

**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**



**“ The systemic devaluing of Black lives calls us to bear witness, even as we acknowledge that oppression takes many intersecting forms. ”**

- UU 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**



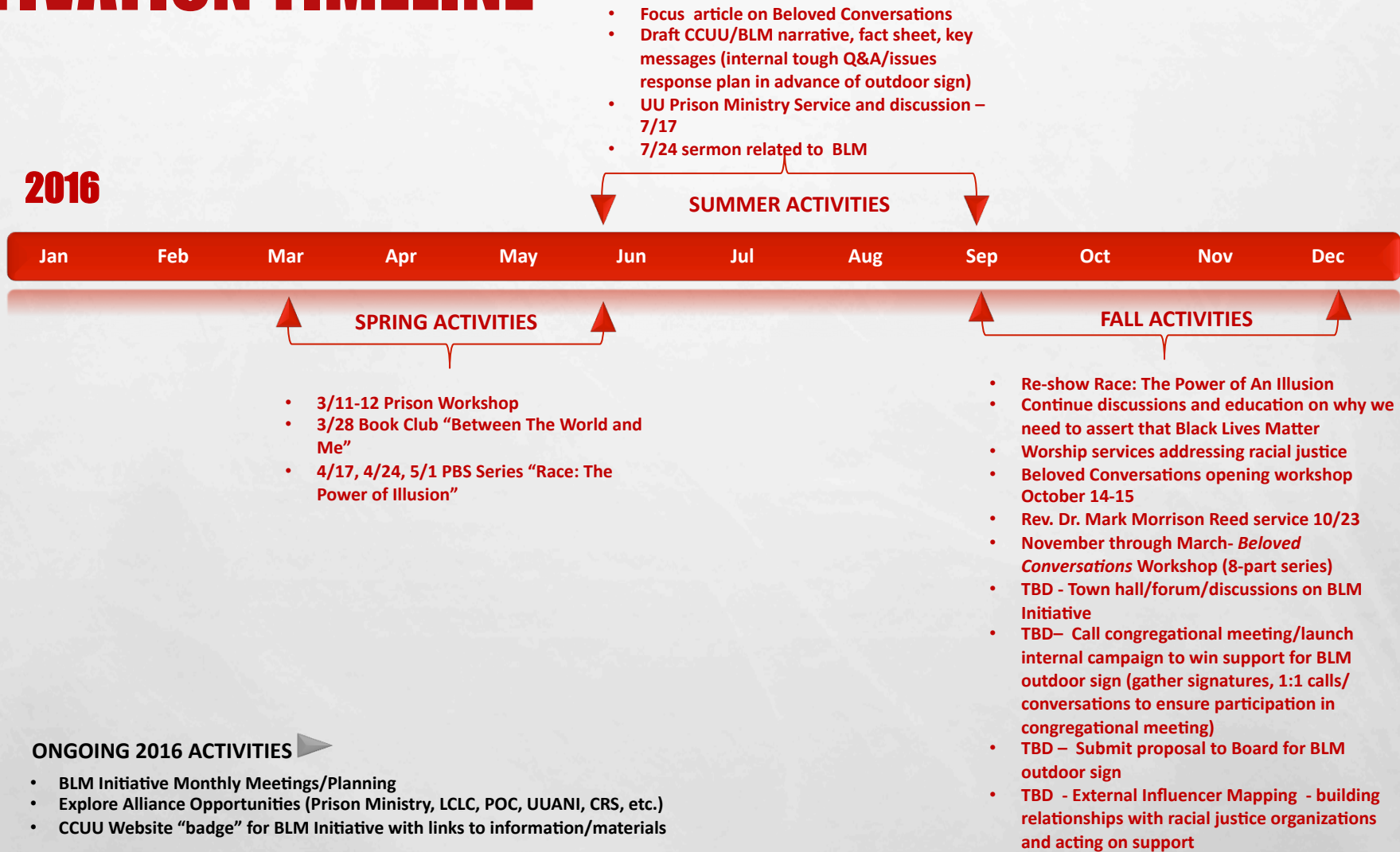
# RECOMMENDED TACTICS

- **“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

2016



## 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:**