

STAND AGAINST RACISM 2022: GUIDE FOR PARTNERS



STAND
AGAINST
RACISM

YWCA's annual [Stand Against Racism](#) campaign is the cornerstone of our national network's efforts to eliminate racism, wherever it exists, by any means necessary. The campaign is designed to build community among those who work for racial justice and raise awareness about the impact of institutional and structural racism. Each year, communities across the United States find an issue or cause that inspires them to take a stand against racism, and to unite their voices to educate, advocate, and promote racial justice.

During YWCA's annual Stand Against Racism on April 28 - May 1, 2022—as our nation continues to face the intersecting public health crises of COVID-19 and racism—we invite YWCAs and allied groups to focus their events and organizing on a myriad of racial justice issues that impact the health and safety of communities of color.

Our country was founded on the idea of building a government of the people, by the people, for the people. More than two hundred years later, this vision has yet to be fully achieved. Though generations of civil rights activism have led to important gains in legal, political, social, educational, and other spheres, the forced displacement of Indigenous peoples and the institution of slavery marked the beginnings of a system of racial injustice from which our country has yet to break free.

The deep-seated systemic racism and inequities that disadvantage communities of color are still woven into the fabric of our institutions today—from civic engagement to economic development, from education to health care, and even the way people of color are portrayed in the media. We must work collectively to root out inequity in our communities and in the institutions that compose our society, and demand justice and equity.

That's why during YWCA's annual Stand Against Racism, we invite you to rally across the nation to say **We Can't Wait: Equity and Justice Now!** Thank you for joining us in this immensely important mission. Please use this guide as a resource and starting point as you prepare for and participate in Stand Against Racism.



NATIONAL PARTNERS

Historically, our Stand Against Racism campaign has been focused on our national YWCA network. YWCA USA provides resources and tools for our local associations and other interested local organizations and institutions across the country, helping them to [get involved](#) by hosting an event(s) during this year's week of action and/or by participating digitally. In 2018, we expanded the campaign to other national organizations and were thrilled by the incredible support and enthusiasm that we received. This year, we hope to further Stand Against Racism's national footprint by providing even more opportunities to engage with this campaign. We could not be more excited to have your support as an official [Stand Against Racism partner](#)!

As an official national partner, we ask that you promote, share, and support Stand Against Racism in at least one (if not more!) of the following ways:

Pre-Event Activities

- Announce your participation and share your excitement about Stand Against Racism. Tell your network that you are participating in Stand Against Racism as an official partner for the campaign and the many reasons you decided to join us (see sample social media at the end of this partner guide)! Express enthusiasm for the campaign and share why it is important to your organization. If you are hosting an event(s), share information and logistical details. Use the sample social media language in this partner guide to get started.
- Encourage your members/audience to join the campaign by inviting them to visit the [Stand Against Racism website](#) and [join us, sign up to hold their own event\(s\)](#), find and attend an [existing event](#), [contact their members of Congress](#) about the [Freedom to Vote: John R. Lewis Act](#), [Declare Racism a Public Health Crisis](#), or the [Women's Protection Health Act](#), and/or participate in any of our national activities, including taking a campaign selfie or joining the [SAR Challenge](#).

During the Campaign Weekend (April 28 – May 1)

- Promote Stand Against Racism every day between April 28 – May 1 on social media to help us create sustained attention on eliminating racism and our national Stand Against Racism campaign. (See sample social media at the end of this toolkit!)

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

- Support or participate in an event near you — and encourage your network to do the same! A list of current Stand Against Racism events around the country is available [on our website](#).
- 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 an event. A Stand Against Racism event can be big or small, and take place anywhere, even online! For example, a webinar, a town hall, a community dinner, a film or book discussion, or an issue education Facebook Live are just a few ideas. Visit [our website](#) for even more ideas!
- Write a Letter to the Editor or blog post about your involvement in the Stand Against Racism campaign. Public issue education about the importance of eliminating racism and promoting racial equity is one of the most important ways to engage in Stand Against Racism. If you are interested in co-writing a piece with YWCA USA, please email StandAgainstRacism@ywca.org.

HASHTAGS AND TAGGING

- #StandAgainstRacism — please use this hashtag for anything on social media related to Stand Against Racism. If you'd like, please feel free to add other hashtags from related YWCA campaigns, such as #UntilJusticeJustIs, as well as anti-racism hashtags such as #RacialEquity and #RacismIsAPublicHealthCrisis.
- @YWCAUSA — space permitting, please tag us in your social media posts and feel free to also tag and interact with other national partners. We will post an ongoing, rolling list of national partners on the [Stand Against Racism homepage](#).

PROMOTIONAL SHARE GRAPHICS

We encourage all our partners to utilize the promotional [shareable graphics](#) created for Stand Against Racism to enhance their social media and other external communications. Posts with photos are more likely to capture the attention of stakeholders, receive retweets, or get liked by changemakers.

SAMPLE PROMOTIONAL SOCIAL MEDIA

We encourage all Stand Against Racism National Partners to utilize the following, pre-prepared language on social media to announce their involvement:



Facebook and Instagram: [insert/use [share graphics](#)]

We are excited to share that we are a national partner for YWCA USA's annual #StandAgainstRacism campaign, taking place April 28-May 1. Eliminating racism once and for all is imperative, and for that to happen, we must all take part in the effort. Join us: standagainstracism.org/

I am proud to join YWCA and others across the country for #StandAgainstRacism. Our collective efforts can root out injustice, transform institutions, and create a world that sees women, girls, and people of color the way we see them: Equal. Powerful. Unstoppable. Join Us!
standagainstracism.org/

We are so excited for YWCA's upcoming #StandAgainstRacism campaign – April 28- May 1 -- when we will join others around the country to raise awareness, engage communities, and work to eliminate racism. Learn more and join us at standagainstracism.org/

Everyone deserves justice and equity. That's why I'm joining @YWCAUSA's #StandAgainstRacism campaign to eliminate racism. Learn more: standagainstracism.org [insert photo]

Working to eliminate racism is crucial to the health of our communities. I believe each of us must keep doing our part until we achieve #RacialEquity. I'm proud to join @YWCAUSA's #StandAgainstRacism campaign. Do your part: standagainstracism.org [insert photo]

To me, a world without structural and institutional racism looks like [insert answer here]. I stand with the @YWCAUSA and their mission to eliminate racism across the country. #StandAgainstRacism
standagainstracism.org [insert photo]

Everyone deserves justice and equity. I #StandAgainstRacism, today and every day. Join @YWCAUSA in the campaign: standagainstracism.org [insert photo]

Twitter: [insert/use [share graphics](#)]

We're excited to be a national partner for @YWCAUSA's #StandAgainstRacism campaign. It's time to take a stand and change our national culture. Join us! standagainstracism.org/

Structural and institutional racism affects our community and all other communities across the country. That is why we are working with @YWCAUSA to end it: standagainstracism.org/
#StandAgainstRacism

**YWCA IS ON
A MISSION**

eliminating racism
empowering women
ywca

We are joining @YWCAUSA in their #StandAgainstRacism campaign because we know that racism hurts our families, our communities, and our country. Join us: standagainstracism.org/

#StandAgainstRacism is April 28 – May 1: we're joining @YWCAUSA to #EliminateRacism. Will you? standagainstracism.org/

.@YWCAUSA's #StandAgainstRacism campaign is April 28 – May 1 & we're a national partner! Join us & many others in highlighting the work that needs to be done to #EliminateRacism. standagainstracism.org/

This week, join us and @YWCAUSA as we raise awareness about institutional and structural racism. There are so many ways to get involved. Visit the site and find out how: standagainstracism.org/join-us #StandAgainstRacism

Our mission is bold: to #EliminateRacism. But we believe that it is urgent and necessary. That's why we're partnering with @YWCAUSA for #StandAgainstRacism. Join us. Together, let's work to make this a reality! standagainstracism.org/

The communities we serve demand justice in a thousand different ways. This April, we're joining our friends at @YWCAUSA to demand justice alongside them, #UntilJusticeJustIs. standagainstracism.org/ #StandAgainstRacism

The last two years have laid bare the inequities that exist in our justice system, in our education system, and in our healthcare system. Together, let's #StandAgainstRacism and create a world where justice... just is. #UntilJusticeJustIs standagainstracism.org