

1.22.19 NATIONAL DAY OF
**RACIAL
HEALING**



*Because healing is at the heart
of racial equity*

ENGAGEMENT GUIDE

#HowWeHeal

INTRODUCTION

Racial healing is an ongoing process that aims for wholeness in individuals, communities, and societies. When grounded in empathy and oriented toward equity, it has restorative potential, and affirms the inherent value of all people. This process provides opportunities to acknowledge and witness the wrongs created by individual and systemic racism, and to determine reparations for people, communities and institutions.

Racial healing benefits all people because, regardless of background, we are all living in and impacted by the narratives and conditions present throughout this increasingly interconnected world.

It supports authentic relationships, community transformation, and achieves justice for all children and families.

Racial healing is supported through:

- Respectful dialogue
- Recognition and affirmation of people and their experiences
- Connectedness to individual cultures, histories, and practices
- A sense of agency, nurtured through racial justice activism and organizing

An element of WKKF's broad-based racial equity initiatives, National Day of Racial Healing (NDORH) was launched within Truth, Racial Healing & Transformation (TRHT) — a national and community-based process to generate transformational and sustainable change, and address the historic and ongoing effects of racism.

A successful and impactful National Day of Racial Healing takes coordination, planning and promotion. This engagement guide is offered as a resource to you to support your efforts.

Due to the success of racial healing efforts in our 14 TRHT communities, we are broadening National Day of Racial Healing beyond the original 14 TRHT communities.



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NATIONAL DAY OF RACIAL HEALING - WHEN IS IT?

The 2019 National Day of Racial Healing (NDORH) is Tuesday, January 22, 2019. This annual event is always held on the Tuesday following Martin Luther King, Jr., Day.

PURPOSE OF NATIONAL DAY OF RACIAL HEALING

To focus our collective action, the W.K. Kellogg Foundation instituted NDORH. On this day, communities, organizations and individuals are specifically asked to:

1

Acknowledge that there are deep racial divisions in America that must be engaged, discussed, and healed.

2

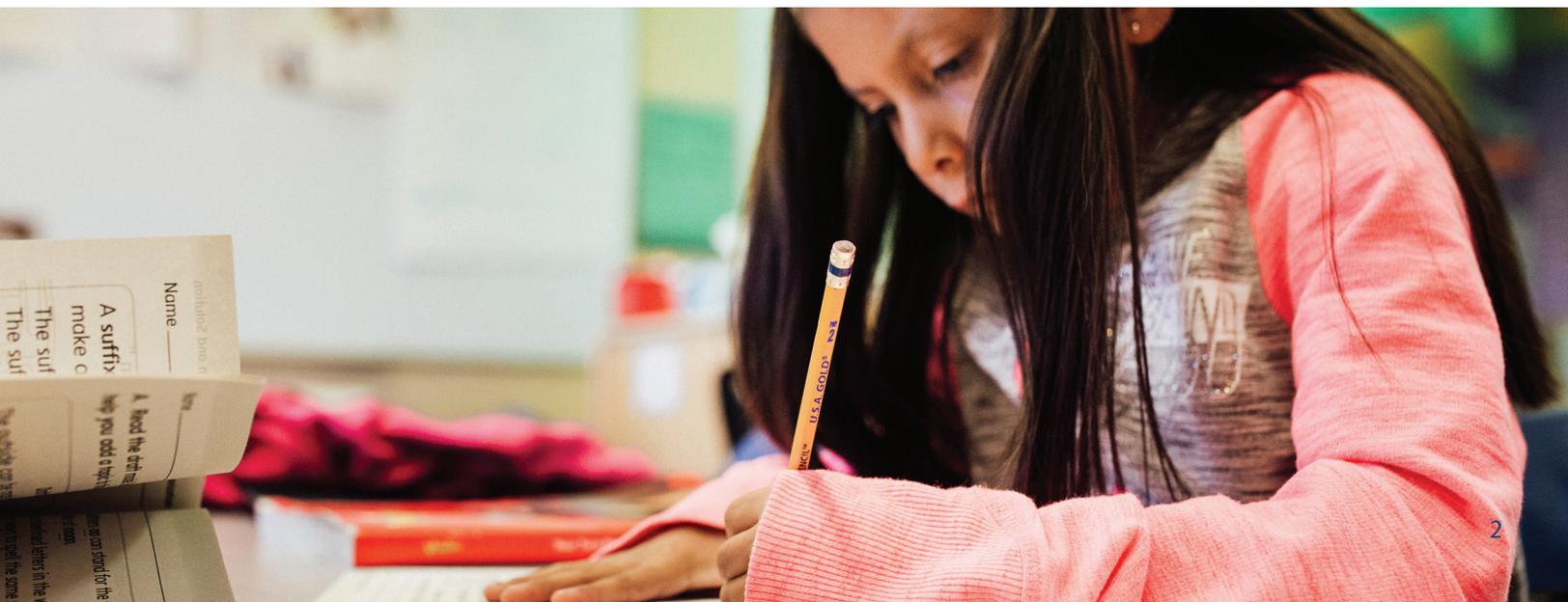
Engage people from all racial, ethnic, religious and identity groups in efforts to increase understanding, communication, caring and respect.

3

Seek strategies to reinforce and honor our common humanity and create space to celebrate the distinct differences that make our communities vibrant.

4

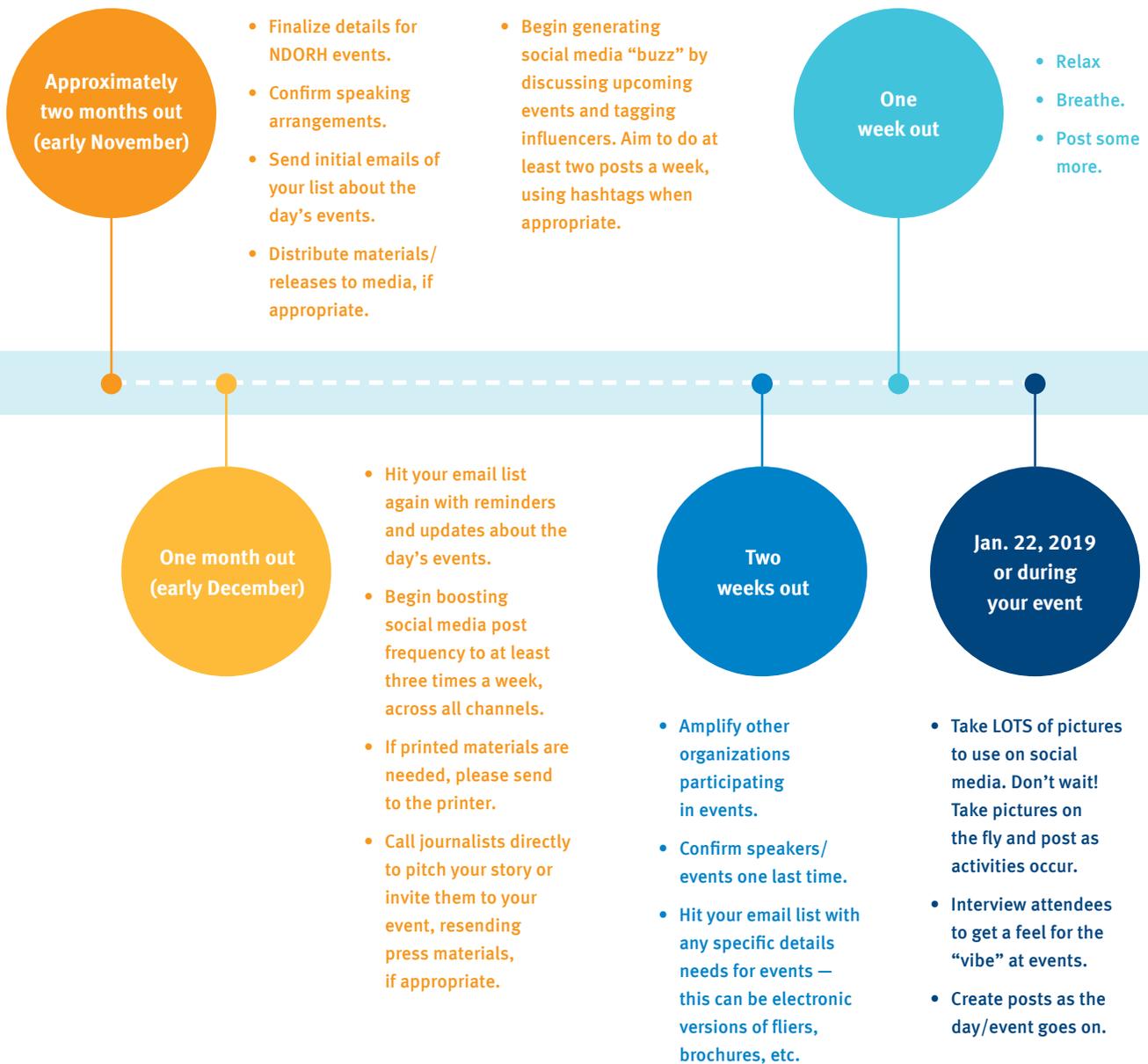
Remember that racial healing is first and foremost, an experience.



PROMOTING NATIONAL DAY OF RACIAL HEALING - TIMELINE

Event planning and promotion insures a successful National Day of Racial Healing. As word of NDORH events spread our message will be amplified.

To be successful, planning and promotion must start NOW.



PROMOTING NATIONAL DAY OF RACIAL HEALING - USING SOCIAL MEDIA

Social media is essential to effectively promote NDORH. Many communities, organizations and individuals are unaware of the National Day of Racial Healing, some potential participants may have misconceptions. Frequent posts and links to information will remedy this information gap, and create momentum for the day and related activities.

Remember: promotion **is not** simply announcements of the event(s). It is a continuous stream of posts that hint, suggest, engage 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 to ensure participation in the day. For each post or email that shares basic details, five others should create a conversation and/or buzz.

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



Don't just announce – converse. Announcing dates, times, and venues covers the bases. 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.



Call others to action. Tag other people and organizations, and ask them to participate in the day. Start conversations this way.



Build anticipation. Describe events in ways so people can easily imagine themselves participating in them. Ask questions. Showcase guest speakers. Make people fill in details. In short, use several posts to slowly build anticipation over time.



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



Use a special hashtag for the event. Use the #HowWeHeal hashtag in posts. 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 add another relevant hashtag, like #racialhealing, or a phrase that is relevant to your community.



Turn attendees into promoters. As people sign up for events, have them share this 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 NATIONAL DAY OF RACIAL HEALING - SPECIFIC IDEAS

Facebook

- Create a FB event for your event. Invite your followers. Link to the event in email communications. Keep track of who expresses interest. Feel free to create multiple events if your National Day of Racial Healing features multiple events – within reason.
- Share photos and videos from 2018 National Day of Racial Healing, if you have access to them. Remind people of the positive outcomes of that event, as well as your hopes 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 you 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. #HowWeHeal / dayofracialhealing.org

Jan. 22 is the National Day of Racial Healing. What are some things going on in your area on this day? (See some of our events in the comments!) #HowWeHeal / dayofracialhealing.org

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! #HowWeHeal / dayofracialhealing.org



Instagram

- Take advantage of this visual platform. Let pictures tell the story and build anticipation for your event.
- Photos of people are popular posts. Share pictures of participants, speakers, organizers, volunteers, allies — anyone who is involved. Action shots or “posed” shots will work, but they should seem natural and spontaneous.
- Photos 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 places in your region that people will instantly recognize.
- If you held a 2018 National Day of Racial Healing 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 #HowWeHeal 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. #HowWeHeal / #racialhealing / dayofracialhealing.org

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. #HowWeHeal / dayofracialhealing.org

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! #HowWeHeal / dayofracialhealing.org



Twitter

- Twitter messages are usually text driven, but they are short by design (280 characters maximum). Use Twitter for short announcements and reactions to the activity of others.
- Twitter is also a good platform to ask others to retweet to amplify your message. Tag other influencers and ask them to share your content.
- Photos are optional in tweets, but hashtags are a must! We recommend using a maximum of two hashtags per tweet.

Sample Posts

Our third National Day of Racial Healing is coming. How will you join the conversation? #HowWeHeal dayofracialhealing.org

Have a message for the world on National Day of Racial Healing? Snap a pic with your sign and use the tags #HowWeHeal / dayofracialhealing.org

@<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? #HowWeHeal / dayofracialhealing.org



Email

- Use emails to invite, remind, promote and guide.
- 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 more space for information, but use this space wisely and sparingly.
- Your email should be properly crafted and sent to the right audience! It might not make sense to send invitations to a list of volunteers committed to helping at that event. And, attendees should not get an email explicitly meant for donors, etc.
- Email is a more direct and private means of communication. For that reason, emails tend to sound more personal, and will usually include more direct “asks” for help. Your email should not read as a “general announcement” to a list; people tend to ignore those.

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 <place> 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!

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ENGAGING YOUR COMMUNITY

Many communities select committees to plan NDORH activities. This is a great idea! Equipping committee members with tools to promote National Day of Racial Healing activities is an effective way to expand your reach, and get the word out.



Ask committee members to share/retweet social media posts about NDORH and associated events. Make sure they know relevant hashtags to add to their posts, #HowWeHeal especially.



Ask committee members to think about what their involvement will be during the day, and ask that they share those plans on social media. Even if they attend a single event, announcing this might attract attention and push attendance.



Encourage committee members to comment on your social media posts, including any Facebook event pages. Engagement with your posts increases the likelihood that others will see them!



Have committee members 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 NDORH, or where racial divides exist in their city. Or, what they think is needed for racial healing. Participate in the ensuing conversations.



Have them do the above multiple times, building anticipation. Share their social media posts and comment positively on them.

You might consider forming an “honorary committee,” for events. If well-known community leaders/members agree to serve, with their permission you can use their names in your promotions. Then, ask them to amplify your messages using the above suggestions.

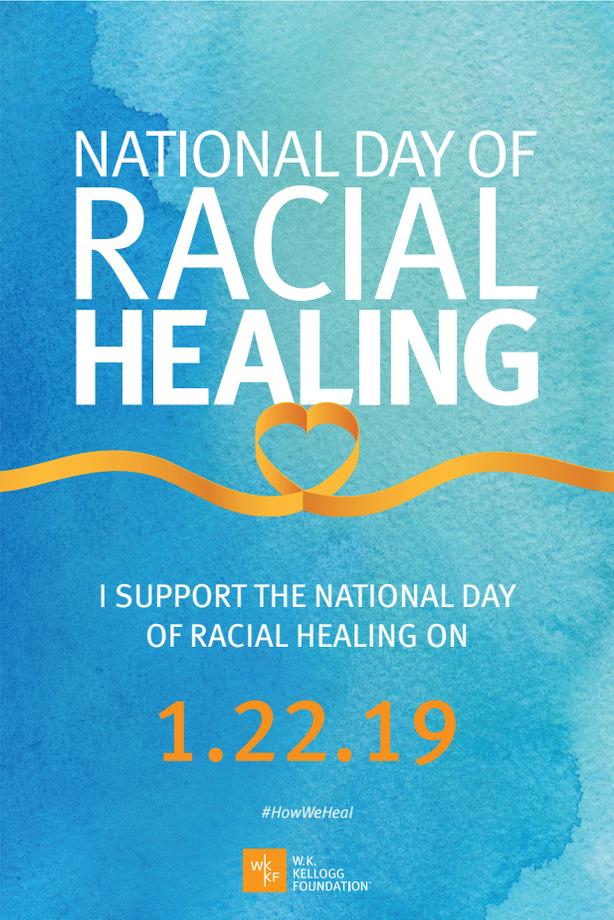
- **Also remember: Committee members should be encouraged to do more than just share details about an event’s date, time, and venue. They should share their feelings about the day and the events of the day. Are they excited? Nervous? Hopeful? Positive and full of energy? Have them express their feelings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

To find out more about the broader Day of Racial Healing events, visit dayofracialhealing.org.

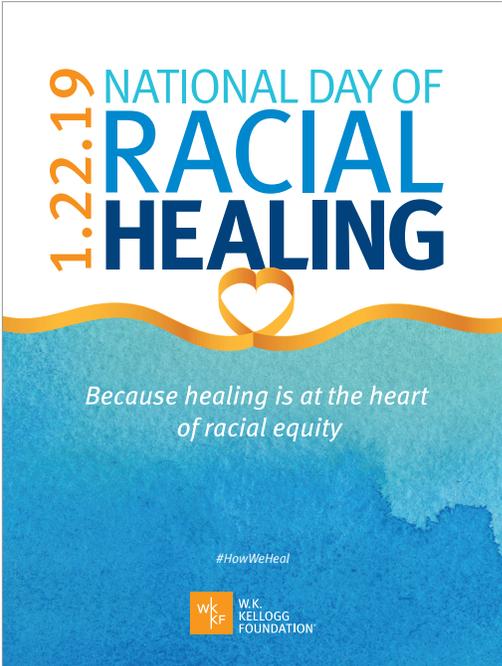
POSTERS

Display your sign on your front door, your snowman, in a window, or your porch – anywhere it can be seen by your friends and neighbors! Choose from two poster designs, below. You may download a letter size version, or use the printable version of 24"x 36." Both are available as downloads on dayofracialhealing.org.

24" x 36"



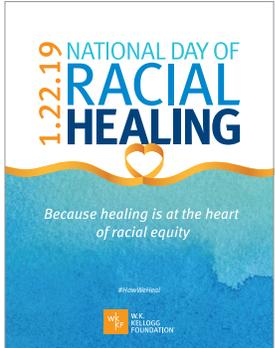
18" x 24"



8.5" x 11"



8.5" x 11"



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The National Day of Racial Healing (NDORH) is an opportunity for people, organizations and communities to call for racial healing, and take collective action to create a more just and equitable world. NDORH is an element of the W.K. Kellogg Foundation's Truth, Racial Healing & Transformation (TRHT) effort — a community-based process to bring about transformational and sustainable change, and to address the historic and ongoing effects of racism.



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