



#TRAYVONTAUGHTME

Toolkit for Black and Non-Black POC Organizers and Activists on the Fifth Anniversary of Trayvon's Death



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The #TrayvonTaughtMe digital campaign highlights the beginnings of the Black Lives Matter movement, and how Trayvon's extrajudicial murder and his family's commitment to ending gun violence and strengthening communities catalyzed a generation of organizers and activists to take action for Black lives. Five years later, the same conditions that led to Trayvon's death have been exacerbated under the Trump administration. Anti-Blackness is pervasive and implicit, and Black children and adults continue to be put on trial for our own murders. The perceptions of Black people and Blackness in America, and globally, have resulted in the refusal to acknowledge the unique cultural contributions of Black people. Moreover, they perpetuate prejudice, deadly policing, racist legislation, and interpersonal violence. Trayvon Martin's death sparked a movement. #TrayvonTaughtMe allows us to capture how he and the movement changed all of our lives.

How to use the #TrayvonTaughtMe digital toolkit:

The #TrayvonTaughtMe toolkit contains sample content for Facebook, Twitter, and Instagram, as well as images to share on social media. BLM chapters, M4BL partners, and non-white allies can use the toolkit to:

- 1) Commemorate the anniversary of Trayvon's death
- 2) Share, support, and offer donations for the important work of the **Trayvon Martin Foundation**
- 3) Continue the conversation about the serious implications of anti-Blackness and prejudicial policing and legislation on Black people

Twitter accounts to follow/tag:

@TTMFoundation
@Blklivesmatter
@SybrinaFulton

SAMPLE TWITTER LANGUAGE:

#RememberingTrayvon

- Trayvon was a high school student, a son, and a Black child with his whole life ahead of him #RememberingTrayvon
- 5 years ago today, Trayvon Martin was shot and killed by a racist vigilante. His death sparked a global movement. #RememberingTrayvon
- 5 yrs ago today, Trayvon Martin was going about his day when he was brutally murdered. George Zimmerman got off scot-free. #RememberingTrayvon
- #DearTrayvonsMom: We will honor your son's memory each and every day. #RememberingTrayvon
- #DearTrayvonsMom: Your commitment to ending gun violence & strengthening communities catalyzed a generation of organizers and activists.
- 5 years later, the same conditions that led to Trayvon's death are exacerbated under the Trump administration. #RememberingTrayvon
- #DearTrayvonsMom: Trayvon, your family and the @TTMFoundation changed all our lives. #RememberingTrayvon #TrayvonTaughtMe

What did Trayvon teach you? #TrayvonTaughtMe

- TrayvonTaughtMe that being Black in the U.S. means being put on trial for your own murder. #RememberingTrayvon
- TrayvonTaughtMe that racism and anti-Black bias are deadly. #RememberingTrayvon
- TrayvonTaughtMe that far too many people still see Black children, women, and men as threats instead of human beings. #RememberingTrayvon
- TrayvonTaughtMe that our struggles as Black people are linked, and the systems that oppress us are also linked. #RememberingTrayvon
- TrayvonTaughtMe that anti-Blackness is pervasive and implicit, but our legal system is not equipped to deliver justice to Black communities.
- TrayvonTaughtMe that there can be no liberation until we put Black lives at the center. We need to build a world where #BlackLivesMatter

How can we continue #RememberingTrayvon?

- The conditions that led to Trayvon's extrajudicial murder are still here and are getting worse under Trump. #RememberingTrayvon

- We can continue #RememberingTrayvon and show gratitude to his family, whose pain sparked a global movement, by donating to @TTMFoundation
- We must continue to #TalkAboutTrayvon because the fight against institutional racism & anti-Black bias is still not over. #RememberingTrayvon
- White allies need to #TalkAboutTrayvon. Black people will not be safe until this country respects their lives and humanity.
- We must continue #RememberingTrayvon & supporting organizations like @TTMFoundation that are fighting anti-Black bias:
<http://trayvonmartinfoundation.org/donate/>
- #TrayvonTaughtMe that we must be the agents of our liberation. Help honor his memory & support his family's work. Donate to @TTMFoundation

SAMPLE FACEBOOK LANGUAGE:

We're not safe

We'll never forget what happened that day: On February 26, 2012, Trayvon Martin went for a walk and was brutally murdered by George Zimmerman. #Trayvon-TaughtMe that Black children, women, men, and gender non-conforming people are not safe in a country that doesn't value their lives. He taught me that no one is safe—no one is innocent enough to escape extrajudicial murder, whether at the hands of police or a vigilante. #TrayvonTaughtMe that anti-Blackness is pervasive and implicit, and that our legal system is not equipped to deliver justice to Black communities. Trayvon Martin's death sparked a movement. Please join us and honor his memory, and his family's pain, with a contribution to the **Trayvon Martin Foundation** and a commitment to ending state-sanctioned violence against Black people.

For BLM: We are the architects of our liberation

Five years ago today, Trayvon Martin—a teenager with his whole life ahead of him—was going about his day when he was murdered by George Zimmerman. Then and now, Black children, women, men, and gender non-conforming people are widely perceived as threats rather than human beings. Trayvon's death sparked a movement, and #TrayvonTaughtMe that we must be the agents of our liberation. Help honor his memory by supporting his family's work to end gun violence and strengthen our communities, with a donation to the **Trayvon Martin Foundation**.

We demand an end to state-sanctioned violence

#TrayvonTaughtMe that our struggles as Black people are linked, and the systems that oppress us are also linked. Since the death of Trayvon Martin five years ago, we have launched a global movement for Black lives. We demand economic justice and self-determination, reparations and targeted long-term investments, a defunding of the systems and institutions that criminalize and cage us, and an end to the wars against Black people. #TrayvonTaughtMe there can be no liberation for all Black people if we do not center and fight for those who have been marginalized. [Link: <https://policy.m4bl.org/platform/>]

For non-Black allies

Five years ago, Trayvon Martin's extrajudicial murder sparked a movement. #TrayvonTaughtMe that non-Black allies must organize our communities to fight against anti-Blackness and state-sanctioned violence against Black people. We cannot sit on the sidelines or fail to center those most affected by systemic racism. Today, honor Trayvon's memory by supporting his family's work to end gun violence and strengthen Black communities, with a donation to the **Trayvon Martin Foundation**.

Movement for Black Lives Demands:

- We demand an end to the wars against Black people. We demand reparations & targeted long-term investments to build a world where #BlackLivesMatter
- We demand a defunding of systems & institutions that criminalize & cage us. We demand economic justice & self-determination. #BlackLivesMatter
- We demand an end to the anti-Blackness that led to Trayvon's death. #RememberingTrayvon #TrayvonTaughtMe #BlackLivesMatter #M4BL
- We demand an end to state-sanctioned violence against Black people. #RememberingTrayvon #TrayvonTaughtMe #BlackLivesMatter

Snapchat/Facebook Live/Video:

Consider posting a short video starting with the phrase “Trayvon Taught Me...” and tagging #TrayvonTaughtMe in the post. Here are some examples of short scripts you could use.

- #TrayvonTaughtMe that bias against Black people is pervasive and can be deadly. His death changed my life, and I'll never forget Trayvon or stop fighting to end the racism that led to his death.
- #TrayvonTaughtMe that Black children and adults are not safe in a country that doesn't value their lives. Today, I'm remembering Trayvon, and I'm making a donation to the **Trayvon Martin Foundation** to support his family's commitment to ending state-sanctioned violence against Black people.
- #TrayvonTaughtMe that there can be no liberation until we put Black lives at the center. I'll never stop fighting for a world where #BlackLivesMatter.

Action Ideas:

- Donate to the **Trayvon Martin Foundation** yourself and/or throw a house party for a group of family and friends to raise funds. <http://bit.ly/TrMFdn>
- Host a screening of The 13th. The film is available for streaming on Netflix. You can screen it in your home with family and friends, or get a group you're involved with to host the screening. You can find SURJ's discussion guide on The 13th here. Download SURJ's Justice for Trayvon Action Kit [here](#).
- Buy the new book Rest in Power, by Trayvon's parents, Sybrina Fulton and Tracy Martin, [here](#). Buy one for a parent in your life whom you wish to connect with around issues of race and criminalization. <http://bit.ly/RIPbook>
- Buy and wear this hoodie to help spark conversations about the role of white folks in standing up against criminalization of communities of color. <http://bit.ly/TMHoodie>
- Ask your child's school or your local faith community to read an excerpt from Rest in Power at an upcoming meeting, or organize a book group to read and talk about the book together.