

# WE FIGHT BACK

## January Wrap-Up Report



## BLACK VOTERS LEAD THE WAY

Happy New Year! Black Voters Matter is back on the ground spreading love and building power for what is going to be an eventful 2024 Election season. From MLK Day, launching our 2024 Campaign, and hitting the ground in South Carolina - the year has been off to an amazing start!

Take a look at our January Wrap-Up Report!

# UPDATES FROM THE FIELD

## GEORGIA

To celebrate MLK Day, we unveiled our new bus wrap for the new year at the Atlanta MLK Jr. Day Parade!

### **Our belief is simple:**

Effective voting empowers a community to shape its own destiny. As Dr. King, wisely stated, "Power at its best is love implementing the demands of justice."

Dr. King's words resonate today, reminding us that justice is power correcting everything standing against love.

A special shout-out to the unions, civil rights champions, and advocates who, in the same spirit as Martin Luther King Jr., voiced and showcased their power at the march.g voters by promoting fair voting practices and addressing voter suppression.



# BLACK VOTERS LEAD THE WAY

## SOUTH CAROLINA

We're excited to announce our "We Fight Back" campaign and bus tour for the upcoming 2024 election season. We Fight Back is a national campaign to rally Black voters and amplify the issues impacting Black communities. It serves as a reminder that every vote is a powerful weapon of resistance, a tool of change, and a beacon of hope. It is a call to arms for Black voters to rise, engage, and fight back against injustice and inequality.

Read our press release [here](#).

In South Carolina, we were deep in crucial dialogues, strategizing for success, and grassroots organizing - and now, we're fired up and ready to go in 2024! It's not about a political candidate, It's About Us - the power of Black voters!

Our convening may have come to a close, but it's just the beginning of our collective journey. We're keeping the momentum and standing together as a united force. This event wasn't just a milestone for South Carolina's Black voters - it's the template for a nationwide movement.



# TAKE ACTION WITH BVM

## VOLUNTEER CORNER

We challenged our Power Building Team to include volunteering in their new year resolutions, and they met that challenge! 80 volunteers signed up and pledged to help BVM recruit new volunteers, to invest more time with us, and to be more civically involved. We kicked off the Volunteer Resolutions campaign on Thursday, January 11th to discuss how we can engage our families and friends around the importance of volunteering.

Our volunteers already started posting on social media to encourage their networks to get involved! Thank you, Power Building Team! We cannot wait to see how your efforts will amplify BVM's mission and increase our volunteer capacity this year.

After a month break, our texting volunteers were ready to get back to texting. In 24 hours, they helped us send out over 200k texts to support our "We Fight Back" bus tour launch in South Carolina. Our volunteers were also excited to know that Texting Tuesdays is coming back on February 6th. Register here to join us!

A special shout out goes to Reed Smith law firm who became official partners of the 501c3 Program this month. Because of their commitment, we will be able to assist more of our community partners in obtaining their 501c3 status!

# BVM IN THE MEDIA

## CHECKOUT SOME OF OUR FAVORITE MEDIA HIGHLIGHTS!

- [CNN](#)
- [News Nation](#)
- [MSNBC](#)
- [Essence](#)
- [USA Today](#)

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VOTERS  
MATTER**

[BlackVotersMatterFund.org](https://BlackVotersMatterFund.org)