

BUSINESS**WORK INTERNALLY**

- ▶ Tap internal employee resource networks to create a fun, participatory activity that highlights everyone's commitment to racial diversity and equity in the workplace.
- ▶ Make a dollars and cents (sense) argument that companies/businesses who have implemented culturally appropriate/racially equitable strategies are profitable. Use the **W.K. Kellogg Foundation's Business Case for Racial Equity.**

BUILD PARTNERSHIPS

- ▶ Enlist local area businesses and associations, like your local Chamber of Commerce, to help co-sponsor an event on Jan. 21, 2020.
- ▶ Kickoff a quarterly lunch and learn series on Jan. 21, 2020. Invite local businesses, associations, unions, minority professional organizations and others for friendly and informal conversations. Create a space where colleagues can share reliable information, inspiring ideas and brainstorm solutions for workplace implementation and eventual measurement. Use our **Business Case for Racial Equity** as a guide.

BE THE TALK OF THE TOWN

- ▶ Create a Diversity 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 nationally. Post your "solution stories" to common challenges and inspire others by sharing your accomplishments in diversity and inclusion.
- ▶ Buy advertising space in local publications (online or in print) to let your community know that you support the National Day of Racial Healing on Jan. 21, 2020. Or sponsor a lengthier article outlining your company's commitment to racial equity and 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. 21, 2020 the National Day of Racial Healing in your community. (**Download draft proclamation text here.**)