

Let me offer you a mirror to see yourself. I'm going to ask you some serious, soul-searching questions that most Black people don't want to ask themselves. Black America- you need to hear these questions, and more specifically, you need to answer them.

What does voter participation mean to you as a Black American? Does the brutal loss of Black lives in the struggle for civil rights mean anything to you today? Were the heroic sacrifices of these Black men and women worth it? If your answer is yes, then why do so many Black people choose not to vote? With such lackluster engagement of Blacks in voting, how do we make sense of the sacrifices of our Black forebears?

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What do other Americans think about Black Americans when they don't take voting seriously and fail to participate in the elections? More importantly, how does this impact the investment of political parties in the issues that matter most to Black Americans?

Here are more soul-searching questions. Have you voted consistently in local and national elections? Does the abysmal level of Black voter participation concern you?

Here's the hard truth- when Black people don't vote, they cease to be a legitimate force in the political arena. Politicians know that and so do potential allies. When Black Americans relinquish their rightful place in the political process, they lose the respect of allies and are marginalized by political leadership.

Black Americans of voting age must ask themselves these challenging questions and decide what they see as their contributions to their community and this country. **THE POWER OF EACH BLACK VOTE!** Say that to yourself a few times. Then start to take it seriously and start to believe it. The remedy for the Black voter malaise starts with each Black American voter saying, "Yes, I'm in!"

The BMFSL Foundation has a plan to change voter indifference into active voter engagement. The information listed below will not only create a positive city and statewide buzz in the Black community but will also bring together segments of the Black community that normally don't work together. Here's how we'll accomplish that:

**The Reverend Dr. Martin Luther King and Rabbi Joshua Heschel New
Civil Rights Movement Black Voting Initiative**

1. The Black vote is usually targeted three or four months before Election Day. The politicians only pay attention to the reliable Black voters who vote in every election called "super voters". The only way to increase the Black vote is to develop a creative and aggressive strategy that targets Blacks who don't vote. We will locate our offices in the heart of the Black community where we will conduct door-to-door canvassing, phone

banking, mailings, stand outs, literature drops and other related activities all year, in non-election and election years.

2. We will create opportunities for Blacks, Jews, and other Faith leaders as well as other allies to work collaboratively, side by side, day by day, with a common goal of getting Black Americans to vote. This will be the heartbeat of our strategy- to create allyships, partnerships and initiatives where anyone can actively participate in civic engagement focused on Black voting.

3. The Faith leaders and their congregations were crucial and indispensable allies in the Civil Rights Movement of the 1960's. These leaders and congregations of all denominations will be just as important in the future. We will actively recruit and mobilize members of all faith communities to join us as allies and partners. Throughout the course of the year, presentations from the pulpit will take place at houses of worship enlisting participation in our new movement. Coordinated church-specific literature drops will also take place sharing crucial information for upcoming events and volunteer participation.

4. The 'I love you' Black Woman and Child Initiative will target Black communities with a 'boots on the ground,' grass roots campaign leafletting with messaging focused on community building with voting as a priority. We will direct our efforts on building a more vibrant Black community where improving quality of life is a priority. The Black community must be focused on and prioritize getting back to the basics.

5. The Oral History Project will bring together leaders, academics, storytellers and historians to tell our story-past and present- so the Black community understands its struggles, appreciates its successes and embraces how it can and will shape its own future, beginning with active voter engagement. This project will reengage academicians, business leaders and accomplished Black entertainers, sports figures and artists who may have 'checked out' of the process of Black community involvement.

6. Our Community Entertainment Series will use a variety entertainment opportunities- music, visual arts, the written and spoken word and dance- to encourage voting by providing positive, affirming messages to Black people about creating a healthy, and engaged community. There is no better example of how this works than the 1968 James Brown concert. After the Reverend Dr. Martin Luther King was assassinated, James Brown prevented riots in Boston by hosting a concert in the Boston Garden and exhorting attendees to reject violence and instead, embrace peace and community engagement. Boston's Black community defied the naysayers in 1968. We did it then and we will do it again!

We intend to bring together Blacks in our community to demonstrate our collective resolve to be taken seriously and to fully exercise our political and economic power to make change that improves the quality of lives now and that will have an enduring impact for generations.

Postscript

This excerpt from a sermon offered by the Reverend Jeffrey Brown, on August 2, 2026, from the pulpit of the Historic Twelfth Baptist Church of Roxbury, expresses so poignantly what we intend to accomplish through the work of the BMFSL Foundation.

I love Black people! How long will it take before Black Americans realize just how important they are individually and collectively to this country? Black Americans are still back to square one as it relates to collective change. This country needs an uprising of Black people – committed to vote. Real change means Black Americans working collectively to change the system to change our lives.

Black people must save themselves from ourselves. Black Americans- it's time to change without forgetting what God gave us. Black people need to be forgiving but still call out injustices and vote. Black Americans-this country needs to see the change in you. Black American- stand tall. Black Americans-love each other. Black people-fight against injustices. Black Americans-vote now!