

*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.*

- Create and invite other local foundations to sign a public pledge to invest in anti-racism initiatives. This would include a framework for strategies that favorably impact communities.
- Connect with other local foundations or your grantees to co-develop a meaningful and memorable virtual experience for the 2021 National Day of Racial Healing.
- Provide scholarships or grants to students of all ages to support meaningful activities related to advancing racial equity and racial healing in your local community.
- Start a letter, email and/or phone campaign to address problems related to how resources are allocated to racial equity and racial healing efforts. Invite your audience to participate in a local area event of your own creation or co-create one with a partner organization.
- 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 equity and racial healing.
- Buy advertising space in local publications (online or 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. 19, 2021 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 to take an active part in local activities.