



2018 NATIONAL DAY OF RACIAL HEALING



January 16, 2018
ENGAGEMENT GUIDE
#NDORH

INTRODUCTION

Racial healing is a process for facilitating trust and building authentic relationships that bridge the divides created by real and perceived differences among people and in communities. It recognizes the need to acknowledge and tell the truth about past wrongs created by individual and systemic racism and address the present consequences. It can also help inspire collective action within and across diverse groups of people in order to create policies and practices that foster more equitable organizations and communities.

The **National Day of Racial Healing (NDORH)** is an opportunity for people, organizations and communities to call for racial healing, bring people together in their shared humanity and take action together to create a more just and equitable world.

NDORH is a part of the W.K. Kellogg Foundation's Truth, Racial Healing & Transformation (TRHT) effort – a national and community-based process to plan for and bring about transformational and sustainable change, and to address the historic and contemporary effects of racism.

A successful and impactful NDORH takes coordination, planning and promotion. This engagement guide is offered as a resource to you to support your efforts.



NDORH - WHEN IS IT?

The 2018 National Day of Racial Healing (NDORH) will take place on Tuesday, Jan. 16, 2018. It is an annual event that is always the Tuesday following Martin Luther King, Jr., Day.

PURPOSE OF NDORH

To give focus to our collective action, the NDORH was instituted. For this day, communities, organizations and individuals are specifically being asked to:

- 1** Find ways to reinforce and honor our common humanity and create space to celebrate the distinct differences that make our communities vibrant.
- 2** Acknowledge that there are still deep racial divisions in America that must be overcome and healed.
- 3** Commit to engaging people from all racial, ethnic, religious and identity groups in genuine efforts to increase understanding, communication, caring and respect for one another.

Please consider these elements as you plan your NDORH activities and events.

Remember that racial healing is, first and foremost an experience.



PROMOTING NDORH - TIMELINE

An important part of a successful NDORH is planning and promoting events in addition to the day itself. The more word gets out, the more organizations and individuals will participate and amplify your message.

To be successful, planning and promotion needs to start **NOW**. Here is a rough timeline of what needs to be done:

Approx. Two months out:	• Finalize details for NDORH events. • Confirm any speaking arrangements. • Begin generating social media “buzz” by discussing upcoming events and tagging influencers. Aim to do at least two posts a week. Using hashtags when appropriate. • Send initial email to your list about the day’s events. • Distribute materials/releases to media, if appropriate.
One month out:	• Hit your email list again with reminders and updates about the day’s events. • Begin boosting social media post frequency to at least three times a week across all channels. • If printed materials are needed, this is when they need to be sent to the printer for proper proofing. • Call journalists directly to pitch your story or invite them to your event, resending press materials, if appropriate.
Two weeks out:	• Amplify other organizations that are participating in events. • Confirm speakers/events one last time. • Hit your email list with any specific details needs for events - this can be electronic versions of fliers, brochures, etc.
One week out:	• Relax. Breathe. • Post some more.
On Jan. 16, 2018 or During Your Event	• Take LOTS of pictures to use on social media. Don’t wait! Take pictures on the fly and post as activities occur. • Interview attendees to get a feel for the “vibe” at events. • Create posts as the day/event goes on.

PROMOTING NDORH - USING SOCIAL MEDIA

An important part of promoting the NDORH will be getting the word out through social media.

Many communities, organizations and individuals do not yet know about NDORH, or might have misconceptions about it. Frequent posts and links to information will not only help remedy this, but create momentum for the day and related activities.

The most important thing to keep in mind is that promotion **is not** simply an announcement of the event or events. It is a continuous stream of posts that hint, suggest, tantalize and, hopefully, generate buzz.

As a rule of thumb, you will need to share event details **at least seven times** via social media and email. For every post or email that shares the basic details of the event, there should be five others that seek to create a conversation and/or buzz.

The following are considered best practices for promoting events via social media.

1. Don't just announce; converse.

Again, announcing dates, times, and venues is just a small part of promotion. You also need to tell people what to expect, what to look forward to, and why your event(s) is exciting. Aim for a 1:7 ratio of announcement to engagement.

2. Build anticipation.

Describe events in such a way that people can imagine themselves participating. Ask questions. Showcase guest speakers. Make people fill in details. In short, use several posts to slowly build anticipation over time.

3. Use a special hashtag for the event.

Use the #NDORH hashtag in posts. But also feel free to create other hashtags for specific events. Use that hashtag in every relevant post, and encourage others to do the same. You might also want to add another relevant hashtag like #racialhealing or something relevant to your community.

4. Call others to action.

Tag other people and organizations, and ask them to participate in some way. Start a conversation this way.

5. Amplify.

As others use your hashtag and report on their participation, share their social media posts. Comment positively. Ask them to amplify your messages as well.

6. Turn attendees into promoters.

As people sign up for events, have them share this fact on social media. Ask them to invite others. Amplify their participation. And, offer them sample draft tweets/posts to share across their own accounts and channels.



PROMOTING NDORH - SPECIFIC IDEAS

Facebook

- Create a FB event for your event. (Feel free to create multiple events if your NDORH features multiple events - within reason.) Invite your followers. Link to the event in email communications. Keep track of who expresses interest.
- Share photos and videos from last years' event, if you have access to them. Remind people of the positive outcomes of that event, as well as your hope for this year's event.
- Highlight and promote guest speakers, panels and participating institutions. Make sure to tag them in your posts directly as well.
- Create anticipation with visuals. For example, share a picture of a guest speaker with a quote overlay. Or share some "behind the scenes" photos as your prepare for your events.
- Create challenges. Contests, interesting trivia and other sharable content are great ways.

Sample Posts

Looking forward to some great National Day of Racial Healing events, including our "Moth Radio Hour" style storytelling event! We expect some great stories will be shared. Come join us @<Influencer1> @<Influencer2> @<Influencer3>. Help us spread the word? #NDORH

Jan. 16 is the National Day of Racial Healing. What are some things going on in your area on this day? (Some of our events in the comments!) #NDORH #TRHT

Looking back on last year's National Day of Racial Healing. That day lead to many important conversations for our city. Getting very excited about what we will accomplish this year! #NDORH #TRHT



- Instagram is a very visual platform. Take advantage of this. Let pictures tell the story and build anticipation for your event.
- Pictures of people do well. Share pictures of participants, speakers, organizers, volunteers, allies-- anyone who is involved. These can be action shots or “posed” shots, but all should seem natural and spontaneous.
- Pictures without people can also be very powerful. For example, take a picture of an empty theatre where an event will take place on the day. Snap a picture of an event program or prop. Or simply take some artistic photos of the places in your region that people will instantly recognize.
- If you held a 2016 NDORH event, share photos of that event, too, and reminisce about its success.
- There is no limit to the number of hashtags you should add to an Instagram post. Hashtag away!

Sample Posts

The National Day of Racial Healing #NDORH will be amazing for many reasons. But one of the most satisfying will be knowing that we’re creating a future for little guys like this. #TRHT #racialhealing

Have always wanted to hear (insert influencer Instagram handle) speak. Now everyone will get the chance during the The National Day of Racial Healing. Come down to <venue> and hear all about x, y, and z. #NDORH #TRHT

At the <event venue>, getting things ready for the National Day of Racial Healing. Hard to believe all these empty seats will soon be filled! #NDORH



- Twitter messages are short by design. Use twitter for short announcements and reactions to the activity of others.
- Twitter is also a good platform for asking others to amplify your message. Tag other influencers and ask them to share your content.
- Tweets can have photos or not, but hashtags are a must! Though, we recommend using a maximum of two hashtags per tweet.
- Note: Twitter just increased its character limit from 140 characters to 280 characters. Make use of the space! While you should not expand tweets just to fill the space, you can make your tweets sound more natural and/or include more influencer names.

Sample Posts

*Our second National Day of Racial Healing is coming. How will you join the conversation?
#NDORH #TRHT*

*Have a message for the world on National Day of Racial Healing? Snap a pic with your sign
and use the tags #NDORH #TRHT.*

*@<influencer>, We're doing a panel discussion on <city> history and race for the National Day
of Racial Healing. Can you share to your network? #NDORH #TRHT <link url>*

Email

- Use emails to invite, remind, promote and guide.
- Make sure that your email is properly crafted and sent to the right audience! An invitation to an event might not make sense going out to a list of volunteers already committed to helping at that event. And attendees should not get an email explicitly meant for donors, etc.
- Email is a more direct, more private means of communication. For that reason, emails tend to sound more personal, and will usually include more direct “asks” for help. Don’t let your email sounds like general announcements to a list; people tend to ignore those.
- In emails, you can provide multiple links to event pages and resources. You can also provide schedules of events, descriptions, bios, etc. In short, emails afford you more space for information... but use this space wisely and sparingly.

Sample Email

Hello <name>,

The National Day of Racial Healing is coming up on <day, time> as part of the larger Truth, Racial Healing & Transformation effort. One of the exciting parts of this day will be a short field trip to the Race Museum at <location>, sponsored by <sponsor>.

We are inviting all of our past volunteers and allies to join us at this event, not only to learn about our history, but to show support for further racial healing in our city.

You can find out more on our Facebook event page here: <event url>

In case you have problems with the link, here are the details... <details>

We will be sharing more details about attendees, guest speakers, and other events as the day draws closer. Please forward this email to a friend or ally!

ENGAGING YOUR COMMUNITY

Many communities choose to plan NDORH activities with a committee. This is a great idea!

Equipping your committee members to promote your NDORH activities can be a great way to expand your reach and get the word out.

Here is a list of ideas for doing so:

- Ask committee members to share/retweet social media posts about NDORH and associated events. And, make sure they know relevant hashtags to add to their posts: #NDORH especially.
- Encourage committee members to comment on your social media posts as well, including any Facebook event pages you might have. Engagement with your posts actually increases the likelihood that others will see it!
- Ask committee members to think about what their involvement will be during the day. Then have them share those plans on social media. Even if they merely attend a single event, announcing this might attract some attention.
- Have them do the above multiple times, building anticipation. Share their social media posts and comment positively on them.
- Have them ask questions on social media revolving around the day, encouraging engagement with their network. For example, have them ask what people plan to do on that day, or where divides exist in your city, or what they think is needed for racial healing. Participate in the ensuing conversation.

Another good idea is to invite people to be on an “honorary committee” for events. You can then use their name recognition in your promotions (with their permission, of course). Then have them amplify your message using the above as well.

Also remember: Committee members should be encouraged to do more than just share details about an event’s date, time, and venue. They should share their *feelings* about the day and the events of the day. Are they excited? Nervous? Hopeful? Positive and full of energy? Have them express their feelings about events - this will invite others to form their own opinions and feel more fully engaged.

POSTERS

Display your sign on your front door, on your snowman, in a window or on your porch and just about anywhere it can be seen by your friends and neighbors. You can download a letter size version or provide the printable version 24"x 36" to a printer. Both are available as downloads on healourcommunities.org.



Letter



24" x 36"

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