

# Urban League Fights For You: D3 Launch

As the nation prepares to observe Martin Luther King Jr. Day, the National Urban League is putting his dream into action with a new phase of civil rights and social justice advocacy and activism, President and CEO Marc H. Morial announced this week.

Based on three guiding principles -- Defend Democracy, Demand Diversity, and Defeat Poverty – the campaign is an extension of the “Urban League Fights For You” initiative launched during the COVID-19 crisis. Our goal is to enhance the organization’s historical commitment to employment, education, housing, healthcare, and equitable justice in the face of renewed threats.

## **The primary objectives of the D3 campaign are:**

- Combat and overturn racially-targeted voter suppression tactics such as strict voter ID laws, gerrymandering, the shuttering of polling places in predominantly minority neighborhoods, limits on early voting, and reckless purging of voter rolls.
- Overcome the white supremacist “anti-woke” backlash to diversity, equity, and inclusion policies in employment and education, access to housing and healthcare, and the criminal justice system.
- Dismantle the structural and institutional barriers to financial services, social safety net programs, quality educational resources, and other economic opportunities.

This will be displayed through a two phase nine-day social media campaign to expand and deepen our audience’s (and beyond) understanding of who Dr. Martin Luther King Jr. truly was, how he shaped the Civil Rights Movement, and how his words and methods are still used within our movement today as we work to: Defend Democracy, Demand Diversity, and Defeat Poverty.

**Phase one** of our campaign highlights the launch and introduction of D3 and **Phase 2** focuses on the deep understanding of how Dr. Martin Luther King, Jr. impacted the movement.

👉 *We'll keep this doc updated with new info & materials, check back in.* 👉

## HASHTAG

#ULFFY

#NatUrbanLeague

#TheDreamInAction

## WEBSITE

Get information, updates, and resources at: <https://nul.org/program/urban-league-fights-for-you>

## CAMPAIGN TIMELINE

- **Phase 1 D3 Campaign Launch:** Monday, January 8th - Tuesday, January 9th
- **Phase 2 D3/The Dream In Action Launch:** Wednesday, January 10th - Tuesday, January 16th

## ACCOUNTS TO TAG

### National Urban League:

@NatUrbanLeague (Instagram, X/Twitter, Facebook + YouTube)

<https://www.youtube.com/@NatUrbanLeague> (YouTube)

### Marc H. Morial:

@MarcMorial (Instagram, X/Twitter + Facebook)

<https://www.linkedin.com/in/marc-morial-59b05130> (LinkedIn)

## HOW TO PARTICIPATE

We encourage all affiliates across the nation to share provided graphics and sample verbiage across all of their social media platforms between January 8 - 16th and tag the National Urban League at @NatUrbanLeague.

## GRAPHICS

All graphics are available for download here: [https://bit.ly/2024\\_Toolkit](https://bit.ly/2024_Toolkit).

## HELPFUL RESOURCES (Dr. Martin Luther King, Jr.):

- Bernice King's Twitter page, she shares a lot of great memories & info about her parents: <https://twitter.com/BerniceKing>
- The King Center: <https://twitter.com/TheKingCenter>
- National Museum of African American History & Culture: <https://nmaahc.si.edu/>
- Schomburg Center: <https://www.nypl.org/locations/schomburg>
- National Civil Rights Museum: <https://www.civilrightsmuseum.org/>
- Color photos of MLK: <https://twitter.com/BerniceKing/status/1483089749342662666>

## SOCIAL MEDIA MESSAGES

*These are sample messages, feel free to tweak them to reflect your voice and tone, as well as to make them fit the social media platform you're using.*

### D3 CAMPAIGN

- **(ON JANUARY 8):** Today begins a new wave of advocacy. Celebrate with us as we launch our D3 campaign to Defend Democracy, Demand Diversity, and Defeat Poverty.

In such a critical election year, our people and our communities are in an uphill battle against unrelenting attacks of unjust treatment, bigotry, and racism.

It's time for us to FIGHT 🖊️ BACK, and we're using D3 as a catalyst to help the nation's advancement toward justice and equity.

Find out more information: <https://bit.ly/ULFFY>

- **(ON JANUARY 8):** The time is now to create change that will truly impact our communities. Today, we launch a new wave of activism and advocacy, a call for all people across the nation to take action against the unrelenting attacks on our human rights.

We need your help to:

- 📣 Defend Democracy
- 📣 Demand Diversity &
- 📣 Defeat Poverty

Our D3 campaign serves as a rallying cry for our collective efforts across all of our programs and initiatives and holds a critical focus on the 2024 Presidential election.

Find out more information: <https://bit.ly/ULFFY>

- **(ON JANUARY 8-9):** Join us this week as we launch our new D3 Campaign to catapult us to a new phase of civil rights advocacy. We are calling for all of us in the movement to: 📣 Defend Democracy, 📣 Demand Diversity and 📣 Defeat Poverty. Today, in our country, there are vigorous and unrelenting attacks on our right to vote – the very foundation of our democracy, initiatives for diversity and progress for economic empowerment.

Info + resources: <https://bit.ly/ULFFY>.

- **(ON JANUARY 8-9):** The issues we are facing as a country, an organization and a movement are not new, but the methods, foes and tactics are changing. To advance towards justice and equity, we must change as well.

We at The National Urban League are taking on a new phase of civil rights advocacy with our D3 Campaign. D3 consists of three guiding action calls: Defend Democracy, Demand Diversity and Defeat Poverty.

Find out more information: <https://bit.ly/ULFFY>

## **THE DREAM IN ACTION CAMPAIGN**

- **(ON JANUARY 10-14): (MLK General Post)** Did you know?

Dr. Martin Luther King, Jr. won a [#Grammy](#) for his 1967 speech, "Why I Oppose the War in Vietnam." He won the posthumous award for Best Spoken Word Recording at the 13th Annual Grammy Awards in 1971, in recognition of the powerful anti-war speech he gave at the Riverside Church in [#NYC](#) a year before he was killed.

"I knew that I could never again raise my voice against the violence of the oppressed in the ghettos without having first spoken clearly to the greatest purveyor of violence in the world today: my own government. For the sake of those boys, for the sake of this government, for the sake of the hundreds of thousands trembling under our violence, I cannot be silent.

- **(ON JANUARY 10-14): (MLK General Post)** 👑 #MLKDay is almost here and though Dr. Martin Luther King Jr. is widely quoted and embraced today, he's MORE than a singular speech or moment. He was a man with a vision, a commitment and a faith so strong, he moves generations today to action. This is why we honor, resurrect and reclaim the TRUE Dr. Martin Luther King Jr. and may his legacy endure for generations to come.
- **(ON JANUARY 10-14): (MLK General Post)** Did you know that Stevie Wonder's "Happy Birthday" song (also known as the Black birthday anthem) helped make Dr. Martin Luther King Jr.'s birthday a federal holiday?

It took massive effort and 15 years after King's assassination, but a three-day campaign from Wonder, the hit single and over 6 million petition signatures later, President Ronald Reagan finally signed the bill into law in 1983 making King's birthday a federal holiday.

Now, on the third Monday in January each year, we honor Dr. King's legacy, which lives on through our work and advocacy.

- **(ON JANUARY 10-14): (MLK General Post)** Dr. Martin Luther King Jr. has been distilled and sanitized from the dynamic, multidimensional human being to a symbol whose words are twisted and used by the very people carrying out everything King stood against. We wanted to share some lesser known facts about Dr. King, and encourage you to learn more about him as a man who lived to only 39, a husband, a father, a faith leader and so much more.

For starters, Dr. King's name was 'Michael' for the first few years of his life until his father changed it to 'Martin' after touring Europe and being inspired by the Martin Luther who sparked the Protestant Reformation.

Young #MLK would go on to skip several grades and enter Morehouse College at just 15 years old.

And later, once he fully committed his life to activism, he'd be arrested some 29 times over the course of his nonviolent resistance. His "crimes" ranged from loitering and speeding to participating in a sit-in and disobeying a police order. #MLK #BlackHistory

- **(ON JANUARY 10-14): (Defeat Poverty)** "What does it profit a man to be able to eat at an integrated lunch counter if he doesn't have enough money to buy a hamburger?" Dr. Martin Luther King Jr. once asked.

Toward the end of his life, he turned his focus to the Poor People's Campaign, a radical and controversial movement to end poverty through a multiracial, multiethnic army of the poor. He was convinced that his life's work had done little to lift vulnerable Americans out of its ghettos and he became unapologetic about calling out capitalism and structural poverty.

Today, we are continuing in this movement for economic justice with our president Marc Morial's call to Defeat Poverty. The time is now for the permanent elimination of structural barriers to wealth and economic freedom for our communities. As we open pathways for all of us to build wealth, we help defeat poverty. #TheDreamInAction

- **(ON JANUARY 10-14): (Defend Democracy)** "Give us the ballot." Dr. Martin Luther King Jr. said. Today, we find that we are demanding the same. GIVE US THE BALLOT. The continued efforts to restrict access to the ballot box are massive blows to our democracy, the very foundation of our country. We have invincible hope and faith that America can live up to her greatest ideals because we will never stop pushing forward. We will defend democracy. This is #TheDreamInAction.

- **(ON JANUARY 10-14): (Demand Diversity)** The unflinching attacks on Diversity, Equity & Inclusion efforts are nothing more than a bold and vile refusal to ensure ALL of us are included. It is a manifestation of the fear that if our government, our workplaces, schools and more look like our country, white supremacy will be defeated. But, see, we are not afraid. We are here to demand diversity. We are what democracy looks like. We are #TheDreamInAction.

(continue)

- **(ON JANUARY 15): (MLK Day Post)** Today, we honor the King who risked his life to liberate his people and oppressed people everywhere. We are forever indebted to his vision, sacrifice, and profound words, which still ring true and are incredibly useful to this day.

Dr. Martin Luther King, Jr. is the only non-president to have a national holiday in his name. This holiday was established in 1983 and first celebrated in 1986, despite then-President Ronald Reagan's initial reservations.

Take a moment to learn and celebrate the "comprehensive King," as his daughter Bernice King implores. You may choose to be of service to your community, read or watch his speeches, attend a local event, or simply reflect.

Happy [#MLKDay!](#)

- **(ON JANUARY 15): (MLK Day Post)** Today, we celebrate the life and legacy of Dr. Martin Luther King, Jr.!

His hard work and dedication to uplifting our communities and our people is still seen and felt throughout the civil rights movement today.

We will continue to honor him, not only on his birthday, but everyday in our fight for justice and equity. Happy [#MLKDay!](#)