

BLM'S #WHATMATTERS2020 GOALS AND FOCUS

BLM's #WhatMatters2020 aims to vigorously engage underrepresented communities in the electoral process, educate the Black community about candidates and the issues that impact Black voters most, promote voter registration among Millennials, Generation Z, the Black community, and allies, and combat the increased threats of disinformation during this election cycle affecting BLM constituents and the public at large.

Campaign Goals

1.

Vigorously engage our communities in the electoral process:

Millions of Black Americans are repressed within the democratic process, yet data shows Black voters tipped the balance in the 2018 midterm elections. Moving towards 2020, we seek to increase the power of our voices and votes.

2.

Educate our constituents about candidates and the issues that impact us most:

We will amplify and do a deep dive into the issues that affect our communities most and hold our candidates accountable on these issues.

3.

Promote voter registration among Generation Z, the Black community, and our allies:

Demographic shifts means that in the 2020 election, non-whites will account for a third of voters and one in ten voters will be members of Generation Z. We will encourage and provide resources for those seeking to vote.

Campaign Focus

BLM's #WhatMatters2020 will focus on the following issues:

- Racial Injustice
- Police Brutality
- Criminal Justice Reform
- Black Immigration
- Economic Injustice
- LGBTQIA+ and Human Rights
- Environmental Conditions
- Voting Rights & Suppression
- Healthcare
- Government Corruption
- Education
- Commonsense Gun Laws



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