



Part Two: Practice Equity Daily > 4. Tell stories centered on people and systems.

## TOOLS FOR A DEEPER DIVE

### **American Opportunity: A Communications Toolkit**

Opportunity Agenda and the SPIN Project

Part One features the results of messaging research and offers practical guidance for the concepts and language to create an “opportunity society” for everyone. Part Two contains templates for a variety of messaging tools, including op-ed pieces, press releases and talking points for different constituencies using an opportunity frame as well as guidance for choosing spokespeople. Part Three shares promising practices and case stories.

### **Communications Toolkit**

RacialEquityTools.org

This repository features a number of articles, toolkits and other resources.

### **Do's and Don'ts of Reporting New Through a Racial Justice Lens**

Annie E. Casey Foundation

This short article offers reporting tips and refers to a longer report by the Aspen Institute and the Annie E. Casey Foundation entitled “Reporting on Race in the 21st Century.”

### **Equity in Fundraising Programs: What's Our Nonprofit Doing About It?**

The Storytelling Nonprofit

This brief article focuses mostly on women and fundraising, but the insights are highly transferrable to address inequities driven by racism.

### **Navigating Race and Class Dynamics in Fundraising**

Grassroots Institute for Fundraising Training

This is a story of how a grassroots organization in Los Angeles dedicated itself to talking explicitly about race and racism and made a decision to shift to a membership organization as a central fundraising strategy that best fit its values and mission. Resource Generation publications. “[Resource Generation](#) organizes young people with wealth and class privilege in the U.S. to become transformative leaders working towards the equitable distribution of wealth, land and power.”

### **A Social Justice Communication Toolkit: Vision, Values, and Voice**

The Opportunity Agenda

This toolkit provides a step-by-step process for preparing your messages and working with media to support your efforts to expand opportunity for all.

### **Telling Our Own Stories: Role of Narrative in Racial Healing**

W.K. Kellogg Foundation

This report “is an important resource for leaders and practitioners working to overcome our nation's legacy of racism. The authors present the emerging science of the power of narrative and do so within the context of efforts by diverse communities to find effective ways of communicating and creating new, authentic stories that honor the complexity of the past while forging a more equitable future.”



See also Communications Tools in Tools for a Deeper Dive in the Making the Case for Change section.