

The *Equality and Justice Campaign* for the *MLK Manifesting the Dream* initiative is a powerful annual collaboration between *We Are Arising* and *WE The World*, dedicated to honoring Dr. Martin Luther King Jr.'s vision of a just, equitable society. This campaign will focus on amplifying Dr. King's legacy of peace, justice, and equality by mobilizing communities across the nation to engage in transformative conversations, actions, and celebrations. In 2025, *We Are Arising* will lead a dynamic, co-branded social media campaign that invites people of all ages, backgrounds, and communities to take part in meaningful acts of solidarity and social impact. Through powerful storytelling, shareable content, and interactive challenges, the campaign aims to build widespread momentum around the values of justice, unity, and the dignity of all individuals—principles that Dr. King championed tirelessly.

In addition to the online campaign, *We Are Arising* will curate a special performance series for the 2025 MLK celebrations, blending music, spoken word, and visual art to bring Dr. King's vision to life. This performance will not only be a tribute but a call to action, inviting participants to reflect on the unfinished work of justice and equality while celebrating the progress achieved by communities and changemakers. This curated experience will feature artists, activists, and local voices who embody the spirit of Dr. King's dream, creating an immersive journey through sound, visuals, and heartfelt performances. Together, *We Are Arising* and *WE The World* are dedicated to using the MLK Manifesting the Dream initiative as a beacon of hope and action, inspiring a new generation to carry forward Dr. King's enduring message of love, justice, and unity.

Here are 11 interactive challenges designed to foster a culture of equity, justice, and peace in honor of Dr. King's vision. Each challenge is structured to engage participants in reflection, action, and community building, leveraging social media, creative expression, and community service to make an impactful difference.

1. 21-Day Kindness Challenge

- **Details:** For 21 days, participants commit to one act of kindness each day and share their experiences on social media using a campaign hashtag (e.g., #KindnessForJustice). Acts can range from helping a neighbor to supporting a local nonprofit or simply reaching out to someone in need. Each week focuses on a theme (e.g., inclusion, empathy, or courage) to encourage thoughtful acts. And #wearearising and #wetheworld and #mlkmanifestingthedream

2. Youth Vision Challenge

- **Details:** Young people are invited to create videos or write posts about their vision for a just world. They can share what changes they want to see in their communities or globally and how they would work toward making those changes a reality. Posts can be tagged with #MyJusticeDream, and participants can nominate peers to join. And #wearearising and #wetheworld and #mlkmanifestingthedream

3. Art for Equality Challenge

- **Details:** Participants of all ages create visual art pieces—drawings, paintings, photography, digital art—that represent equality, justice, or peace. Artworks are posted online with captions explaining the inspiration behind the piece and tagged with #ArtForEquality to create a gallery of justice-themed art. And #wearearising and #wetheworld and #mlkmanifestingthedream

4. Everyday Allyship Challenge

- **Details:** People are challenged to perform and document acts of allyship for underrepresented groups in their community. This could include supporting a local minority-owned business, volunteering for an organization that advances equity, or attending a workshop on social justice. They share their actions with #AllyshipInAction to inspire others to join. And #wearearising and #wetheworld and #mlkmanifestingthedream

5. MLK Legacy Book Club Challenge

- **Details:** Participants read and discuss a book or article from a curated list that focuses on themes of justice, equality, or nonviolent activism. They form online book clubs or join in virtual discussions to share reflections on the readings. Using #MLKLegacyReads, readers can post quotes or insights they gained. And #wearearising and #wetheworld and #mlkmanifestingthedream

6. Story Circle Challenge

- **Details:** Participants form virtual “story circles” where they share personal experiences or stories of facing or fighting against injustice. Each participant tags someone to continue the conversation, creating an interconnected web of shared experiences that fosters empathy and understanding, shared with

#JusticeStoryCircle. And #wearearising and #wetheworld and #mlkmanfestingthedream

7. 30-Day Gratitude for Diversity Challenge

- **Details:** For 30 days, participants share something each day they appreciate about the diversity in their lives, such as cultural traditions, languages, or foods they love. The #GratefulForDiversity hashtag can be used to showcase the beauty and value of diverse perspectives and backgrounds. And #wearearising and #wetheworld and #mlkmanfestingthedream

8. Peace in Action Photo Challenge

- **Details:** Participants are challenged to photograph moments of peace or unity in their daily lives, whether it's a community gathering, an act of kindness, or a serene moment in nature. They share these photos with #PeaceInAction, visually capturing the small but powerful ways peace is present around them. And #wearearising and #wetheworld and #mlkmanfestingthedream

9. Build a Bridge Challenge

- **Details:** Individuals or groups are challenged to reach out to someone with a different background, perspective, or life experience. This challenge encourages honest, respectful dialogue and the building of mutual understanding. Participants can share reflections or photos of their interactions with #BuildABridge2025. And #wearearising and #wetheworld and #mlkmanfestingthedream

10. Community Clean-Up Challenge

- **Details:** Organize local clean-ups as a way to care for and respect shared spaces. Participants clean up parks, beaches, and neighborhoods, demonstrating community stewardship. Using #CleanupForPeace, they can document their group efforts and encourage others to keep spaces clean and beautiful for all. And #wearearising and #wetheworld and #mlkmanfestingthedream

11. Justice Poem and Music Challenge

- **Details:** Participants write and perform a song, short poem or spoken word piece on justice, equality, or peace and share it on social media. They tag others to participate and use #JusticePoemChallenge, creating a collection of voices for justice that celebrates creativity and the power of words to inspire change. And #wearearising and #wetheworld and #mlkmanifestingthedream

These challenges create a rich landscape of engagement, inspiring people to take both personal and public actions for justice and peace, while connecting them with a larger community committed to Dr. King's dream. Through each challenge, participants embody values of equality, unity, and love, making a difference that resonates far beyond MLK Day.

www.we.net

<https://we.net/mlk/>

<https://we-are-arising-movement--pjoj19f.gamma.site>

www.wearearising.earth