FINAL DRAFT 04.18.16

BLACK LIVES MATTER INITIATIVE

COUNTRYSIDE CHURCH UNITARIAN UNIVERSALIST



WHAT YOU'LL SEE HERE

- WHY IT MATTERS
- STRATEGIC APPROACH
- YEAR-ONE TACTICS
- TIMELINE



WHY A BLM INITIATIVE?

- In every generation, white people have said that racial discrimination is not a significant national problem. For example:
 - A recent poll revealed only 6% of white people believe racism is a national problem
 - In 1963, 80% of white people believed that black people were treated equally
 - In 1962, 90% of white people believed that black children received equal education
 - At the time of the March on Washington in the summer of 1963, 2/3 of white people believed that the civil rights movement was asking for too much too soon *Media Education Foundation Study Guide*
- "Persistent racial disparities are a defining characteristic of the American criminal justice system. Of the 1.6 million people serving prison sentences of longer than a year, 60 percent are African American or Latino. In fact, African Americans are 13 percent of the U.S. population, but comprise 37 percent of the prison population." Brennan Center for Justice at New York University School of Law
- "...racism is an institutionalized pattern reaching far beyond any single incident or person... Black Lives Matter (or #BlackLivesMatter) is a movement and a stance in response to this reality: the United States was built on a legacy of slavery, racism, and oppression that continues to take new, ever-changing forms. To say that "black lives matter" doesn't mean that black lives are more important than other lives, or that all lives don't matter. The systemic devaluing of Black lives calls us to bear witness, even as we acknowledge that oppression takes many intersecting forms." UUA.ORG
- "We need tens of thousands of white people courageously and passionately winning over the hearts and minds of white people, so we can all get free." *Towards "The Other" America, Chris Crass*



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"

HILL ASSOCIATION

OUR MISSION IS CLEAR



VISION & GOAL:

Become a congregation of people with greater awareness of racial inequity and a deeper commitment to racial justice

OBJECTIVES (What we want)

PUBLIC DECLARATION OF SOLIDARITY

Black Lives Matter sign in front of CCUU

CRITICAL MASS OF CONGREGANTS

Aware and supportive of CCUU's BLM Initiative and larger BLM movement

RESOURCES DIRECTED AT THE CAUSE

To carry work forward and support BLM on broader platform/s

STRATEGIC PILLARS (How we'll get there)

1. TAKE SMALL STEPS FORWARD

Scrappy, simple activities that can have impact (i.e. BLM buttons, internal signage, etc.)

2. EDUCATE CORE CONGREGATION

Programs and resources that help drive deeper discussion and soul searching

3. ENGAGE WITH INFLUENCERS

Discussions with community, local law enforcement, faith groups and CCUU leadership

OUR STRATEGIC APPROACH



RECOMMENDED TACTICS

- "Race: The Power of Illusion" PBS series screenings and discussions
- "Beloved Conversations" sessions
- Book/article discussions i.e.
 Between The World And Me, by
 Ta'Nehisi Coates
- BLM banner in Atherton Hall
- BLM buttons
- 1:1 meetings with influencers

- BLM Initiative narrative, fact sheet and key messages
- BLM Initiative badge on CCUU website with links to resources
- Explore alliances i.e. Community Renewal Society, Lawndale Christian Legal Center, UUANI – UU Advocacy Network of IL
- Prison Ministry i.e. workshop on prison industrial complex



ACTIVATION TIMELINE

Feb

- Focus article on Beloved Conversations
- Draft CCUU/BLM narrative, fact sheet, key messages (internal tough Q&A/issues response plan in advance of outdoor sign)
- UU Prison Ministry Service and discussion 7/17
- 7/24 sermon related to BLM

Jul

Jun

2016

Jan

SUMMER ACTIVITIES

Aug

SPRING ACTIVITIES

Mar

• 3/11-12 Prison Workshop

Apr

 3/28 Book Club "Between The World and Me"

May

 4/17, 4/24, 5/1 PBS Series "Race: The Power of Illusion"

ONGOING 2016 ACTIVITIES

- BLM Initiative Monthly Meetings/Planning
- Explore Alliance Opportunities (Prison Ministry, LCLC, POC, UUANI, CRS, etc.)
- · CCUU Website "badge" for BLM Initiative with links to information/materials

FALL ACTIVITIES

Oct

Sep

- Re-show Race: The Power of An Illusion
- Continue discussions and education on why we need to assert that Black Lives Matter

Nov

Dec

- · Worship services addressing racial justice
- Beloved Conversations opening workshop October 14-15
- Rev. Dr. Mark Morrison Reed service 10/23
- November through March- Beloved Conversations Workshop (8-part series)
- TBD Town hall/forum/discussions on BLM Initiative
- TBD— Call congregational meeting/launch internal campaign to win support for BLM outdoor sign (gather signatures, 1:1 calls/ conversations to ensure participation in congregational meeting)
- TBD Submit proposal to Board for BLM outdoor sign
- TBD External Influencer Mapping building relationships with racial justice organizations and acting on support

PROPOSED 2017 ACTIVITIES

Continue ongoing activities listed above, plus:

- Launch new Beloved Conversation groups, facilitated by participants in pilot group
- Continue internal campaign to win support for BLM outdoor sign
- Congregation vote on BLM outdoor sign
- External Influencer Engagement
- Workshop (possible topics: Prison Industrial Complex, Community Organizing, or follow up on Beloved Conversations

BLM INITIATIVE METRICS

- Participation (in some way) of two-thirds of congregation by Spring 2017
- Congregational approval of sign
- Increased participation of congregation in racial outreach activities
 (tracking attendance at events possibly 25-30 members reached?)
 increase participation of those engaged in racial justice through education
 or action by 100% add 30 people)

THANK YOU

FOR MORE INFORMATION CONTACT: