



National
Urban League

NUL #WeFightForHer Judge Ketanji Brown Jackson SCOTUS Advocacy Toolkit

Active Campaign: March 8, 2022 – April 12, 2022 (OR until confirmation)

POINT OF CONTACT: Campaign/ event questions & support:
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OVERVIEW

On February 25, 2022, President Biden nominated U.S. Court of Appeals for the DC Circuit Judge Ketanji Brown Jackson to the U.S. Supreme Court – honoring a campaign promise he made two years ago to nominate the first Black woman to the bench. Judge Jackson is not only highly qualified for this role but will fill an important diversity and experience void that has plagued this court in its 233 year history.

As we prepare for the Senate’s Judiciary Committee to start the hearing process, we encourage the movement to use this time to mobilize support around Judge Jackson’s nomination to ensure a swift hearing and confirmation process. We are encouraging outreach to all members of the Senate, especially if you are from a state with a Senator on the Senate Judiciary Committee. For background, the following members currently serve on the Senate Judiciary Committee:

Majority Members (11)

Durbin, Richard J. (IL), *Chairman*
Leahy, Patrick J. (VT)
Feinstein, Dianne (CA)
Whitehouse, Sheldon (RI)
Klobuchar, Amy (MN)
Coons, Christopher A. (DE)
Blumenthal, Richard (CT)
Hirono, Mazie K. (HI)
Booker, Cory A. (NJ)
Padilla, Alex (CA)
Ossoff, Jon (GA)

Minority Members (11)

Grassley, Chuck (IA), *Ranking Member*
Graham, Lindsey (SC)
Cornyn, John (TX)
Lee, Mike (UT)
Cruz, Ted (TX)
Sasse, Ben (NE)
Hawley, Josh (MO)
Cotton, Tom (AR)
Kennedy, John (LA)
Tillis, Thom (NC)
Blackburn, Marsha (TN)

With this campaign, we will work collaboratively to ensure Judge Jackson receives fair and equitable consideration, which culminates in an affirmative vote by the Senate Judiciary Committee and ultimately, a majority vote to confirm by the full Senate *[Note: in this*

proceeding, the nominee can be confirmed by a simple majority vote of the Senate (i.e., there is no 60-vote requirement)]

Review the [SCOTUS Nomination Process](#) one pager for more details.

Our *SCOTUS campaign* will focus on amplifying the National Urban League movement's support around Judge Jackson's nomination under the hashtags *#wefightforher* and *#theurbanleaguefightsforyou*. This toolkit will provide you with sample tweets and graphics to amplify your messaging, a day of action video campaign to express the importance of this historic nomination, and a phone to action campaign to contact your Senators. We also provide approved talking points that you can use publicly.

The Supreme Court plays a key role in deciding issues that disproportionately impact Black and Brown communities like mass incarceration, education, voting rights and health care. Judge Jackson has proven she is eminently qualified to serve on the U.S. Supreme Court and we are excited to join in this fight to ensure her confirmation.

KEY TALKING POINTS & BACKGROUND

- The National Urban League supports President Biden's commitment to ensure the U.S. Supreme Court reflects the diversity of our nation by nominating a Black woman. **Read our letter of support: [NUL Letter to the Senate Judiciary Committee in Support of Judge Ketanji Brown Jackson](#).**
- Judge Ketanji Brown Jackson, President Biden's Supreme Court nominee, comes with a wealth of knowledge and experience, is accomplished in her field, and is an inspiring Black woman. She possesses the record, credentials, and ability needed to serve fairly and conscientiously on the highest court in our nation (see NUL's [Nominee Fact Sheet](#) for more on Judge Ketanji Brown Jackson's background)
- President Biden is nominating Judge Ketanji Brown Jackson, one of our nation's brightest legal minds, to the Supreme Court.
- Judge Ketanji Brown Jackson has been confirmed by the Senate on a **bipartisan** basis **three times** – most recently last year for her current seat.
- President Biden sought a candidate with exceptional credentials, unimpeachable character, and unwavering dedication to the rule of law.
- A former clerk for Justice Breyer, whom she is nominated to replace, Judge Jackson is a top jurist with strong experience on the federal bench, currently serving on the U.S. Court of Appeals for the D.C. Circuit.

- Judge Ketanji Brown Jackson has broad experience across the legal profession – as a federal appellate judge, a federal district court judge, a member of the U.S. Sentencing Commission, an attorney in private practice, and as a federal public defender.
- The President’s commitment is not only historic but comes at a critical time in our nation where justices are hearing cases on abortion rights, redistricting, gun rights, affirmative action, religious freedom, and more. Just recently, the U.S. Supreme Court dealt a blow to civil rights by restoring Alabama’s new GOP-drawn congressional map, which critics predict will disenfranchise Black voters because of racial gerrymandering.
- The President’s promise to nominate a Black woman to the U.S. Supreme Court also underscores how Black women have struggled to gain access to the nation’s higher federal courts.
- Of the 115 people who have served on the U.S. Supreme Court, only three (3) of them have been persons of color, only five (5) have been women, and only one (1) has been a woman of color. It’s time to change this.
- We need more Supreme Court justices from all walks of life, who understand how their rulings impact our lives, who will defend our civil rights, and who represent and reflect the diversity of America.
- The Supreme Court is not working for all of us: It is stacked against us to favor the wealthy and powerful. The vacancy created by Justice Stephen Breyer’s retirement should be filled by a fair-minded justice who will put equal justice first and not pick and choose whose rights they care about, and she will be a Black woman.
- We need diverse and fair-minded Supreme Court justices who are committed to equal justice for ALL of us.

Talking Points Against Harmful Narratives

- **Falsehood:** President Biden’s promise to nominate a Black woman to the Supreme Court is reverse discrimination and racist.
- **Say this:** For most of U.S. history, the prerequisites to become a Supreme Court justice were to be White and male. Of the 115 Supreme Court Justices in our nation’s history, only five have been women, two have been African American men and only one has been a woman of color. We have never had an African American woman. Moreover, previous Presidents have committed themselves to nominating a woman, namely President Ronald Reagan and President Donald Trump. It has never been a problem before. When the Supreme Court includes justices who come from all walks of life and who have different legal backgrounds, that diversity will improve decision-making on the bench and increase public trust in our courts. We need a justice for all — a justice who has a proven record of protecting the rights of everyone, no matter their race or background, and values the lived experiences of all people in America.
- **Falsehood:** The nominee will not be qualified, since President Biden has narrowed the field to only Black women and refuses to consider others who might be more qualified.

- **Say this:** This nomination will shine a light on the deep bench of qualified Black women from many different legal backgrounds who are ready to serve on the Supreme Court. We are confident the nominee will be a fair-minded justice who will put equal justice first and not pick and choose whose rights are protected. She will also be the first Black woman on the Supreme Court and a justice for all.
- **Falsehood:** President Biden is politicizing the nomination process and the Supreme Court by using this nomination to fulfill a campaign promise.
- **Say this:** We need a justice who has a proven record of protecting the rights of everyone, no matter their race or background, and who understands how their rulings will impact our lives. This historic nomination will increase public trust in our courts and improve judicial decision-making. We want all senators to vote to confirm the nominee based on her commitment to civil and human rights, not partisan politics.

“WE FIGHT FOR HER” SCOTUS CONFIRMATION CAMPAIGN

PRIMARY CALL TO ACTION:

Write members of the Senate showing your support for the nomination and swift confirmation of Judge Ketanji Brown Jackson.

Link to campaign: <https://p2a.co/LgZrTRJ>

Text keyword to campaign: “WEFIGHTFORHER” to 52886

TIMELINE FOR ACTION

(subject to change based on movement of the Senate)

March 8-21:

History has been made!!! Let’s “Celebrate, Educate, and Elevate” this moment by sharing graphics and selected social media posts on your platforms. A one-pager on the nomination process and a fact sheet about Judge Ketanji Brown Jackson’s background have also been provided for educational purposes.

March 15-31:

For the past few weeks, Judge Jackson has been conducting courtesy meetings with the Senate Majority and Minority Leaders, the Chair and Ranking Member of Senate Judiciary Committee, and as many Senators as possible before the hearings begin.

This week begins our letter writing campaign to the Senate Judiciary Committee highlighting our support for Judge Ketanji Brown Jackson and her exceptional qualifications to serve on the U.S. Supreme Court ahead of her confirmation hearings. We ask that everyone send letters of support to the Committee, particularly those who reside in states represented by a Senate Judiciary Committee member (see list above).

March 21-24:

- The Senate Judiciary Committee hearing to confirm Judge Ketanji Brown Jackson will take place this week from **Monday, March 21, 2022 at 11:00am ET through Thursday, March 24, 2022**. We

will keep you “in the know” with the latest on the proceedings and any additional actions we need you to take to ensure Judge Ketanji Brown Jackson receives a fair and swift confirmation.

- The hearing will stream live on the Senate Judiciary Committee’s website [here](#); Twitter [here](#); and Facebook [here](#).

3/21: Hearing begins. Opening statements from Senators and from Judge Jackson.
3/22: Senate Judiciary Committee questioning begins. Judge Jackson will respond about her background and professional qualifications.
3/23: Senate Judiciary Committee questioning concludes. Senate Judiciary Committee holds closed-door session to review Judge Jackson’s FBI background investigation.
3/24: Testimony from the American Bar Association and other outside witnesses about Judge Jackson’s personal and judicial philosophy. Hearing concludes.

March 24-April 12:

We expect the Senate Judiciary Committee vote and a vote by the full Senate to occur within this timeframe. We will be amplifying all of our social media activities and contact to all members of the Senate.

3/31: Responses to the Senate Judiciary Committee members’ Questions for the Record due.

By 4/7: Senate Judiciary Committee vote

By 4/12: Senate vote

We will also be preparing to celebrate the CONFIRMATION of the FIRST BLACK WOMAN Justice to the U.S. Supreme Court...we could not have done it without YOU!

SOCIAL MEDIA HANDLES TO FOLLOW

@nulpolicy (Twitter, Facebook, and Instagram)
@naturbanleague (Twitter, Facebook and Instagram)

SOCIAL MEDIA HASHTAG(S):

#WeFightforHer 🟡
#ConfirmJudgeJackson
#UrbanLeagueFightsForYou
#JusticeForAll
#CourtsMatter

SELECTED TWEETS/ SOCIAL MEDIA MESSAGING:

--Join the @naturbanleague in congratulating Judge Ketanji Brown Jackson as the FIRST black woman nominated to the #SCOTUS. Join us in our fight to ensure a swift confirmation by the @USSenate!
#WeFightForHer 🟡 #ConfirmJudgeJackson

-- Let's be clear: Judge Ketanji Brown Jackson would bring brilliance, stellar qualifications, and sound judicial temperament to the U.S. Supreme Court. We look forward to the Senate's swift consideration of this outstanding nominee. #WeFightForHer 🍌 #ConfirmJudgeJackson

--Judge Ketanji Brown Jackson has broad support because her record as a judge and lawyer demonstrates that she is fair, impartial, and dedicated to equal justice for all – as well as protecting the fundamental rights of all people in America. #WeFightForHer 🍌 #ConfirmJudgeJackson

-- We applaud President Biden for his commitment to nominate a Black woman to the U.S. Supreme Court and taking action to uphold the American promise of #JusticeForAll! #WeFightForHer 🍌 #ConfirmJudgeJackson

-- Courts Matter. Representation Matters. It is time for our highest court to reflect the rich diversity of experiences in this country. Let's confirm the first Black woman to the Supreme Court! #WeFightForHer 🍌 #ConfirmJudgeJackson

-- 115 people have served on the U.S. Supreme Court. Three (3) have been persons of color. Five (5) have been women. One (1) has been a woman of color. It's time to change this! #WeFightForHer 🍌 #ConfirmJackson #CourtsMatter

--Affirmative action, abortion rights, redistricting, and religious freedoms hang in the balance. The time for more diversity on the U.S. Supreme Court is NOW! #WeFightForHer 🍌 #ConfirmJudgeJackson #CourtsMatter

-- Diversity on the federal bench isn't a "nice to have" – it's a necessity. Confirming the first Black woman to serve on the Supreme Court will bring a new perspective to the Court – and bring us closer to the promise of #JusticeForAll #WeFightForHer 🍌 #ConfirmJudgeJackson

-- Let's be clear about it: We need a Supreme Court that looks more like America and serves ALL in America – with justices who understand how their rulings impact our lives and who will defend our civil rights. #WeFightForHer 🍌 #ConfirmJudgeJackson

NUL-BRANDED ASSETS: [[DOWNLOAD HERE](#)]



Of the 115 people who have served on the U.S. Supreme Court

- 108** have been White men
- 2** have been Black men
- 5** have been women

Never has there been a Black woman

It's time to change that.

#wefightforher #urbanleaguefightsforyou



#UrbanLeagueFightsForYou
And Judge Ketanji Brown Jackson will too.



National Urban League

The National Urban League congratulates Judge Ketanji Brown Jackson on her historic nomination to the U.S. Supreme Court



NATIONAL URBAN LEAGUE

Post on social media using:
#WeFightForHer | #ConfirmJudgeJackson



PARTNER/ COALITION ASSETS: [\[DOWNLOAD HERE\]](#)





GIF: [Black Woman Supreme Court](#)

SCOTUS DAY OF ACTION VIDEO PROJECT

Task: Join National Urban League President + CEO Marc Morial and other leaders in the movement to create a 30-second video to amplify support on social media around the SCOTUS nominee. We ask that you create a video answering **ONE** of the following questions:

- “Why is it important that a Black woman be nominated to the Supreme Court?”
- “How can we mobilize our efforts to ensure a swift nomination and confirmation process?”

Once you complete the video, upload it on all social media platforms tagging the National Urban League’s Instagram, Twitter and Facebook accounts and the NUL Washington Bureau’s accounts under the usernames: [@naturbanleague](#) + [@nulpolicy](#) and use the hashtags [#WeFightForHer](#) [#UrbanLeagueFightsForYou](#).

You may begin posting **TODAY!**

BACKGROUND RESOURCES

- **PRESS RELEASES + LETTERS:**
 - NUL [Statement on SCOTUS Justice Breyer’ Retirement](#)
 - NUL [Statement Applauding Judge Brown Jackson’s Nomination](#)
 - NUL [Letter of Support to Senate Judiciary Committee](#)
- **ARTICLES/ NEWS CLIPS:**
 - [Black Female Lawmakers Call on Biden to Pick Nominee Committed to Civil Rights](#)
- **FACT SHEETS/ INFO-GRAPHICS:**
 - Alliance for Justice [SCOTUS Nomination Process One Pager](#)
 - [Judge Ketanji Brown Jackson Fact Sheet](#)
- **SELECTED TOOLKITS/ RESOURCES FROM OUR PARTNERS**

- Black Women Leaders & Allies [SCOTUS Social Media Toolkit](#)
- Black Women Leaders & Allies [SCOTUS Activation Events](#)