



**I AM**

**2 0 1 8**

AFSCME • COGIC



1968. Memphis, Tennessee. The heart of the Jim Crow South.

African American sanitation workers were called “boy.” They faced poverty wages, a plantation-style work environment, and degrading, unsafe working conditions. The city refused to recognize their union, or even their basic humanity.

After two sanitation workers were crushed to death on the job, 1,300 of their AFSCME Local 1733 brothers stood together, risked everything, and went on strike.

They demanded dignity and respect. They marched in the streets carrying placards with four simple but powerful words: “I AM A MAN.”



Dr. Martin Luther King, Jr. traveled to Memphis to rally the community and express his solidarity because he understood the connection between labor rights, economic rights, human rights and civil rights. On the evening of April 3 at the Mason Temple, Dr. King delivered his famous “Mountaintop” speech. Less than 24 hours later, he was gunned down on the balcony of the Lorraine Motel.



As we approach the 50th anniversary of these watershed moments in our history, AFSCME is partnering with the Church of God in Christ to tell the story of Memphis again.

The I AM 2018 initiative is about drawing inspiration from the heroes of Memphis and connecting their struggle to today's challenges. Over the next year, we are embarking on a bold campaign of grass roots education and mobilization, training thousands of activists to make change and build power in their communities through next November and beyond.





I AM 2018 isn't just a reflection on the past; it's a call to action for the future. An urgent call to fight poverty and prejudice, advance the freedom of all working people, and remind America that there can be no racial justice without economic justice and no economic justice without racial justice.

To answer that call, we need your help. Memphis isn't just AFSCME's story; it's America's story. And we need to rededicate ourselves to the fights for economic and racial justice.



# PRE-MEMPHIS

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- **Moment of Silence with Mayors**
- **Partnership Announcement**
- **Video Contest - Mini Commercials**
- **I HBCU Launch**
- **Launch of Digital Campaign**
- **Know Your Rights Campaign - Miranda/Workers**
- **MLK Day of Service**
- **Selma March Anniversary**
- **Anniversary of Women's March**
- **Women in the Movement/Night of Storytelling at The African American Museum**
- **CNN - Town Hall: I AM - Race/ I AM - Finance/I AM Politics**
- **State Legislative Advocacy Day**
- **Just Brunch - People Host Brunches Across The Country in Their Homes/Union Halls to Talk About Justice/Morality/Race/Prejudice**
- **NFLPA Announcement/ Superbowl Event**

# SAMPLE CALENDAR

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## Phase 1: Pre

- November - Program Roll-out
- November - I AM Video Contest/I HBCU Launch
- November - National Save the Date Launch
- December - National Coalition Announcement
- January - MLK Day of Service/ Know Your Rights

## Phase 2: Memphis

- February - Superbowl
- February - All Star Game
- March - I AM 2018 Pre-Launch Press Conference
- March - CNN Town Hall/ Women in the Movement
- April - Moment of Silence

## Phase 3: Post

- May - Civic Engagement
- June - State Leg. Advocacy Day
- July - Civic Engagement
- August - Civic Engagement
- September - Civic Engagement
- October - GOTV
- November - Election Day
- Beyond

# MEMPHIS

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## April 2

**Mountaintop Conference at Mason Temple (8 a.m. – all day)**

**Musical Tribute at Venue – April 2 (Tentatively)**

**Activist Training**

## April 3

**Mountaintop Conference cont. (AFSCME will lead four workshops that day.)**

**Mountaintop Commemoration: Invite-only event at Mason Temple with national labor, political and arts leaders.**

**Activist Training**

## April 4

**March and Rally starting from AFSCME L1733**

## Additionally - TBD

- **Fundraising Event**
- **Civic Engagement Leaders Summit (Allies: NFLPA, C3)**
- **Workers Night Out (Fun)**



# POST-MEMPHIS

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## Political Program

- Identify 500 activists to organize their neighborhood around 1 - 2 issues to empower their community through voting and lobbying locally. Program elements - Digital and Physical:
  - Voter Education
  - Community Networking
  - Voter Registration
  - Lobbying
  - Mobilization



**THANK YOU!**

**To Make a Contribution to I AM 2018, Please Send a Check to:**

**Community Partners for I AM 2018  
1000 N. Alameda Street  
Suite 240 • Los Angeles, CA 90012  
P: 213.346.3200**

More information about the IAM2018 Initiative, a program of Community Partners., is available at [IAM2018.org](http://IAM2018.org). Community Partners. is a 501(c)(3) tax-exempt public charity. \*Community Partners is the fiscal sponsor of I AM 2018

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