

Special note for 2021: In the midst of the pandemic, the health and well-being of people remains our primary concern. There are many activities, tools and resources in this action kit that can easily be adapted as virtual experiences for participation in this year's National Day of Racial Healing.

WORK INTERNALLY

- Tap internal employee networks to create a fun, participatory activity that highlights everyone's commitment to racial equity and racial healing in the workplace.
- Make a dollars and cents (sense) argument that companies and businesses who have implemented culturally appropriate and racially equitable strategies are profitable. Use the **W.K. Kellogg Foundation's (WKKF) [Business Case for Racial Equity](#)**.
- Check out ideas from the Kellogg Foundation's [One Journey brochure](#), featuring lessons from their experience with organizational leaders and human resource professionals for any individual or organization looking to advance racial equity in nonprofits, business or community groups. Learn more about WKKF's [Expanding Equity](#) program. WKKF is actively recruiting companies for 2021 cohorts in the Financial Services, Consumer Goods and Technology industries.

BUILD PARTNERSHIPS

- Enlist local area businesses and associations, like your local Chamber of Commerce, to help co-sponsor a virtual event on Jan. 19, 2021.
- Kickoff a regular lunch and learn series about racial equity and racial healing on Jan. 19, 2021. Invite local businesses, associations, unions, professional organizations led by people of color and others for friendly and informal conversations. Create a virtual space where colleagues can share reliable information, inspiring ideas and brainstorm solutions for workplace racial equity implementation and eventual measurement. Use the [Business Case for Racial Equity](#) as a guide.

BE THE TALK OF THE TOWN

- Create a Racial Healing and Racial Equity Proclamation and invite businesses you are aligned with to sign; encourage all participating businesses to frame and proudly display the proclamation at their place of business. ([Download a template here.](#))
- Share your ideas and workplace equity initiatives via social media and use the #HowWeHeal hashtag to join the conversation. Post your "solution stories" to common challenges and inspire others by sharing your accomplishments in diversity, equity and inclusion.
- Buy advertising space in local publications (online or print) to let your community know that you support the National Day of Racial Healing on Jan. 19, 2021. Or write a lengthier article outlining your company's commitment to racial equity and racial healing. Be sure to share your ad on your website and social media networks. Don't forget to use the hashtag #HowWeHeal so everyone can find it.
- Connect with your local mayor's office to discover a cooperative project related to diversity in your business and employment sectors.
- Ask your elected officials about issuing a local proclamation naming Jan. 19, 2021 the National Day of Racial Healing in your community. ([Download draft proclamation text here.](#))