




Stand Against Racism



HOW TO ORGANIZE AND RUN YOUR EVENT


As a **Participating Site**, you may customize your “Stand” (your event) to meet your needs. Your local YWCA Association is available to assist you in any way.

All the documents with this graphic “” can be downloaded from the secure page on our Web site:




www.StandAgainstRacism.org/2010documents_ps

Before the Event


- Review the document entitled *What Other Organizations Have Done*  to learn more about Stands that took place in 2009 and 2008. Reading this document is a good reference of what others have done and it might help you get started planning your own event.
- You will receive your toolkit with your marketing materials approximately 6 to 8 weeks before the 2010 **Stand Against Racism**. If you need additional materials (buttons, bookmarks, posters, stickers) you may order more from our Web site.
- Bookmark this page (you can download all your documents from here): http://www.StandAgainstRacism.org/2010documents_ps
- Decide whether you want to be a “Public Stand” (which means you welcome people to come in and join you for your Stand) or a “Private Stand” Site (which means that your event is restricted for your own constituents only). Then decide what time works best for your group. You can always change event details on our Web site using your login information.
- Use the template, *Invitation*  to send an email (or do a mailing) to your contact list, inviting them to join you on April 30 (if you are a church, synagogue or Mosque, you may host your event on May 1st or 2nd, depending on your congregation’s needs).

- Create your own flyer with your own information! Open our *Flyer*  template and type in (it's a writeable PDF) your information in the bottom section. Then save the file on your computer. You can use this file as an attachment to your email invitations or you can print and distribute.
- Start planning your event! Decide whether you will use the Short Version or the Long Version (below) of the event or a combination of the two.
- Ask others for support and their help in planning what you will do
- *(optional)* Involve co-workers, friends, and members of your group on how to raise awareness of racism.
- Display the color posters from your toolkit in places that are visible. If you are planning your Stand at a public place like a park, municipal building or neighborhood center, make sure to get permission first (some cities require permits before distribution or posting flyers outdoors).
- *(optional)* Place follow up phone calls to ensure a good turnout. Solicit the help of volunteers.

Preparing for the Event

- Decide how many *Racial Justice Quotes*  you will read. Assign one volunteer to each reading. Give the readings to your volunteers ahead of the event so they may practice.
- Have copies of the *Pledge Against Racism*  (or use the bookmarks) ready to distribute to your participants. If you need more bookmarks, you can order them through our Web site.
- Print out enough *Participants' Registration Sheets*  and have them ready for your participants to sign in. Please mail these back to us in the envelope provided in your toolkit.

SHORT VERSION (10-15 minutes)



- I. Welcome
 - a. Thank your participants for coming
 - b. Ask them to wear their buttons
 - c. Read the **Stand Against Racism's** *Purpose Statement*  and/or your own remarks

- II. Inspirational Readings
 - a. Have your volunteers read the *Racial Justice Quotes* in a slow, reflective manner
 - b. Depending on the type of event you are planning, you can enhance this activity by pausing between quotes, playing music, lighting a candle, and/or other symbolism (as appropriate)
- III. *(optional)* Discussion or Speaker (5 mins. or less)
 - a. You may want to invite your local YWCA to come speak on the “YWCA’s One Imperative: to eliminate racism wherever it exists by any means necessary.”
 - b. Or any speaker of your choice
- IV. Stand to take the *Pledge Against Racism*
 - a. You can use the short version or the long version of the *Pledge Against Racism*
 - b. Invite your audience to actually stand, before reciting the pledge together.
 - c. Recite the *Pledge Against Racism*
- V. Conclusion
 - a. Ask everyone to take a bookmark with them. Invite them to learn more about the battle against racism by visiting www.StandAgainstRacism.org
 - b. Thank your participants for coming, and remind them to sign the *Participants Registration Sheet*


LONG VERSION (15+ minutes)

You can enhance the SHORT VERSION of the event with any of the suggestions below in order to expand the experience for yourself and your group.

- Bring in article about an act of racism or injustice and discuss how they can bring about change.
- Put a face to hate crime and provide a picture and background of a local victim.
- Make a poster/sign of a famous quote that you like.
- Play a song that has meaning to you about racial justice.
- Read a poem about racial justice.
- Show a movie or video that highlights racism or injustice and have a discussion afterwards. Select an individual to lead the discussion.
- Form a human chain in front of your organization.
- Observe a moment of silence or chant for racial justice.
- Have a “bonfire ceremony” and ask participants to write down on a piece of paper ‘racial thoughts’ they might have had in the past and burn them.

- Print a large banner with the *Pledge Against Racism*  and have all your participants sign it.
- Have your participants interview someone with a different racial background to learn more about them.
- Host your Stand in your neighborhood park (permit needed).
- Host your Stand at a prominent building such as a State House or your local municipality building (permit needed)
- Join forces with another organization.
- The document *What Other Organizations Have Done*  can help you come up with other ideas.
- Read or post ideas on our online bulletin board:
<http://www.standagainstracism.proboards.com>
- Visit our 2009 Page to get more inspiration!
<http://www.standagainstracism.org/2009.html>
- Brainstorm other ideas with your local YWCA or contact us via email:
info@standagainstracism.org.

After the Event

- After the event, we will email you an electronic survey. Your answers will be confidential. We would appreciate your feedback as we value your comments and will help us in our mission to eliminate racism by improving the **Stand Against Racism** event.
- Please mail back to us your completed *Participants' Registration Sheet* .
- Please know that you and your team are anti-racism allies! You have moved us a step closer to realizing freedom, justice and dignity for every member of our community.

Thank you!