PLANNING YOUR STAND AGAINST RACISM EVENT

Stand Against Racism is a signature campaign of YWCA USA, designed to build community among those who work for racial justice and raise awareness about the impact of institutional and structural racism. Every year, YWCAs and other groups host Stand Against Racism events in their local communities.

Anyone can participate in Stand Against Racism, and anyone can organize and host a Stand Against Racism event! Your Stand Against Racism event can be any size, be as long or as short as you’d like, and take place anywhere — from your school or local community center to a coffeeshop or your home.

BEFORE THE EVENT

• Register online at www.StandAgainstRacism.org. Registration is free!
  o To register, first create a profile at standagainstracism.org/host-an-event/. This will grant you access to the website dashboard, where you can access our online toolkit, download materials and resources, create an event(s), edit your profile or event(s), and more.
  o Register your Stand Against Racism event(s) by logging in to the website, then filling out your event(s) information through the dashboard under the “Create Event” tab.

• Get inspiration for planning your event by checking out what other groups are doing for Stand Against Racism, and by browsing the sample event ideas below. Registered events can be viewed on the website’s interactive map.
• We encourage you to utilize the materials and resources provided in our online toolkit, and to thoughtfully engage with the ways we can each do better to confront and fight racism in our communities, in our families and circle of friends, and within ourselves.

• Consider reaching out and connecting with organizations in your community who are working on immigrant justice issues. Leaders on immigrant justice in your community are invaluable partners in supporting your event and in informing the theme and language you use to promote your event as well as public policy engagement. Learn more and check out more tips in our Stand Against Racism 2019 Coalition and Base-Building Toolkit.

• Determine whether your Stand Against Racism event will be open to the public and select a date, time, and location.
  o Stand Against Racism runs from April 25 – April 28, 2019. We encourage you to hold your event on one of those dates. If you are unable to, or would prefer to hold your event on another date, that’s ok too! Our event registration process is flexible and will allow you to select any date that you see fit.
  o The first day of Stand Against Racism, April 25, is also YWCA’s National Day of Commitment to Eliminate Racism. On this day, we encourage you to take action and engage public policy makers to make a Stand Against Racism by supporting public policy solutions that remove institutional and structural barriers to the equal protections and opportunities of people of color.

• Try to choose a location for your event that is accessible to physically disabled people. Determine if you are able to offer translation services during your event to make it more accessible to people who do not speak English.

• Use the invitation template we have provided to ask your network to join you in taking a Stand Against Racism.

• Promote your event to your friends, family, community, and wider network by sending emails, posting about it on social media, and displaying or sending out posters, flyers, or postcards about your event.

• If you’d like additional Stand Against Racism merchandise (t-shirts, sweatshirts, buttons, or wristbands) to use or sell at your event, purchase them through our online store. Orders must be placed on or before April 8 to guarantee delivery by April 24.
SAMPLE STAND (30-60 MINUTES – OR LONGER!)

I. Welcome

- Thank your participants for coming. It’s important to acknowledge the time and effort people make to show up, let them know it’s appreciated!
- Ask them to wear their Stand Against Racism buttons (or other promotional gear).
- Read the Stand Against Racism purpose statement and/or your own remarks.
- Create a station where attendees can engage with the campaign theme and issues. For example, create a quick worksheet for attendees to fill out, sharing why they support immigrant justice and stand with immigrant families. Create a gallery on the wall of their responses, or share via social media.

II. Discussion or Speaker

- Have someone from your local YWCA speak about YWCA’s mission to eliminate racism, and how this directly ties to issues of immigration and immigrant justice.
- Other speakers might include local thought leaders, particularly in the immigrant justice space, elected officials who have been publicly supportive of immigrant justice, advocacy groups who work directly with immigrant communities, etc.

III. Take Action

- Invite your attendees take action to eliminate racism. Some ideas include contacting policy makers through letters or phone calls, or through YWCA’s online Action Center, taking the Stand Against Racism pledge, creating a video on why they choose to stand against racism, or any other tangible way of showing their commitment.

IV. Conclusion

- Provide something from the toolkit or derived from the toolkit materials that everyone can take with them. For example, share our Families Belong Together and Free one-pager, or perhaps even just a print-out featuring helping “Know Your Rights” resources.
- Thank your participants for coming, and invite them to stay involved by connecting with their local YWCA.

OTHER IDEAS

To expand the experience for yourself and your group, you can enhance the shorter version of the suggested Stand Against Racism event with any of the suggestions below:
• Convene a gathering of local racial and social justice organizations to discuss racial justice issues in your local community or host a conversation or town hall about immigrant justice issues happening in your community.

• Make a poster/sign of relevant information from YWCA USA fact sheets, and share this new resource with organizations, businesses, and others in your community.

• Integrate arts and culture with racial justice and immigrant justice themes.
  o Host a film or film festival, exhibit, etc.
  o Have a discussion afterwards, led by an individual/facilitator.

• Hold your Stand Against Racism event in a public space.

• Form a human chain in front of your organization.

• Observe a moment of silence or chant for racial justice.

• Host your Stand Against Racism event at a prominent building such as a state house or your local municipality building (permit needed).

• Join forces with another organization, school, and/or business. In particular, consider reaching out and joining forces with a group(s) in your community that works on immigrant justice issues.

• Brainstorm with your local YWCA and other YWCAs from around your region, or contact us via email at standagainstracism@ywca.org

AFTER THE EVENT

• Share photos and quotes from your event with us and we will elevate your work on social media and the YWCA USA website. Tag us on Twitter at @YWCAUSA and use the hashtag #StandAgainstRacism.

• After Stand Against Racism, we will email you an electronic survey about your event and experience with the campaign. Your answers will be confidential. We appreciate your feedback as we value your opinions and this will help us further our mission to eliminate racism by improving the Stand Against Racism in 2020.

Know that you and your team have moved us a step closer to realizing peace, freedom, justice, and dignity for every member of our community. Thank you!

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