

**PHILANTHROPY**

- ▶ Connect with other local foundations or your grantees to co-develop a meaningful and memorable program for the day.
- ▶ Create and invite other local foundations to sign a public pledge committing to investing in anti-racism initiatives. This would include a framework for strategies that favorably impact communities.
- ▶ Provide scholarships or grants to students of all ages to support meaningful activities related to advancing racial equity and diversity in your local community.
- ▶ Start a letter/email and/or phone campaign to address problems related to how resources are allocated to diversity and racial healing efforts. Invite your audience to take part in a local area event of your own creation or with an organization you have developed a partnership with.
- ▶ Take to social networks with a show of support using the hashtag #HowWeHeal.
- ▶ Become an active part of the solution year-round. Invest in educational programs directly tied to discussing and fostering a positive environment of racial healing.
- ▶ Buy advertising space in local publications (online or in print) to amplify the day's activities and purpose. Ads can be simple e.g., (YOUR ORGANIZATION'S NAME) Supports the National Day of Racial Healing, Jan. 21, 2020 or a lengthier article by your organization regarding support. Share your ad in many places such as your website and social networks where you enjoy membership (e.g., Facebook, Twitter, Instagram etc.) and, don't forget to use the hashtag #HowWeHeal so everyone can find it.
- ▶ Engage the support of local celebrities you know to take an active part in area activities.