



National Day of Racial Healing Ideas

Business

- Link with Business Associations that focus on diversity
- Use employee resources networks inside big business
- Ask businesses to develop proclamations
- Have businesses buy advertising to support the day
- Talk with high net worth (billionaires) individuals
- Hold business lunch & learns, mini-circles in non-partisan, utilizing social media, invite media to participate as “solution story”
- Ask business to sponsor the day of healing in your community
- Reach out to Chambers of Commerce
- Connect with local business news in each city by OP-ED or article
- Connect with key corporate partners, e.g.,
 - Columbus, OH (The Limited, the Wexner family)
 - Atlanta (UPS, coca cola, etc.)
- Connect with your local Mayor’s business task forces
- Make a dollars and cents sense argument that companies/business who have implemented culturally appropriate /racially equitable approach is profitable using the [WKKF Business Case for Racial Equity](#)
- Reach out to Unions and business associations of trade sectors
- Host a webinar using materials in advance about the nature of the event
- Engage /invite key business leaders that might want to participate in a circle in advance

Philanthropy

- Connect with local community foundations to enlist their help
- Have local foundations sign a public pledge to invest in antiracism work, framework and strategies for communities, and also hold them accountable
- Lift up stories of philanthropy from diverse groups of families

Faith

- Identify community-based faith leaders
- Identify interfaith groups working/addressing racial equity
- Identify existing faith based activists that are engaged in healing
- Connect with Mormon missions, various synagogues working on social justice, evangelicals working on community level issues
- Use existing events
- Make announcements on day of worship
- Reach out to the national faith databases/national day of prayer group, PILO, missionary Baptist conventions, non-denominational healing practitioner networks



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- Local presentations to local congregations. Sunday is the most racially divided day of the week. We need to come together
- Don't just preach to the choir – approach conservatives, conservative churches.

Education

- Facilitated conversations in school cafeterias (Lunch & Learn – 10 Questions to trigger dialogue)
- Every faculty member teaches something on racial healing (that day or week)
- Conduct college outreach with the office of community engagement at local colleges and universities
- Connect with local Head start programs
- Connect with local PTA
- Release orange and blue balloons
- Get school districts and mayors, parents, youth groups, to co-sponsor, offer healing circles
- Find or develop sample lessons for teachers by Teaching Tolerance/ADL/ Facing History and Ourselves
- Connect with universities already organizing activities for MLK day:
 - approach them to integrate racial healing day
 - approach and gather a small group of stakeholders
- Plan a social media strategy to reach youth
- Healing circles in every classroom
- Contact student and faculty assemblies
- Activate your network, reach out to everyone you know in the sector
- Outreach to Superintendents, principals, educational associations, higher education, teachers unions, student affairs, student government, community leaders, space to hold events
- Teach-in, families included (after-school, during school, etc.)
 - Commitment to continue do a teach-in one month of each quarter

Youth

- Give scholarships to youth
- Work to galvanize youth:
 - Organize a dialogue first to find out what youth think about racial healing
 - Outreach to schools, independent schools and home schools
 - Organize a contest. Have youth come up with their own slogans, quotes, –and inspiration for racial healing
 - Enlist and engage those people and organizations already working effectively with youth
- Engage and partner with local and national organizations of young POC activists Social media outreach through influencers:
 - Ask youth to help define



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- Engage youth development orgs (Boys & Girls club, YMCA, YWCA)
- Engage school systems and educators
- Engage Youth – tap into youth – hackathons – creativity
- Social media campaign inviting people to share 30 second videos with their own stories – “need” and “why” for healing. Create a national YouTube campaign with a prompt so that students can tell their stories, creating a national online healing circle.
- Mobilization: help teachers create a safe space so kids can share their stories
- Engage local celebrities
- Youth Stakeholders Group
- Use social media as an organizing tool for youth
- Initiate outreach to public schools
- Student generated curriculum activities content to activate their peers
- College students engaged, youth-to-youth organizing partnering and connecting with younger youth
- School activities
- Video contests for kids (3 minute spots)
- Church youth groups
- Large posters where people write answers to – ‘My Healing Looks Like _____.’

General/Other

- Multiple healing circles across one city
- Bring in key local people
- Invite celebrity to their own community
- Use smaller media sources as the conveners
- National coming out day sharing stories defining who we are with social media, sort videos of the why and who we are
- Link it to funds that support racial healing work
- Viral Video, take hints from Story Corps, the celebrity talking head PSAs
- Have celebs or community leaders do a Thunderclap, a crowd-speaking platform that helps people be heard by saying something together. It allows a single message to be mass-shared, flash mob-style, so it rises above the noise of your social networks. By boosting the signal at the same time, Thunderclap helps a single person create action and change like never before.