BACKGROUND

Stand Against Racism is YWCA’s annual campaign to raise awareness about and dismantle institutional and structural racism, and build community among those who work for racial justice.

This year’s theme, “Our Power, Our Mission, Our Future,” is focused on civic engagement. Voting rights and civic engagement are, and have always been, core components of racial justice work, and it is essential that we demonstrate that connection to our network and encourage folks to get engaged. As civil rights continue to be eroded for communities of color, we must work to support full access and engagement for marginalized communities, especially women and girls of color, in the political process.

Throughout the campaign, we encourage you to highlight ways that your network can be civically engaged and support the communities we care about; raise awareness and educate your audience about barriers to civic participation for historically disenfranchised and marginalized groups; and share ideas for action and change.

Please use this guide as a resource and starting point as you prepare for and participate in Stand Against Racism.

NATIONAL PARTNERS

Our Stand Against Racism campaign has historically been largely focused on our national YWCA network. YWCA USA provides campaign resources and tools for our over 200 local associations around the country, and encourages these YWCAs, as well as any other interested organizations and institutions, to get involved by hosting an event(s) around the year’s theme and/or participating digitally. This is our first year expanding the campaign to other organizations, and we couldn’t be more excited to have your support as an official national partner!

As a national partner, we ask that you please promote your participation in and support of Stand Against Racism on social media, and email, if possible, in the following ways:

•  **Announce your participation and excitement about Stand Against Racism.** Tell your network that you are participating in Stand Against Racism – and that you are an official partner for the campaign! – and why. Express enthusiasm for the campaign, and if you are hosting an event(s), share information and logistical detail.
• **Encourage your members/audience to join** in the campaign by inviting them to visit the campaign website, sign up to hold their own event(s), find and attend an existing event, take the pledge, and – importantly – register to vote. Promote the campaign through your organization’s existing GOTV and civic engagement efforts.

• **Film a short video(s).** Use the included Stand Against Racism video guide to film short videos of you and members/staffers of your organization talking about why it is important to Stand Against Racism (or respond to one of the other question prompts!) Share the video guide with your network and encourage people to film their own videos, and share them with us on Twitter and Instagram by tagging @YWCAUSA and using the hashtag #StandAgainstRacism.

• **Share YWCA USA’s Facebook Live on your organization’s Facebook and Twitter accounts, and tune in during the event!** We will be hosting this discussion on Thursday, April 27, at 2:30 p.m. EST on YWCA USA’s Facebook page. Please feel free to use this sharegraphic to spread the word:

If your organization has interest and capacity in participating in Stand Against Racism other ways, we encourage you to:

• **Hold your own Stand Against Racism event(s).** Register your event(s) on the campaign website to access other promotional tools and resources to plan your event. A Stand Against Racism event can be big or small – anything from a voter registration drive or town hall to a film/book discussion or issue education Facebook Live.
  - Feel free to use and share YWCA USA’s Get Out The Vote page, which include an easy link for voter registration, voter registration event posters, and pledge cards.
  - We’ve also included a few resources at the end of this toolkit. Feel free to use these in your efforts as well!!

• **Support or participate in an event near you** – and encourage your network to do the same! You can view a current list of Stand Against Racism events around the country [here](#).
• **Share information with your network** about important civic engagement issues and efforts, such as:
  o Why civic engagement is crucial in the fight to end racial injustice
  o What barriers to civic engagement exist for marginalized communities
  o What issues and policies are important to your organization, and why and how civic engagement can make a difference
  o Information related to your network’s GOTV efforts, events in your communities, service, volunteering, and more.
  o Information about policies that create real change and help dismantle systemic barriers to civic engagement, and actions people can take to advocate for these policies.

HASHTAGS AND TAGGING

• #StandAgainstRacism – please use this hashtag for anything on social media related to Stand Against Racism.
• @YWCAUSA – space permitting, please tag us in your social media posts, and feel free to also tag and interact with other national partners! View the full list [here](#).

PROMOTIONAL SHAREGRAPHICS
SAMPLE PROMOTIONAL SOCIAL MEDIA

Facebook:

We are excited to share that we are a national partner for YWCA USA’s annual Stand Against Racism campaign, taking place April 26 to 29. This year’s theme is focused around civic engagement, and we firmly believe there is no time like the present to support the full access and engagement of women and communities of color in the political process. We know that this is crucial in the fight for racial justice. Join us! [Optional: insert sharegraphic]

http://standagainstracism.org/

Civic engagement and voting rights are, and have always been, crucial to racial justice work and a powerful tool for eliminating racism and empowering women. At a time when women, people of color, and young people are activating like never before, we must build on this work. That’s why we’ve signed on as a national partner for YWCA USA’s Stand Against Racism campaign. Join us! [Optional: insert sharegraphic]

http://standagainstracism.org/

Racism is built into our nation’s institutions, policies and practices, but it doesn’t have to be. That’s why we are proud to join YWCA USA in their campaign to take a Stand Against Racism. We know that civic engagement is one major way to fight to eliminate racism – join us this week as we organize for “Our Power, Our Mission, Our Future.” [Optional: insert sharegraphic]

http://standagainstracism.org/

We know that civic engagement is crucial to ending racial injustice, and that now, more than ever, we must fight against bigotry and racism. We are proud to share that we are a national partner for the Stand Against Racism campaign, and we hope you join us in participating — online, at an event, and/or by hosting your own event! [Optional: insert sharegraphic]

http://standagainstracism.org/

Women of color have long led the way in community organizing and leadership, but we must work to safeguard and expand their access and engagement in the political process. That’s why this year, YWCA USA is taking a Stand Against Racism by focusing on civic engagement — and we are proud to join them as a national partner. Will you join us? [Optional: insert sharegraphic]

http://standagainstracism.org/

Twitter:

Excited to be a national partner for @YWCAUSA’s #StandAgainstRacism campaign, which this year focuses on civic engagement. Why? Because we know civic engagement is essential to dismantling racism built into this country. Join us! [Optional: insert sharegraphic]

http://standagainstracism.org/

Civic engagement is, and has always been, crucial to racial justice work. We’re glad @YWCAUSA is focused on this issue for their #StandAgainstRacism campaign & we’re excited to be a partner. Find an event near you, sign up to host one or join us online: [Optional: insert sharegraphic]

http://standagainstracism.org/
@YWCAUSA’s #StandAgainstRacism is 4/26-29 & we are a national partner! Join us & many others in highlighting civic engagement for women and communities of color, discussing barriers, and encouraging folks to #GOTV: http://standagainstracism.org/

Each of us can take a #StandAgainstRacism by engaging in our communities in a meaningful way. One crucial way? Register to vote, and encourage others to do the same! https://www.ywca.org/what-we-do/advocacy/get-out-the-vote-initiative/register-to-vote/ @YWCAUSA #GOTV

We join @YWCAUSA in taking a #StandAgainstRacism. We all must continue to raise awareness and work to dismantle barriers to voting and civic engagement for people of color.
http://standagainstracism.org/

We’re joining @YWCAUSA for this #StandAgainstRacism campaign this week! Want to get involved? Attend an event or sign up to host your own! http://standagainstracism.org/search-map

Racism is built into our nation’s institutions, policies and practices, but it doesn’t have to be. We are proud to join @YWCAUSA in their campaign to #StandAgainstRacism in ways big and small. Learn more at standagainstracism.org.

We’re proud to join @YWCAUSA for their #StandAgainstRacism campaign. Get involved and learn more about how civic engagement can shape policies for women & communities of color.
http://standagainstracism.org/

This week, join us and @YWCAUSA to support full access and engagement for marginalized communities in the political process. We know that civic engagement is crucial in the fight for racial justice, and that now more than ever, we must #StandAgainstRacism. http://standagainstracism.org/

The time is now to #StandAgainstRacism – and we know that civic engagement is integral to dismantling and eliminating racism. That’s why we’re pleased to join @YWCAUSA for this campaign. Learn more, find an event & join us: http://standagainstracism.org/

Civic engagement and voting rights are, and have always been, crucial to racial justice work. At a time when women, people of color and young people are activating like never before, we must build on this work and #StandAgainstRacism together. Join us: http://standagainstracism.org/
STAND AGAINST RACISM 2018: VIDEO GUIDE

Help us spread the word about Stand Against Racism by recording a video about why this matters to you and your organization. Use one of the pre-written question prompts or create your own, and then share it to your social media pages and the social media pages of your organization using the hashtag #StandAgainstRacism.

SAMPLE QUESTIONS

- [For an organization]: [Name of organization] stands against racism by ____
- I stand against racism because ____
- How has racism impacted your life or the life of people you care about?
- When did you first experience racism?
- What are things you do in your daily life to stand against racism?
- What is something other people can do to stand against racism?
- Why is it important to hold awareness weeks like Stand Against Racism?
- Tell me about a time when you are proud of how you stood against racism.
- Who is someone in your life who has shown you how to stand against racism?
- Who is a public figure who sets a good example on how to stand against racism?

Finish the video by saying something along the lines of “To learn more about YWCA’s work to combat racism, visit standagainstracism.org” or “Join us as we work together to combat racism. Visit standagainstracism.org.”

SAMPLE SOCIAL MEDIA POSTS

Share your video to Facebook, Twitter, Instagram, and/or Medium using any of the following sample posts, or draft your own.

Facebook, Instagram & Medium:

For me, fighting systemic racism is personal. It’s something I believe each of us must do every single day to make life better for those around us. For this reason, I am proud to join YWCA’s #StandAgainstRacism campaign. Learn more at standagainstracism.org. [insert video]

Civic engagement and voting rights have always been crucial to racial justice work, and they continue to be powerful tools for eliminating racism and empowering women. At a time when women, people of
color and young people are activating like never before, we must build on this work and #StandAgainstRacism together. Learn more at standagainstracism.org. [insert video]

I’m joining YWCA’s campaign to #StandAgainstRacism. Here’s why. [insert video]

Racism is built into our nation’s institutions, policies and practices, but it doesn’t have to be. Today, I am proud to join YWCA in their campaign to #StandAgainstRacism in ways big and small. Learn more at standagainstracism.org. [insert video]

Twitter:

I’m joining @YWCAUSA’s campaign to #StandAgainstRacism. Watch my video to find out why. standagainstracism.org [insert video]

Racism is built into our nation’s institutions, policies and practices, but it doesn’t have to be. Today, I am proud to join @YWCAUSA in their campaign to #StandAgainstRacism in ways big and small. Learn more at standagainstracism.org. [insert video]

The time is now to #StandAgainstRacism. Here’s why I’m participating in @YWCAUSA’s important campaign – will you join me? standagainstracism.org [insert video]

TIPS FOR RECORDING VIDEO

- Test your phone or camera before recording to make sure the audio comes through clearly, the lens is clean, and you know how to start and stop recording quickly.
- Sound is incredibly important when recording videos, so make sure to record in a separate, quiet space in which the individual can clearly be heard. An indoor area without much ambient noise is ideal.
- If possible, use a tripod to keep your phone steady while recording. If a tripod is unavailable, keep your phone close to your body or rest your elbows on a nearby surface. If you’d rather not hold it, you can also place the camera on a physical support, such as a table or a chair.
- Make sure the area you’re filming in is well-lit. Try to make sure you or the person you are interviewing sits facing a window so there is natural light. Avoid back-lit settings because your figures will show up dark. Also avoid pointing your camera directly into a source of light.
- If you’re using an iPhone, use “Exposure Focus Lock” to keep the exposure and focus consistent when filming a single person.
• Record the video in “landscape” mode (by turning your phone on its side) to avoid having two vertical black bars along both sides of your video.
• Avoid using the digital zoom. Instead, get as close as you can to your subject to maintain a crisp quality in your videos.
• You can use your smart phone’s photos app to apply basic edits, like shortening the video or adding some filters.
• After recording, post your videos on Facebook, Twitter, Instagram and/or your website. Sample posts are included in the section above.
• On Facebook, Twitter and Instagram keep videos your videos short – around 45 seconds – to keep your viewers engaged.
Civic engagement is a powerful tool for eliminating racism. In fact, it is the one tool that disenfranchised groups consistently rely on to create a more representative democracy. While we can use this tool in a variety of ways, from acts of civil disobedience to serving on the school board, laws have been changed and communities have been empowered when community members dedicate their time to doing something for the greater good.

Defined as working to make a difference in communities through both political and non-political activities, civic engagement addresses public concern and promotes a better quality of life for community members.

For many, the term “civic engagement” refers only to voting, but civic engagement is a much larger body of work. That full breadth of work is important, because voting alone cannot create systemic change. Throughout American history right up through the present, voting has only been accessible as a privilege, and not a true civil right. Voter suppression remains a very real challenge for many marginalized communities.

The hard work of ensuring communities can and do get out to vote is so important. But this work is best coupled with meeting the day to day needs of those communities through direct service, raising awareness on the issues that impact their lives most and advocating for policy change. Civic engagement is most powerful when the full spectrum of civic life is valued and all community members can choose how they’d like to participate.

Each of us can stand against racism by engaging in our communities in a meaningful way.
HERE ARE SOME WAYS WE CAN EACH PLAY A ROLE:

SERVE
The dedication of time, money and other tangible resources towards addressing community needs both through volunteer work and careers in public service (including running for office) has made an impact on the day-to-day experiences of individuals throughout history.

Did you know? The Black Panther party birthed the nation’s first free breakfast school program in Oakland, California, in 1968 to address a need in low-income Black communities. Within a year it grew to serve 20,000 school-aged children in 19 cities around the country, and in 23 local affiliates every school day. It is credited for inspiring the creation of today’s school breakfast program.

ELECT
The decision to engage in the electoral process through voting, volunteering at the polls or on campaigns, and financially supporting candidates that represent the needs of your community has made an impact on who/whose concerns are represented and addressed in public office.

Did you know? In the face of state-backed voter suppression mechanisms in Alabama, local, on-the-ground organizing and voter turnout mobilization efforts made a critical difference in the state’s Senate special election in December, leading to increased turnout among Black voters – particularly Black women. Since 2008, Black voters had accounted for approximately 25 percent of Alabama’s electorate in statewide races; in the special election, that number jumped to 29 percent.

ORGANIZE
When community members gather to identify issues that directly impact them, they can use their collective power to create change in their community. By advocating the shared needs of the community, we can hold those elected into office accountable and begin to impact systemic change through policies and institutional practices.

Did you know? In 1982, the International Ladies’ Garment Workers Union organized one of the largest Asian-American strikes in history with 20,000 workers going on strike in New York City’s Chinatown demanding economic justice for immigrant employees. Within hours of rallying together, their demands were met and victory was won.

*501c3s are more limited than individuals in how they can engage in the electoral process. Please review YWCA’s GOTV Guide for a better understanding of what YWCAs can and cannot do as an organization.
Community organizing is a communal process, involving (if not led by) impacted community members and other stakeholders. It is aimed at building and demonstrating power to influence decision makers to get things the community needs or wants. One example of effective community organizing is the Montgomery Bus Boycott during the Civil Rights Movement. Organizing has been and continues to be a powerful tool for the YWCA movement. Whether it be the 500 Black women at the 1970 national convention who pushed forward the “One Imperative” or the many local YWCAs who have supported community organizing efforts around issues such as worker’s rights, immigration reform, housing and childcare among others – throughout history, YWCAs have used organizing to impact change.

For Stand Against Racism 2018, we encourage you to take the following steps to strengthen your organizing work:

1. Get connected to individuals, coalitions and grassroots groups who are organizing in your community.

   - Black Lives Matter
   - Black Youth Project 100
   - Indivisible
   - MomsRising
   - National Council of La Raza
   - National Domestic Workers Alliance
   - National Low-Income Housing Coalition
   - PICO Network
   - Restaurant Opportunities Center United (ROC)
   - Sister Song

2. Get familiar with the basics of community organizing. Consider attending or hosting a training.

   - Center for Third World Organizing
   - Highlander Research and Education Center
   - Midwest Academy
   - School of Unity and Liberation (SOUL)
   - Spin Academy
   - Unites States Student Association
   - Wellstone
3. ENGAGE YOUR CONSTITUENCY

For YWCAs, our constituency are those that are most impacted by our work such as staff, program participants and clients, and community members.

Here are a few ideas:

1. Hold a listening session or town hall to hear directly from your community about what their concerns are.

2. Outline a plan to intentionally incorporate an organizing model to your work. Begin with base building and leadership development by identifying ways you currently do outreach, build relationships, mobilize and develop constituents into leaders, as well as by brainstorming new innovative approaches.

3. There are four key components to any organizing effort. Using the “Ladder of Engagement” worksheet to guide your planning, ask the following questions for each component:
   - **Base Building (recruit and retain advocates that support your work)**
     - What issues or programs do you currently promote in your community?
     - How are you currently doing outreach to the community?
     - In what ways do you mobilize your constituency to take action?
     - How can your constituency express a commitment to your work and mission?
   - **Leadership Development (cultivate leaders, offer trainings and opportunities to lead)**
     - How are/can you develop your constituency into leaders?
   - **Campaign Development (formalize ways to get involved in all aspects of creating, implementing, and evaluating your campaign)**
     - What opportunities do you provide for constituency to take on more responsibility?
     - What formal ways are/can constituency engage in campaign work?
       - For example: Scheduled planning sessions, having a feedback loop and accountability partner.
   - **Organizational Development (sustaining long-term work).**
     - What are the leadership opportunities in your organization and community that are available or could be available to your constituents?
       - For example: Sitting on your board, in local elected office, on advisory committees.
YWCA LADDER OF ENGAGEMENT

Organizational Development: Community Members Join YWCA Leadership

Campaign Development: Leadership Opportunities

Leadership Development: Building Leadership

Base Building: Get a Commitment

Base Building: Drive Them to Action

Base Building: Meet People Where They Are

YWCA Voting Block

Mobilizing: Get Out the Vote

Voter Registration

GROW TO SCALE

EXPAND RESPONSIBILITY

INVITE

FOLLOW-UP

MOBILIZE

OUTREACH TO YOUR YWCA COMMUNITY!