



## NATIONAL DAY OF RACIAL HEALING TOOLKIT

Thank you for helping make the National Day of Racial Healing a success as we work to heal our communities, support our young people, and put an end to systemic racism. We're grateful for your time and support in reaching out to your family, colleagues, community, and networks to spread the work about this important day.

We're asking that you help us with two things:

1. Invite people in your network to join us for the National Day of Racial Healing.
2. Publicize the event in your organizational and personal social media.

Don't worry! To make it easy for you to get the word out, we created this toolkit with everything you need in one place!

This toolkit includes event information, template social media posts, collateral and graphics and copy for emails, website and newsletter text to invite your colleagues, family and friends to gather in the community with you to begin 2021 with one day, Tuesday, January 19 dedicated to unity, healing and in solidarity.

## EVENT INFORMATION

### EVENT NAME

5th Annual National Day of Racial Healing: To the Beat of One Drum

### EVENT DATE & TIME

Tuesday, January 19, 2021 10AM - 3PM CT

### REGISTRATION CLOSES

January 13, 2021

### EVENT LINKS

[Registration Page](#)  
[Website Event Page](#)

### WHAT IS THE NATIONAL DAY OF RACIAL HEALING?

The National Day of Racial Healing brings together individuals and communities in a collective day of healing from the ravaging effects of racism. Launched in 2017, the National Day of Racial Healing is a call to action for racial healing for all people. It originated as part of the W.K.



Kellogg Foundation's national Truth, Racial Healing & Transformation efforts. On this day, individuals in organizations and communities come together to explore their common humanity and build the relationships necessary to create a more just and equitable world.

### **WHY DOES THIS DAY MATTER?**

This day is particularly important given this past year's events which continually highlighted the devastating effects of racism. The day offers a space, time, and process for acknowledging this harm and committing to change the narrative of Black and Brown Chicagoans and repairing the damage caused by racist policies and practices by fighting for increased public and private investments that build equity, including jobs, access to capital, fully funded schools, free comprehensive health care, and political power.

### **WHAT IS SOLIDARITY HEALS PLANNING FOR NDORH?**

The Solidarity Heals movement has worked with organizations, community groups and hundreds of individuals to lay the groundwork for the 5th Annual National Day of Racial Healing. This year's event is inspired by the leadership of Chicago youth, whose movement for racial equity and justice is going to transform our communities, our city and state and our futures.

### **WHAT IS THE THEME?**

The theme for the NDORH is ***To the Beat of One Drum***. The history of the drum represents the rhythm of the heartspace that unifies us throughout the human diaspora. When we move collectively to the beat of the drum, we create beautiful synergy, empowering ourselves to true personal, cultural, communal and, ultimately, institutional transformation.

### **WHO SHOULD ATTEND?**

Everyone is impacted by racism and the responsibility belongs to all of us to participate in making change. In the previous four years, civic, business and faith leaders, parents, teachers, artists, students, musicians, librarians and people of all ages have participated in the day.

### **HOW DO I PARTICIPATE?**

This is a free, immersive, virtual event that promotes cultural healing practices through multi-cultural drumming performances which set the tone for Racial Healing Circles. Action groups will be formed to foster alliances among participants to support the youth movement to repair the harm caused by racist systems, policies and practices against Black, Native and Brown people.

[Register today](#). Registration closes Wednesday, January 13, 2021



## SAMPLE EMAIL, NEWSLETTER, WEBSITE COPY

The following can be used for direct emails, inclusion in newsletters, and posting on your website.

### **Join us on Tuesday, January 19, 2021 for the 5th Annual National Day of Racial Healing!**

The National Day of Racial Healing is a day to come together in unity and solidarity to collectively heal from the effects of systemic racism. This year, the National Day of Racial Healing is inspired by the leadership of Chicago youth, whose movement for a racially just Chicago is transforming our communities, our neighborhoods, and our futures.

Join us for a virtual day of multicultural performances, Racial Healing Circles, inspiration, and community with the afternoon dedicated to a call to action to work together, in solidarity with Chicago youth, to fight institutionalized racism, create change, and heal.

Everyone is invited to participate. Please [register](#) today!

Together we can transform our cities, change narratives, and spark institutional and policy changes. Let's come together and get loud: to the beat of one drum!

**#SolidarityHeals**

## SAMPLE SOCIAL MEDIA COPY

Using your own social media platforms--Facebook, Instagram, Twitter, LinkedIn--is an effective and easy way to spread the word about the National Day of Racial Healing. Included below are sample posts you can use. Feel free to change the language to make it your own voice. Whenever you post, remember to use **#solidarityheals** to tag the event.

- Join me on Tuesday, January 19, 2021 for the 5th Annual National Day of Racial Healing. It's a day to come together in unity and solidarity to collectively heal. Learn more and [register](#) today. **#SolidarityHeals**
- Join me on 1/19/21 for the 5th Annual National Day of Racial Healing. This year, NDORH is inspired by the leadership of Chicago youth, whose movement for a racially just Chicago is transforming our communities, our neighborhoods, and our futures. Learn more and [register](#) today. **#SolidarityHeals**



- The 5th Annual National Day of Racial Healing is a free, immersive, virtual event that promotes cultural healing practices through multi-cultural performances, Racial Healing Circles, and youth-led call to action. Join us on 1/19/21. Learn more and RSVP [here](#): #SolidarityHeals

## SOCIAL MEDIA GRAPHICS

### Registration is Open Flyer [HERE](#)

Provides event date, details and registration link for sign up.

### National Day of Racial Healing Logo [HERE](#)

Share the logo created exclusively for Solidarity Heals National Day of Racial Healing event.

## SOCIAL MEDIA HASHTAGS

Please use the Solidarity Heals hashtags on all of your social media posts and channels.

#SolidarityHeals  
#TogetherWeHeal  
#NDORH2021

## SOCIAL MEDIA ACCOUNTS

- FB: [TRHT Chi](#)
- IG: [TRHTChicago](#)
- Twitter: [@trhtheals](#)
- LinkedIn [TRHT Greater Chicago](#)

### E-Signature [HERE](#)

Use the personalized E-signature to share your support of National Day of Racial Healing everytime you send an email.