



The **#JusticeSummer Challenge** is a social media campaign that aims to build more national and international awareness about America's Journey for Justice and recruit more marchers to participate, particularly along the Journey for Justice route. From August 1 to September 16, America's Journey for Justice—an historic 860-mile march from Selma, Alabama to Washington, D.C. – is mobilizing activists and advancing a focused national advocacy agenda that protects the right of every American to a fair criminal justice system, uncorrupted and unfettered access to the ballot box, sustainable jobs with a living wage, and equitable public education. We need your support to continue growing the momentum of this journey across the country and to demand our elected officials' attention on issues that affect our lives, our votes, our jobs and our schools.

**How can you help? Take the #JusticeSummer Challenge and march #JusticeMiles in memory of a victim of racial profiling/police brutality.**

Post a video on social media to help support the cause, challenging your friends to #JusticeMiles.

#### **Suggested phrases to say during your video**

**If you can march with us:** "Today, I marched 3 miles in Alabama for Freddie Gray. I challenge \_\_\_\_\_ to join us and march 5 miles in South Carolina."

**If you can't march with us:** "Today, I marched 2 miles for Sandra Bland and donated \$40 to America's Journey for Justice. I challenge \_\_\_\_\_ to march 3 miles and donate \$50."

#### **Social media script**

##### **Twitter/Instagram**

**If you can march with us:** I accept the #JusticeSummer Challenge. I challenge @naacpconnect @naacpimageaward to 3 #JusticeMiles [bit.ly/JusticeSummerRSVP](http://bit.ly/JusticeSummerRSVP)

**If you can't march with us:** I took the #JusticeSummer Challenge. Marched 2 miles, donated \$5. I challenge @naacpecon to 2 #JusticeMiles, donate \$10. [bit.ly/JusticeSummerDonations](http://bit.ly/JusticeSummerDonations)

**Preferred:** When posting video, include hashtags and tag challengers: #JusticeSummer #JusticeMiles @naacp @naacpconnect @naacpecon [bit.ly/JusticeSummerRSVP](http://bit.ly/JusticeSummerRSVP)

##### **Facebook**

**If you can march with us:** I accept the #JusticeSummer Challenge. I am marching 3 miles in Alabama for Freddie Gray. I challenge John Evers and Ted Wilkins to 6 #JusticeMiles in South Carolina. Accept the challenge. RSVP here: [bit.ly/JusticeSummerRSVP](http://bit.ly/JusticeSummerRSVP)

**If you can't march with us:** I accept the #JusticeSummer Challenge. I am marching 5 miles in California for Eric Garner and donating \$20. I challenge Terri Bates and Jan Bethune to 6 #JusticeMiles in Michigan and to donate \$25. Accept the challenge. Donate here: [bit.ly/JusticeSummerDonations](http://bit.ly/JusticeSummerDonations)

#### **Links**

RSVP: [bit.ly/JusticeSummerRSVP](http://bit.ly/JusticeSummerRSVP) | Donation: [bit.ly/JusticeSummerDonations](http://bit.ly/JusticeSummerDonations)  
Facebook DC Rally RSVP: [bit.ly/DCJusticeSummer](http://bit.ly/DCJusticeSummer)

#### **Stay connected**

America's Journey for Justice: [naacp.org/ajfj](http://naacp.org/ajfj) | Text JUSTICESUMMER to 62227  
Follow NAACP online: [Facebook](#) | [Twitter](#) | [Instagram](#) | President/CEO Cornell William Brooks: [Twitter](#)