

Name IT: Dilemma/Urgent Crisis  
Data: Personal narratives and statistics

Who is Impacted  
Names of individuals or groups of people & contact info


List names of people, institutions, or organizations responsible for dilemma/crisis

Allies: Expert Community or Social Movement


Choose top two Allies

Organize Impacted: Individuals, friends, families, clergy and other community members


Clarify Goals: Harm mitigation or Systemic remediation

Choose Tactics: Landscape analysis, PowerMapping, Listening Tours, Marches, Rallies, letters to editor, meeting with decision maker, etc...




# R.A.C.C.E.

Challenging systems of oppression by advocating for culturally competent educational practices.

This represents our experience and how we feel the sequence of planning and organizing to address systemic inequality should happen. By no means is this a comprehensive document. Advocacy is at times messy and risky. Organizing people and information are the two most important and difficult aspects of advocacy and activism. Doing it in an efficient manner is critical to any advocacy campaign's success. Taking care of your mind, body, and soul is an equally important aspect of advocacy and activism. Incorporating Wellness strategies must be a part of any successful strategy. On the back of this page is a list of definitions and descriptions that will be helpful. We are willing and capable partners. Feel free to reach out to us for guidance, support or to partner with you on your journey. Send us an email at [rgoodrich@racce.net](mailto:rgoodrich@racce.net)

# Terms and Definitions

**Landscape Analysis:** A tactic that allows advocates and activists to figure out which people, organizations, and institutions influence a situation that requires advocacy or activism. Rank them and take action to get them to assist you or directly support your efforts.

Tier 1= Influencer and is currently engaged in solving the harm or changing the policies and practices that caused the harm.

Tier 2= Has influence but isn't engaged or aware of problems or solutions.

Tier 3= Is aware of the problems, probably directly impacted by the problem, but isn't involved in the process, and currently has little influence.

**Micro-targeting:** A tactic you should consider if you have chosen the social movement strategy, which focuses on organizing large numbers of people in support of shared goals. There are four basic steps in micro-targeting: 1) find an organization or group of people you might want to reach; 2) gather information on your current supporters and create an easy and clear way to continuously stay in contact with them; 3) identify the unique attributes of these supporters; and 4) build a model with these attributes and apply it to new groups of people you encounter to better target future recruitment efforts. This works with fundraising as well. See 50Can's Advocacy Guide for more detail.

**Organizing/er:** The most difficult and important work. This tactic requires building a base of concerned people, mobilizing these community members to act, and developing leadership strategies after relationships among the people are created. These people will usually start the process with one-to-one meetings, recruiting others to participate, and hosting direct actions. Marshal Ganz states, "[o]rganizers identify, recruit and develop leadership; build community around leadership; and build power out of community. Organizers bring people together, challenging them to act on behalf of their shared values and interests. They develop the relationships, motivate the participation, strategize the pathways, and take the action that enable people to gain new appreciation of their values, the resources to which they have access, their interests, and a new capacity to use their resources on behalf of their interests. Organizers work through "dialogues" in relationships, motivation, strategy and action carried out as campaigns."

**Harm Mitigation:** This strategy demands direct action and is usually deployed when a crisis happens or is revealed. Often these harms are described as one-time incidents or accidents caused by a rogue actor. However, reducing or eliminating the harms caused by systems of inequality should be the first demands or goals to ensure safety.

**Systemic Remediation:** Our definition of racial equity requires this. Systemic remediation requires the removal of human and institutional barriers that have preserved status quo power structures; the replacement of policies and practices that have historically failed to bring increased access to opportunity, safety, and wholeness; and wresting away the control of resources from privileged groups traditionally tasked with serving the less privileged and making space for community control of those resources.

**Educational Dilemmas:** We describe these as easily identifiable long-standing inequities in our schools that still persist despite millions in funding and a surplus of programming designed to address them. School discipline, graduation rates, student performance, and a lack of Black and Brown teachers are a few we like to name.

**Expert Community:** Will do research on issues impacting communities. Such as health, crime, or education issues. These people or group of people may host conferences; submit testimony to legislative bodies; submit policy recommendations; or take legal action. Making sure information is accurate and informed by those who are impacted is really important.

**Social Movement:** This strategy requires organizing people; training spokes people; taking direct action (marches, protests, sit-ins); and public awareness campaigns. This strategy requires power truth-filled story telling as well as creating, canvassing, and getting a petition signed.

**Power Mapping:** In order to effect social change, an advocate needs to be aware of the political and social power structures in play. A power map is a useful visual tool for figuring out who you need to influence, how to influence them, and who can do the influencing in order to reach a specific goal. For more detail look on [MovetoAmend.org](http://MovetoAmend.org)

