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
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, principles, 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
National Day of Racial Healing
Ideas

- 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.