



Part One: Get Ready > 1. Ground the case for change in your mission and values.

TOOLS FOR A DEEPER DIVE

Making the Case

[Business Case for Racial Equity: A Strategy for Growth](#)

W. K. Kellogg Foundation and Altarum

This report explores the new workforce majority, the economic upside of racial equity and specific domains of opportunity, including housing, education, health, criminal justice, employment and entrepreneurship. It concludes with a 12-point action agenda for leaders in every sector.

[Collectively We Rise: The Business Case for Economic Inclusion in Baltimore](#)

Baltimore Integration Partnership

Exploring the Baltimore experience, this report dissects why businesses of every size should “adopt economic inclusion practices as part of its standard business approach.” It debunks the myth that inclusion practices lead to higher costs or lower quality and discusses the importance of community and regional partnerships. The report closes with recommendations for businesses and anchor institutions.

[The Competitive Advantage of Racial Equity](#)

Policy Link and FSG

This report offers business leaders guidance on “how to improve a company’s economic performance by advancing racial equity.” It focuses on three related elements: reconceiving products and markets, redefining productivity in the value chain and strengthening the business context.

[Equity: The Superior Growth Model, Executive Summary](#)

Policy Link

This report makes a broader case on why equity is important to the health of the economy.

[Social Service and Social Change: A Process Guide](#)

Building Movement Project

A practical guide on engaging in broader social change work, this resource supports leaders of nonprofit organizations that provide social services. It explores the relationship between their day-to-day service delivery and the underlying issues that drive the need for their services.

[Which Two Heads Are Better than One: How Diverse Teams Create Breakthrough Ideas and Make Smarter Decisions](#)

Juliet Bourke

This book highlights organizational research on the power of diversity and offers guidance for leaders to “create genuinely diverse thinking groups, engage in more productive conversations, and make wiser judgements.”



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TOOLS FOR A DEEPER DIVE, CONT.

Communicating about Race, Equity and Opportunity

American Opportunity: A Communications Toolkit

Opportunity Agenda with the Spin Project

This three-part toolkit gives in-depth guidance for building the will to expand opportunity for all. Part One offers a summary of findings from The State of Opportunity report and describes an opportunity-centered case for change. Part Two is full of concrete communications tools to guide you in creating your own messaging and spokespeople for a variety of audiences. Part Three focuses on how opportunity framing can be applied to specific issue areas.

Building a Message: A Social Justice Communications Toolkit

Opportunity Agenda

Designed to help improve your messaging, this resource features sections on strategy, audience and research as well as examples from the field.

Calling In: A Quick Guide on When and How

everyday feminism

This quick article explains the difference between “calling someone out” and “calling them in” when a person does or says something oppressive. It offers practical steps for when and how to effectively do it.

It’s Time to Talk: How to Start Conversations About Racial Inequities

Annie E. Casey Foundation

“This report tells how KIDS COUNT advocates in Nebraska, Wisconsin, and Washington used solid data, leadership, and citizen engagement to spur race-based legislation and community change. It is the first installment in the five-part Race for Results Case Study series, which explores the intersection of kids, race, and opportunity in America.”

Moving the Race Conversation Forward

Race Forward

Part One of this report offers a detailed content analysis of the ways race and racism are covered in the media and outlines seven common but harmful practices in the conversation about race and racism. Part Two shares case studies of efforts to intervene in the public conversation and related impacts on public policy.

Ten Lessons for Talking about Race, Racism, and Racial Justice and the Social Justice Phrase Guide

Opportunity Agenda

These resources also provide practical guidelines for how to talk and write about race, racism and social justice.

Under Our Skin

The Seattle Times

This set of twelve videos (four to seven minutes each) feature reflections on key concepts such as diversity, institutional racism and political correctness, and can serve as useful discussion starters on those topics.

Winning Words for Closing the Racial Wealth Gap: A Style Guide

Insight Center for Community Economic Development and ASO Communications

This brief guide outlines specific dos and don’ts for talking about racial wealth inequities.