



# #TALK ABOUT TRAYVON

A Toolkit for White People on the  
Fifth Anniversary of Trayvon's Death



BLACK  
LIVES  
MATTER

Five years ago today, a teenage boy went out for a snack but never made it home to his loving family. A grown man took it upon himself to patrol his neighborhood and to shoot dead an unarmed, unassuming boy. Not only did a mother have to bury her young son, but she now watches his killer walk the streets free—free to brag about killing Trayvon, and free to commit more acts of violence.

We need to #TalkAboutTrayvon because, five years later, there are still no consequences when adults wave their guns around at Black and Brown kids. Police continue to mistreat, terrorize, and even murder boys and girls of color, and then walk free. We need to #TalkAboutTrayvon, share pictures of his sweet face, and remind each other what we continue to lose when we uphold a system that won't punish people who kill Black children and adults. We are not only losing wonderful people—we are losing our humanity.

White communities are used to consciously and unconsciously maintaining the racist policies and practices that led to Trayvon's death—and, as white people, we must speak out against those policies and practices. When we remain silent and on the sidelines, we are complicit in maintaining these unjust systems. Our work is to get more white people who support us to take action toward racial justice—and to change the hearts and minds of those white people who are not yet with us.

When we #TalkAboutTrayvon, we tell grieving parents that we see them and acknowledge their pain. When we #TalkAboutTrayvon, we tell Black children that we are not afraid of them—we are only afraid they won't get the bright future they deserve.

## HOW TO USE THE #TALKABOUTTRAYVON DIGITAL TOOLKIT:

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We need to #TalkAboutTrayvon, because white silence is violence. Use this toolkit to help spark conversation on Sunday, February 26, and beyond.

The **#TalkAboutTrayvon** toolkit contains sample content for Facebook, Twitter, and Instagram, as well as images to share with your networks, friends, and family members. You can use the toolkit to:

1. Commemorate the anniversary of Trayvon's death
2. Have courageous conversation with friends and family with the help of the scripts provided
3. Share, support, and offer donations for the important work of the Trayvon Martin Foundation.
4. 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:**

- Trayvon wanted to be a pilot. #TalkAboutTrayvon
- Trayvon was an honors English student, but he liked math more. #TalkAboutTrayvon
- I am so sorry for your loss @SybrinaFulton. I can't imagine your pain, but I will #TalkAboutTrayvon and support his legacy: <http://bit.ly/TrMFdtn>
- Today we #TalkAboutTrayvon because white silence is violence. Join me to support @TTMFoundation <http://bit.ly/TrMFdtn>
- What would Trayvon have been like in his 20s? We'll never know. #TalkAboutTrayvon
- How do you decide who belongs in your community? What's the cost of making those decisions? #TalkAboutTrayvon
- How many memories would Trayvon have made with his family these last five years? #TalkAboutTrayvon
- It's time we #TalkAboutTrayvon. Start conversations with an #OurSonTrayvon hoodie <http://bit.ly/TMHoodie> – proceeds go to @TTMFoundation
- Do you call the police when you see a young Black man walking in your neighborhood? What would it look like to think about safety another way? #TalkAboutTrayvon
- Until the killing of Black mothers' sons is as important as the killing of white mothers' sons, we need to #TalkAboutTrayvon
- Not sure how to #TalkAboutTrayvon? Start by learning his story. #RestInPower is a new book from @SybrinaFulton & @BTraymartin9: <http://bit.ly/RIPbook>
- What are you doing this weekend? Add #TalkAboutTrayvon to the list. Start convos with an #OurSonTrayvon hoodie: <http://bit.ly/TMHoodie>
- No parents should go through what @SybrinaFulton & @BTraymartin9 did. That's why we must #TalkAboutTrayvon

## **SAMPLE FACEBOOK LANGUAGE:**

- Let's #TalkAboutTrayvon, because five years later, adults are still waving their guns around at Black and Brown kids and facing no consequences. Police continue to shoot Black children, women, men, and gender non-conforming people—and then walk free. White people need to be outraged about this if things are going to change—and we must move beyond outrage and into action. Speak out. Take action. #TalkAboutTrayvon and support his legacy: <http://bit.ly/TrMFdtn>
- I want to take a minute to #TalkAboutTrayvon on the fifth anniversary of his death. Trayvon Martin loved his family so much that he got tattoos of their names on his body. He was in honors English, but he liked math better. He dreamed of becoming a pilot. Trayvon was a 17-year-old son, student, and boyfriend. Yet he was murdered five years ago because someone decided he didn't belong in their neighborhood. And his mur-

derer was not punished, because people think it's justifiable to be afraid of Black boys. So let's #TalkAboutTrayvon so we can remember that being afraid of Black people is a lie that we are taught is "normal," but that we can absolutely unlearn. Donate to the Trayvon Martin Foundation today: <http://bit.ly/TrMFdtn>

- White people, have you ever felt afraid around young Black people? That's not an accident—white folks are taught to fear Black folks in order to justify policing and police violence. Too many of us don't know any young Black people personally—and, as a result, we believe the limiting, stereotypical images of Black people we see on the news and in pop culture. So let's #TalkAboutTrayvon. Trayvon Martin loved his family so much that he got tattoos of their names on his body. He was in honors English, but he liked math better. He dreamed of becoming a pilot. Trayvon was a 17-year-old son, student, and boyfriend. Yet all his killer saw was someone to be afraid of. The next time you see a Black person in your neighborhood, remember Trayvon instead of calling the cops or the neighborhood watch. Learn more about police alternatives that can help keep boys like Trayvon safe.
- What are you doing this weekend? Sybrina Fulton is recognizing the fifth anniversary of the murder of her son, Trayvon Martin. Join me to #TalkAboutTrayvon. Start conversations with the new #OurSonTrayvon hoodie. Proceeds benefit the Trayvon Martin Foundation: <http://bit.ly/TMHoodie>
- No matter what else you are doing this weekend, make sure you #TalkAboutTrayvon on the fifth anniversary of his murder. We need to remember him, and we must ask ourselves what we will commit to doing to create a world where kids don't get shot on their way home from buying a snack. You can also donate to the foundation his mother started to remember Trayvon, and to support and strengthen Black communities.
- Those of us who are white need to #TalkAboutTrayvon and then get to work taking action for racial justice. On the fifth anniversary of Trayvon's murder, join me in [INSERT THE ACTION YOU ARE TAKING and link to how others can join you].

## **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. #Remembering-Trayvon #TalkAboutTrayvon #BlackLivesMatter #M4BL
- We demand an end to state-sanctioned violence against Black people. #Remembering-Trayvon #TalkAboutTrayvon #BlackLivesMatter

## **SNAPCHAT/FACEBOOK LIVE/VIDEO:**

Consider posting a short video starting with the phrase “Talk About Traycon...” and tagging #TalkAboutTrayvon in the post. Here are some examples of short scripts you could use.

- ##TalkAboutTrayvon because 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.
- #TalkAboutTrayvon because 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.
- #TalkAboutTrayvon because there can be no liberation until we put Black lives at the center. I’ll never stop fighting for a world where #BlackLivesMatter.

## **CONVERSATION IDEAS:**

*White silence about race allows racism and white supremacy to be maintained and normalized. It’s important for those of us who are white to break white silence and have honest conversations with our friends, family, and neighbors. These conversations can help us find others to build with and change the minds of people who disagree with us about racial justice.*

- Can you believe it’s been five years since the murder of Trayvon Martin? Do you remember how you felt about that then? How about now? What’s different, and what’s the same?
- How has the changing political landscape shifted your understanding of the Trayvon Martin case?
- For those of us who are white, it’s easier to check out and not talk about Trayvon Martin, policing, or racial justice. What do you think it would take to get more white people talking about and taking action toward racial justice in our communities, schools, neighborhoods, or faith-based groups?

## **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. (SHORT LINK = [bit.ly/TrMFdtn](http://bit.ly/TrMFdtn))
- 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. (SHORT LINK = [bit.ly/RIPbook](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. (SHORT LINK= [bit.ly/TM-Hoodie](http://bit.ly/TM-Hoodie))
- 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.