

ADVOCACY KIT

RESOURCES AND IDEAS TO ADVOCATE AGAINST HATE IN OUR COMMUNITY

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ACTIVITIES FOR ENGAGING THE PUBLIC

- Give a presentation in a professional, civic, or advocacy setting (ex. Town hall, community center).
- Hold community activity events (ex. Paint Out Day, Run/Walk Against Hate) to engage others, improve the community and/or raise money for organizations that work for promoting diversity.
 - Paint Out Day and Run/Walk Against Hate instructional infographics are also available on the Human Relations Commission website.
- Create and distribute materials for a specific audience, on and off-line.
- Hold or participate in community forums or briefings (ex. PTAs, neighborhood commissions).
- Testify at meetings of policy making bodies (school boards, city council, legislatures).
- Hold speeches, protests, or rallies to show support for tolerance and diversity.
- Write letters to school boards, Department of Justice, FBI and other government agencies concerned with hate crime.
- If you felt discriminated against due to “race, religion, color, ancestry, age, gender, sexual orientation, disability, medical condition or place of birth” file an official complaint to the Human Relations Commission.

MAKING ADVOCACY GOALS EFFECTIVE

1. Break down the problem
2. Educate yourself
3. Identify your rights
4. Develop a solution (or goal) and strategy to address the problem
5. Clarify your goal by identifying who you will communicate with to achieve your goal
6. For goals/solutions, figure out what methods or strategy you want to employ and figure out steps

QUESTIONS TO ASK YOURSELF BEFORE ADVOCATING

- What is the problem or issue? If there is more than one, focus on one at a time.
- What is my goal?
- What facts do I know?
- What are some specific and possible solutions to this problem?
- What are some barriers to this solution?
- What do I expect the opposition to do?

PROBLEM SOLVING STRATEGY METHODS

- Make phone calls
- Holding an informal meeting
- Writing a letter or email of complaint
- Filing a formal complaint with proper authorities

ASSERTIVE RESPONSES IN COMMUNICATION FOR ADVOCACY

When contacting organizations for help or participation: “I’m not the person who deals with this”
Say “Could you please tell me the name and number of that person, so I may contact them?”

When working together with other individuals “How can we work together to express our views?”

When talking to officials/other community leaders/politicians:

- Schedule time to have this conversation
- Ask questions and plan to listen
- Follow the PSA
- Share experiences and deep motivations
- Share a vision that articulates a shared set of interests for change
- Be clear and very concrete about “when” and “what” of the next steps

Don’t:

- Try to persuade rather than listen
- Chit chat about private interests
- Skip stories to “get to the point”
- Miss opportunity to share ideas about how things can change
- End conversation without clear plan for next steps

ADVOCACY IN WRITING

SAMPLE PSA

Call your local radio station to ask about the process for having a PSA aired. You can use PSAs to announce any number of different events or simply to advise people against certain behaviors that contribute to the spread of hatred against others. After you personalize it, be sure to time your announcement to meet the strict time limit(s).

PUBLIC SERVICE ANNOUNCEMENT

LENGTH: 0:10 seconds

SUBJECT: EVENT NAME AT [LOCATION NAME]

FOR USE: [DATE]

VOICE: [EVENT LOCATION] is hosting an [EVENT NAME] to combat hate against others in our community. Join us for a fun-filled family afternoon on [DATE] at [TIME] at [PLACE] to learn more! Go to **[URL]*** for details.

PUBLIC SERVICE ANNOUNCEMENT

LENGTH: 0:30

SUBJECT: [EVENT NAME] AT [LOCATION NAME]

FOR USE: [DATE]

VOICE: Do you know what hate looks like? Hatred threatens our community and impacts all of us by spreading fear and ignorance. [Group or Organization name] is taking measures to combat the spread of this and but we need your help! Please join us for an [EVENT NAME] on [DATE] at [TIME] at [PLACE] for a fun-filled family afternoon to learn about how you can help stop the spread of hatred against others in our community. Go to **[URL]*** for details.

**The URL can be for a website or a social media page. If it is for social media be sure to name the site and where on the site page event information can be located (Ex. Check out Concerned Citizen's Group Facebook Page for more information at: [concernedcitizens.facebook.com](https://www.facebook.com/concernedcitizens.facebook.com))*

SAMPLE CONSTITUENT LETTER

This is sample format for writing a letter to a local, state, or federal politician. Letter writing can be a great tool to show your support for legislation that supports diversity, measures against hate, and/or tolerance.

Jane Doe
100 Main Street
Anywhere, California Zip Code [Address establishes that you are a constituent.]
(000) 123 - 4567 [Additional contact information invites communication from your legislator's office].

The Honorable Joe Lawmaker
[Elected officials are always addressed as "The Honorable."]
200 Bill Ave.
Everywhere, California Zip Code
Re: The Name of Legislation

Dear [Senator, Representative, State Senator Assembly(wo)man] Lawmaker:

[Lead with your request, including the specific bill number(s).] I am writing as a constituent to encourage you to support funding for (state title of bill) in General Assembly Bill No. ---/Senate Bill No. ----. This important appropriation to the (targeted government agency and your area) would (state what bill would do and why).

I am [describe who you are briefly] and I want to share with you my story [or your experience, observations, concerns etc.] about the importance of (issue). For example: hate incidents in school against LBGTQIA youth. [Tell your story or provide other factual support for why the support is needed.]

Briefly explain why you think this legislation will help the population.
I ask you to support this important piece of legislation, which will make such a difference in the lives of constituents you serve.

I also would appreciate it if you would let me know of the action that you take on this matter.
[Ask your legislator to inform you of his/her decision.]

Sincerely, [Keep your letter respectful.]
Your name
[Keep letter to one page.]

SAMPLE EMAIL

*The email will have similarities to a letter, such as: keeping a respectful tone and vocabulary, avoiding slang “ikr” or emoticons “☺”, and having structure.
However, it is important to CC other important figures in an email, to better avoid the possibility of one person neglecting your email.*

To: averagejoesagainsthate@yahoo.com

CC: averagejoesagainsthateVP@yahoo.com, averagejoesagainsthatePR@yahoo.com,

From: concernedcitizen@coldmail.com

Hello,

My name is Concerned Citizen. I am writing because I am looking for community partners to support (EVENT or POLICY).

Briefly explain why you think this (EVENT or POLICY) would be beneficial to the community and the cause of stopping hate crimes/incidents.

I would appreciate any type of support and further communication about the matter.
I can be reached at: 000-123-456 or by email.

Thank you for your time.
Concerned Citizen

ADVOCACY IN PERSON

- ❖ Do NOT aggressively confront hate groups or hate mongers.
- ✓ Be Gracious
- ✓ Be Professional
- ✓ Be focused
- ✓ Do Research