice of racial capitalism. Exactly one year after this speech, Dr. King was assassinated while organizing alongside Black sanitation workers in Memphis on the eve of launching the Poor People's Campaign which would declare poverty a human rights violation. Although this history is not well known by the public at large, it's a meaningful hook for many organizing progressives and left formations. It also situates our work in the larger trajectory of a radical Black Freedom Movement that crafted a liberatory agenda that went beyond the Black community, and beyond that moment.

Additionally, the cross sector, intersectional nature of this speech speaks to the practice of working across difference. **April 4th is not a universally-known milestone, but a critical opportunity for forward looking political education. It makes the link between racial justice and economic justice unequivocally in the U.S. context, and embraces a trans-national vision of solidarity and justice.** While we use the date of King's historic speech and tragic assassination as a beginning point for our 2017 mobilization, we reject any analysis that would suggest that Dr. King was singularly responsible for the movement. **On April 4<sup>th</sup>, we will also teach and learn about grassroots organizers who were the backbone of the Black Freedom Movement, and other social justice movements in the U.S. and globally.**

**May 1st or May Day (International Worker's Day) emerged out of the fight for an 8-hour day in 1886 in Chicago, where striking workers clashed with police, resulting in several deaths and four of the protesters were later hanged.** While this is a significant international holiday on the left, in the U.S. most Mayday activity is local, with no national coordination or framing. And in the context of a new President using grandiose promises of job creation to mask

the fundamentally anti-worker and pro-corporation nature of his policies, it is as important as ever that we put forth a true vision of economic justice, and worker justice, for all people. **This May Day, we are uniquely positioned to recast the predominant left narratives around economic justice toward a more radically inclusive frame that elevates the voices of Black and Brown workers, and to bring together a broad sector of the left to provide meaningful interventions around anti-Blackness, intersectionality and racial justice.**

### What are we calling for?

- April 4<sup>th</sup>: Mass **political education** surfacing an intersectional lens from MLK's framing to now, sanctuary for all, include anti-blackness, include non-immigrants and non-refugees, include indigenous rights. We also support the ongoing struggle for LGBTQIA rights and economic justice for workers, the unemployed and the poor.
- May 1<sup>st</sup>: **Mass mobilizations** as an agitation point to move toward further action
- In the weeks after May 1<sup>st</sup>: **Trans-local actions** on expanded sanctuary/and expanded struggle

### **The Rationale Behind the Names**

The rationale behind the names is to uplift this moment and to highlight our focus on the Majority: people who are fighting for racial and economic justice and that we are the majority, not the conservative who are fighting against justice at every turn. "Beyond The Moment", is used to mean the work continues to move

### Background

What many of us working toward building equity and justice know is that when people who aren't shackled by systemic barriers join forces, and support and uplift those who are, it works to unleash the power residing within those marginalized communities. The moments when we've seen people of color break through barriers to use and maximize their collective power through voting, civic engagement and other forms of resistance, we've done so with the support of people with whom we share values and vision, but who because of race, gender or other social constructs, aren't living the daily realities of racism and systemic oppression.

We selected names that speak to the historical relevance of April 4th and connect to the urgent need for cross-movement work in this moment—names that speak to a majority's power to demand and create change.

### The Majority

The word majority means "the greater portion or part, the part that's more than half of a sum, the part with the power to change things."

Based on the numbers, people of color are a rising majority in this nation. Ours is a country founded on the premise that through political and civic participation, citizens could change their circumstances. While entrenched white conservative power maneuvers to disenfranchise folks at the voting booth, the numbers don't lie. When combined communities of color and all people who believe in justice, freedom, redemption and the right to live fully, without fear, and with dignity and respect, are in the vast majority.

While each organization in The Majority has a specific issue area it addresses and a particular community they're held accountable to, it's understood that the "Giant Triplets" are the roots of all our fights and that it's going to take all of us to defeat them. We know that anti-Blackness/white-supremacy, materialism/capitalism and militarism in all their iterations disproportionately affect and harm people of color, Muslims, immigrant and undocumented families, women and femme folk, members of the LGBTQ community, the poor and working class, the disabled and those working to protect our rights to work, affordable housing and the environment. We are committed to struggling together and fighting for a future where all our children can navigate their lives without fear and harm; a future where all our folks can flourish and thrive, not just survive.

### *Beyond the Moment: Uniting Movements from April 4th to May Day*

Beyond the Moment was inspired by King's "Beyond Vietnam" speech, and intends to situate our work unequivocally within a racial justice and economic justice U.S. context, while embracing a trans-national vision of solidarity and justice. The campaign name allows us to be inclusive of the three phases of action throughout May. For example, the work we are uplifting takes us "Beyond Elections," "Beyond Conversation," "Beyond the First 100 Days" and "Beyond Sanctuary." It also allows us to be inclusive of specific issues when we want to lift them up, and invites a connection with folks who were involved with Reclaim MLK, J20 and Women's March activities. For example, "Beyond Resistance," "Beyond J20," "Beyond Solidarity," etc. We are encouraging folks to use this type of framing and creatively apply it to the political education and mobilization work.

Beyond the Moment speaks to the fact that we're living in a state of urgency. And we know that the impacts of the Trump presidency, should they go unchecked, will outlive us.

### **Resources**

\*Please note that the communications team will be sending out an in-depth social media toolkit, with key messages, graphics, and strategy for elevating the work that is being done by The Majority in advance of April 4th and the May Day actions.

Until then, organizations and individuals are encouraged to use social media to share a preview of The Majority's work and to connect people to the coalition. Sample posts for Facebook and

Twitter are included below. Feel free to post directly from your own channels or to share from any of the M4BL partner and cross-movement partner organizations.

The BTM website is: [beyondthemoment.org](https://beyondthemoment.org). The handles for Twitter and Instagram are: @btmmayday. Click [here](#) to like and invite folks to like the Facebook page.

#### Sample Posts:

- The Majority is a coalition of more than 50 organizations committed to the multi-racial, cross-movement fight for justice, freedom and the right to live fully, with dignity and respect. Based on the numbers, people of color in this nation are the majority. Ours is a country founded on the premise that through political and civic participation, citizens could change their circumstances. While entrenched white conservative power maneuvers to disenfranchise folks at the voting booth, the numbers don't lie. Not only are people of color the majority, people who believe in justice, freedom, redemption and the right to live fully, without fear, but with dignity and respect, are too. Learn more and stay tuned for upcoming actions: <https://beyondthemoment.org/>.
- The Majority situates our work in the larger trajectory of a radical Black Freedom Movement. What we're building together is based on the premise that harm and marginalization our communities disproportionately experience and the issues they stem from are rooted in anti-blackness, capitalism/materialism and militarism. These "Three Giants," as Dr. Martin King called them, are institutionalized manifestations of white supremacy and patriarchy designed to maintain the status quo for those in power. We know that anti-Blackness, materialism/capitalism and militarism in all their iterations disproportionately affect and harm people of color, Muslims, immigrant and undocumented families, women and femme folk, members of the LGBTQ community, the poor and working class, the differently-abled and those working to protect our rights to work, affordable housing and the environment. While each organization in The Majority has a specific issue area it addresses and a particular community they're held accountable to, it's understood that the "Three Giants" are the roots of all our fights and that it's going to take all of us to defeat them. Learn more about the Majority and our upcoming work: <https://beyondthemoment.org/>.
- What many of us working toward building equity and justice know, is that when people who aren't shackled by systemic barriers join forces, support and uplift those who are, it works to unleash the power residing within those marginalized communities. The moments when we've seen people of color break through barriers to use and maximize their collective power through voting, civic engagement and other forms of resistance, they've done so with the support of people with whom we share values and vision, but who because of race, gender or other social constructs, aren't living the daily realities of racism and systemic oppression. Like the Beyond the moment Facebook page to stay up to date on upcoming actions: <http://bit.ly/2nMNWmQ>.

#### Sample Tweets:

- Follow @btmmayday, a coalition of more than 50 orgs committed to the fight for justice, freedom & the right to live with dignity & respect.
- Follow @btmmayday to learn more about the Majority and upcoming cross-movement actions for racial and economic justice.
- POC are the majority. People who believe in justice, freedom & the right to live w/ dignity & respect are too: [beyondthemoment.org](https://beyondthemoment.org).
- Each org in @btmmayday knows that our fights are rooted in the 3 Giants: anti-Blackness, capitalism & militarism: <https://beyondthemoment.org>.
- There's an urgent need for cross-movement work. Join us & @btmmayday to demand & create change #BeyondtheMoment: [beyondthemoment.org](https://beyondthemoment.org).