

# UNITED AGAINST HATE WEEK



## COMMUNITY ACTION TOOLKIT



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## Credits

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# United Against Hate Week

September 21-27, 2024

## A Week of Action to Stop Hate

The United Against Hate Campaign provides communities with a network, support, and resources to respond to and prevent hate and build inclusion and equity for all. Every year during United Against Hate Week, local governments, city leaders, community groups, faith groups, schools, and law enforcement agencies throughout California and across the U.S. plan and participate in rallies, film screenings, art projects, community dialogues, poetry slams, educational sessions, and many other locally designed activities.

United Against Hate (UAH) Week provides an opportunity to:

- Affirm community values of safety, equity, inclusion, and belonging for all
- Counter toxic, but often loud and clear, messages of hate and hostility
- Elevate the voices of targets of hate and create opportunities to share stories of the impact of harm and the power of community support
- Strengthen lines of communication and build trust between city leaders and communities targeted by hate
- Build connections between different groups in the community and increase understanding and empathy
- Foster important conversations and plan broad-based community action to respond to hate and bias incidents
- Educate about local hate crime reporting protocols established by law enforcement agencies and community liaisons
- Build support for year-round programming that convenes and connects residents

[Sign up to participate](#) in 2024 United Against Hate Week!

## **Why It's Important: The Impact of Hate in Communities**

When a victim is attacked because of their real or perceived race/ethnicity, religion, ancestry, national origin, disability, gender, or sexual orientation, the message is, "People like you are not welcome here and are not safe here." Even acts of vandalism or verbal threats can send powerful shock waves of fear to all who recognize they could have been a target. Fear and isolation caused by hate incidents degrades the quality of life for people in the targeted group and drives decisions about where to live and work, and how much to participate in the community.

It is critical that public officials, law enforcement agencies, community groups, and all residents recognize hate incidents for what they are and stand together to demonstrate support for communities who have been targeted.

Building awareness among residents about the importance of reporting and tracking hate incidents and hate crimes is an essential part of building community safety. As part of UAH Week activities, law enforcement and community partners can conduct information sessions to share the different ways people can report hate incidents, including via community liaisons, directly to local law enforcement agencies, and via online reporting platforms.

Any victim or witness of a hate incident or crime in California can report via California vs Hate's non-emergency reporting system online at [CavsHate.org](https://CavsHate.org) or by calling 833-8-NO-HATE (833-866-4283) Monday – Friday from 9 AM – 6 PM. Online reporting is available in 15 languages, and the hotline provides support in over 200 languages.

Visit the UAH Week website for more information about [hate crimes](#).

## **UAH Week History**

In 2017, following the tragic events related to the Unite the Right rally in Charlottesville, VA, city leaders in Berkeley, Oakland and San Francisco and other Bay Area cities prepared for a wave of planned hate group rallies. In an effort to visibly reject the messages of hate, the City of Berkeley created and displayed "United

Against Hate” posters around town. The posters quickly and spontaneously spread throughout communities in the East Bay.

The 2018 call to establish United Against Hate Week emerged from the civic and community leaders that were a part of this original poster campaign at a meeting convened by [Not In Our Town](#), a national anti-hate organization based in Oakland. Twenty-four jurisdictions and thirteen school districts participated in the inaugural campaign. Thirty-five community events were planned, and 25,000 posters were distributed to homes, businesses, houses of worship, and workplaces.

What started in one city is now a statewide campaign that is spreading across the United States!

United Against Hate Week is currently administered by a Steering Committee that includes Not In Our Town, the City of Berkeley and other cities, LA vs Hate, California vs Hate, and the California Civil Rights division.

## Resources

This Tool Kit includes ideas for action and links to UAH Week campaign materials. For more information about how your community can stand up to hate – and for lots more resources! – please visit:

- [Not In Our Town](#)
- [CA vs Hate](#)
- [LA vs Hate](#)

## Planning for Community Participation

To get started in your community:

- Create a United Against Hate Week Committee made up of civic leaders, community organizations, and diverse city leaders. Engaging and seeking leadership from communities who are targeted by hate, racism, and religious

and gender identity-based bigotry is vital and will help build trust and strengthen relationships.

- [Sign up](#) for the United Against Hate newsletter to become an official UAH community!
- Schedule a kick-off meeting in your city to start planning campaign events. The 20 Ideas for Action included in this tool kit offer a launch point to brainstorm activities.

Demonstrate your support for UAH Week by establishing these Core Community Commitments:

## **#1: Pass a city/county resolution or proclamation acknowledging community-wide participation in UAH Week**

When a resolution or proclamation is adopted, it allows government officials to express their dedication to combating hate, building inclusion and equity for all, and supporting vulnerable groups and victims of hate in their communities. In these statements, leaders acknowledge United Against Hate Week campaign activities as opportunities to strengthen relationships and promote safety and belonging. Statements can be shared via official communications channels, as well as on community platforms like Nextdoor. If you are a city leader, please share your resolution with UAH Week. For community groups, contact your elected officials and ask your city to participate.

## **#2: Invite local organizations, schools, businesses, faith groups, and residents to convene events and participate in UAH Week**

UAH Week is an opportunity to partner widely with diverse local organizations, arts initiatives, businesses, schools, and community members to reinforce a strong message of unity. Send out a letter, inviting residents to host events, display and distribute posters, spread the UAH Week pledge, and participate in and promote UAH Week activities. Share the 20 Ideas for Action.

Local law enforcement agencies, District Attorney's Offices, and U.S. Attorney's Offices can also participate by co-hosting activities, educating residents about hate crimes and local reporting protocols, and helping to convene community partners for events.

### **#3: Commit to Distribute and Display UAH Posters**

One of the most successful elements of the campaign is the "United Against Hate" poster that is rapidly spreading throughout California and across the U.S. Thousands of residents have participated in the campaign by displaying posters in their homes, businesses, cars, and workplaces. Displaying these posters in public spaces, civic buildings, local businesses, and throughout the community can help create a climate of safety, inclusion, and belonging.

Print [UAH posters from our website](#) or create an original poster for your city or neighborhood! Get inspiration from the [artistic, localized posters created by LA vs Hate](#). If you need a poster created for your town, contact UAH at: [unitedagainsthate.uah@gmail.com](mailto:unitedagainsthate.uah@gmail.com)

Designate a location such as a city hall, library, fire station, business, or school to provide free UAH posters for everyone in your community.

### **#4: Join the UAH Video Campaign**

Speaking up to proactively affirm your values is a critical component of creating an environment that is more inclusive and less likely to accept acts of hate and discrimination. Through the [UAH Video Campaign](#), government officials, city leaders, and community members across California and beyond share why they stand united against hate. Film yourself and send it our way! Tag us on [Facebook](#) and on [Instagram](#) with [#UnitedAgainstHate](#). You can find [more inspiration here](#).

Download a [UAH Week campaign Zoom background](#) to get started.

Elected leaders, get in touch with our team for support!

## **#5: Pledge a financial commitment**

Every movement needs financial support to thrive and spread. Drawing in local supporters is a way to engage more people, and your donation will help us leverage opportunities that require matching funds. Consider having your community contribute toward this year's UAH organizing efforts.

Donations can be made via the secure [UAH Give Lively page](#).

# **20 Ideas for Action**

**These ideas will help you brainstorm ways you and your community can participate in United Against Hate Week!**

## **INDIVIDUAL ACTIONS**

### **#1: Display a UAH poster and distribute posters to your friends, co-workers, and neighbors**

“United Against Hate” posters are rapidly spreading throughout California and the United States! Tens of thousands of individuals have participated in this campaign just by displaying a poster in their homes, businesses, cubicles, and civic spaces.

Print a [UAH poster from our website](#) or create an original poster for your city or neighborhood!

Local campaign organizers can designate a location such as a city hall, library, fire station, business, or school to provide free UAH posters for all community members. If you need your city's name on a poster, please be in touch and sign up to participate. Get inspiration from the [artistic, localized posters created by LA vs Hate](#).



## **#2: Make a UAH banner**

Take UAH to the next level by creating a banner. Your “United Against Hate Week” banner could highlight organizations contributing to the week of action and/or include a place for people to sign and pledge their commitment to stop hate and intolerance. This tangible reminder to create a safe and inclusive community can be displayed at city hall or at a school, library, or house of worship.

### **College of Marin, CA**

After attending a community presentation about UAH Week in 2019, the police chief at College of Marin, CA brought the idea back to the student body. The students embraced the campaign and created banners and posters with the message, “College of Marin Stands United Against Hate,” presented against a backdrop of photos representing a cross-section of the college community. The students also organized a screening and discussion of Not In Our Town’s film [Waking in Oak Creek](#).

## **#3: Hold conversations with your children, family, and friends about anti-Islamic, antisemitic, racist, sexist, anti-LGBTQ+, and anti-immigrant messages they are seeing in the media**

One of the best ways, as an individual, to participate in UAH is to talk about the issues that are magnified by this campaign. It is never too early to have a conversation with your family, friends, and others in your community about how to stand up to hate and bullying. Open the discussion at the dinner table with your family, on date night with your partner, or at a gathering with friends. Hate may be an uncomfortable topic, but it won’t stop if we don’t talk about how to handle it together.

## **#4: Gather friends, co-workers, and classmates to practice standing up to bigoted remarks or hate speech, in person or online**

This activity could be anything from a basic conversation with one friend, co-worker, or classmate, to a larger organized group of people. This type of conversation can be a

safe place to ask questions, raise concerns, or better understand your peers' experiences regarding instances of hate.

**Resources:**

<https://righttobe.org/upcoming-free-trainings/>

<https://www.niot.org/blog/how-have-meaningful-conversation>

<https://www.niot.org/nios-video/what-do-you-say-quotthat039s-so-gayquot>

<https://netimpact.org/blog/talking-about-race>

<https://www.theatlantic.com/video/index/573184/talk-kids-race/>

## **#5: Post, tag, and share UAH Week on social media**

Social media platforms allow the United Against Hate Movement to rapidly spread a message of unity in the face of hate and prejudice. Promote and spread the United Against Hate message to create a safe and inclusive cyberspace!

The United Against Hate team will create posts during United Against Hate Week for easy “copy and paste” posting.

**Sample post:** Take a stand against hate! #UnitedAgainstHateWeek Sept. 21–27 Learn how to take action: [unitedagainsthateweek.org](http://unitedagainsthateweek.org) @UAHWeek

**Sample post:** As many of you may know, I am a proud supporter of [United Against Hate](#) Week (@BayAreaStandsUnited) (Sept. 21–27, 2024) and the efforts of communities to create a welcoming environment for all. These efforts need funding to keep going. Donations will go towards increasing outreach, trainings and organizing events year round. Please consider donating if you can! #standunitedagainsthate [Donate to Unite Against Hate](#)

## GROUP EVENTS

### #6: Host a film screening and community discussion

Organize a screening of a Not In Our Town film or other film with a UAH-related theme for your community, friends, neighbors, PTA, school, or faith group. The [Not In Our Town Film Guide](#) includes suggested films, together with supplement resources and advice for convening your audience.

NIOT films document community-wide responses to hate, modeling solidarity and inspiring viewers to take a stand in their own communities. Post-screening discussions provide an opportunity to explore questions like, “How can we make sure something like this doesn’t happen in our community?” and “How can we respond as a community if someone is targeted by hate in our town?” NIOT screening guides offer guidance on how to organize and lead community screenings. The event could be a launch pad for ongoing film programs.

**Get started with one of these NIOT films:**

- [Repairing the World: Stories from the Tree of Life](#)
- [Waking in Oak Creek](#)
- [Light in the Darkness](#)
- [Crisis of Hate, Call for Response \(5min\)](#)
- [Not In Our Town: Manhattan Beach](#)
- [When Hate Happens Here](#)
- Or the original [Not In Our Town film about Billings, MT](#)

#### **Modesto, CA**

After hosting a United Against Hate Week rally in 2023, leaders in Modesto, CA followed up with a community screening and discussion of NIOT’s film [Repairing the World: Stories from the Tree of Life](#), which documents Pittsburgh’s powerful community response to hate in the aftermath of the assault at the Tree of Life synagogue that killed 11 people—the deadliest antisemitic attack in U.S. history. Co-sponsored by the local NAACP, California Teachers Association, the U.S. Attorney’s Office for the Eastern District of California, and other diverse community partners, the

event featured the mayor, law enforcement, representatives from the Jewish and Latino communities, and school district leaders.

[Read more](#) about the Modesto event.

## **#7: Create a “UAH Theme” list for book clubs, libraries, and schools**

Librarians are leading the way for UAH Week. Check out [these resources](#) from libraries across CA. Ask your local librarian or bookstore to convene a screening or discussion, curate a book list, or display books that encompass themes of fighting racism, bullying, discrimination, and hate!

### **Sample book lists:**

[Redwood City Public Library’s United Against Hate Week Reads](#)

[New York Times Reading List](#)

[25 Crucial Books About Racism in America](#)

[New York Times’ Children’s Reading List](#)

## **#8: Hold a candlelight vigil in support of victims of hate**

Vigils are a way to unite our communities together and remind us of what is at stake. As part of the event, participants can read aloud the names of people who were lost or harmed in hate attacks in the community or elsewhere.

### **Tips for organizing a vigil:**

[https://candles.lovetoknow.com/How\\_to\\_Organize\\_a\\_Candlelight\\_Vigil](https://candles.lovetoknow.com/How_to_Organize_a_Candlelight_Vigil)

## **#9: Host a “Game Night Against Hate” or “Trivia Night Against Hate”**

Ask a community center to stay open late to host a Game Night featuring board games that promote working as teams. The event could focus on practicing UAH values and include a pledge to take future actions to create a safe and inclusive community.

Alternatively, if a business in your area hosts a regular Trivia Night, ask them to make this month's event a special United Against Hate Week event and affirm that everyone is safe, welcome, and respected in the community.

## **#10: Dedicate a sign or symbolic object (e.g. welcome sign or peace pole) in the city to promote inclusion**

One effective way for cities to demonstrate their commitment to United Against Hate Week is to dedicate a symbolic object like a peace pole or welcome sign. This object represents a city's effort to promote UAH values, including fostering acceptance, inclusion, and safety. This object should be placed in a central public area.

**The City of Emeryville, CA** devoted a Peace Pole next to their community center as a way to celebrate United Against Hate Week.

**Newark, CA** affirmed its dedication to creating a safe community by posting a "Welcome" sign. For more information on the impact of the sign, watch a short video [here](#).

## **#11: Hold a Unity Walk**

Unity Walks are a great way to bring the community together to commemorate an important anniversary, honor individuals targeted in a recent hate incident, or mark the launch of a new city initiative or coalition focused on promoting safety and inclusion.

### **Suggestions for organizing a Unity Walk**

- Choose a specific focus that reflects UAH themes
- Identify a central location and request a city permit
- Confirm speakers for the event
- Invite local businesses and community organizations to set up tables
- Create and display a UAH banner during the walk
- Distribute UAH signs to participants on the walk

## #12: UAH sporting event

Devote a school or club sporting event to UAH Week and ask participating teams to wear t-shirts with the UAH logo. You can [download](#) the t-shirt design guide from the campaign website.

Before the game starts, a team leader or referee can acknowledge the United Against Hate Week Campaign by briefly explaining the movement and distributing the UAH pledge for players and spectators to sign.

## #13: Organize a UAH rally

Rallies are effective ways to unite the community in honor of a cause or recent event – and also educate residents about services in the community!

### Los Gatos, CA

In 2021, Los Gatos Stands United Against Hate organized a rally that energized the community and boldly proclaimed, “Los Gatos stands united against hate in all forms – and at every level!” [Watch this 3-minute video](#) about the inspiring community event.

### Suggestions for organizing a rally

- Select a central location like a park or other open space (preferably with seating) and request a city permit
- Gather diverse local speakers and musicians who can inspire people to action
- Ask students to present a skit on how to stand up to hate and bullying
- Ask local organizations and businesses to set up tables to share ways to get involved
- Create a UAH banner
- Sign postcards, banners, or other messages of support for families of victims of hate
- Bring signs for people to hold during the rally
- Publicize the event in advance, and report back on the success

## **#14: Ask local artists to contribute works for a UAH Week public exhibition**

Identify a venue for a UAH Week art show and ask students or local artists to contribute artworks that represent one of the UAH values. You can also find open areas or walls to paint/create an art piece that honors the campaign.

In 2023, **Mill Valley, CA** displayed a Kindness Quilt created through an intergenerational city project, as a symbol of the community's collective stand against hate.

## **#15: Host a poetry slam**

Invite students and community members to write and perform poetry that addresses UAH themes.

**Castro Valley, CA** partnered with a local radio station to broadcast a poetry slam in honor of United Against Hate Week!

## **#16: Organize a UAH tribute concert**

Invite local musicians to perform as a tribute to United Against Hate Week and raise awareness about ways to build solidarity and stand united against hate and prejudice. The event could be a fundraiser for UAH or for victims of hate crimes.

**Resource:**

<https://www.wikihow.com/Organise-a-Gig>

## **#17: Host a facilitated intervention training**

Invite local groups to conduct a training session for your workplace, community, school, or neighborhood to build skills to help stand up to bigotry and hate. Topics might include bystander intervention, anti-bias or anti-bullying best practices, de-escalation

techniques, or how to be an ally, among other options. [Right to Be](#) offers free online trainings.

## **#18: Organize a "teach-in" or town hall-style community learning session**

Ask local professors, community leaders, or subject matter experts to participate in a lecture or panel discussion on a topic that is relevant to UAH. Consider planning a series of "teach-ins" as part of your UAH Week activities – both in-person and virtual programs!

### **Topics might include:**

- Reporting Hate and Bias in our Town
- Promoting Hate Free, Respectful Language in Our Community
- Learning About Each Other: Highlighting the Cultures of Our Diverse Community
- An inspiring personal story of how an individual overcame hate and exited a hate group
- Stories of courageous leaders in the region who stood up against prejudice and hate
- History of nonviolent resistance in social change movements, and contemporary movements
- Recognizing hate group signage and propaganda, and how to report it when you see it in the community
- For parents and caregivers: Info-session about best practices to recognize hate and bigotry and foster values of safety, diversity, and inclusion on social media, gaming, and other Internet platforms kids are using
- Community Safety Town Hall Meeting: Discussion about community concerns and resources, agencies, organizations, and protocols in place to provide support and guidance

### **Cook County, IL**

[Cook County United Against Hate](#) collaborates with County Supervisors, diverse community partners, and law enforcement agencies to present Hate Crime Community Education Panels in different parts of the county. Residents learn how they can report a hate crime, as well as how hate crimes are investigated and prosecuted. At a session hosted by Chinese American Service League, a leader from the organization shared



information about their anti-hate work in the community, and live translation was available for attendees.

## **#19: Organize a UAH themed potluck**

Plan a potluck at your school, rec center, college campus, house of worship, or other venue. Use the event as an opportunity to strengthen relationships and foster an atmosphere of mutual respect and understanding in the community.

## **#20: Convene congregations and faith leaders**

Host an event at your house of worship to discuss UAH and how your faith tradition and community can model action. Alternatively, consider organizing an event that brings together different faith groups in respectful presence. An interfaith event will provide an opportunity for people to learn about other faith traditions, share their own experiences, listen to each other, and establish new bonds in a safe environment.

### **Example:**

Amazing Faiths Dinner Dialogue

<https://www.interfaithconference.org/amazing-faiths-project>

# **Make Your Event a Fundraiser to Support The United Against Hate Movement**

In order to continue building and spreading the UAH Movement, we ask you to consider raising funds during the course of your UAH Week events and donating to UAH. Ideas include:

- Promote [the UAH donation link](#) in your UAH Week event announcements, social media, and other communications
- Create a UAH donation box for event attendees to give cash donations at events
- Raise funds via ticket sales for your events

- Establish a “Text to Donate” number, which allows people to electronically make donations

# UAH Week Event Checklist

## 1. Fill out the Event Submission Form

When you have decided on your UAH Week event(s), please fill out this [Event Submission Form](#) so your event can be officially approved and added to our website! You can organize a new event specifically for United Against Hate Week or submit a previously planned event that will now be presented as part of the campaign.

If you have questions at any time or require additional materials, please contact us at: [unitedagainsthate.uah@gmail.com](mailto:unitedagainsthate.uah@gmail.com)

## 2. Promote the Event

After your event has been approved by UAH, it's time to start promoting it!

- Make a flyer, to share online and post at venues around your community
- Post about your event(s) on social media platforms and in city/neighborhood/campus networks. Be sure to tag UAH Week: @UAHWeek / #UnitedAgainstHateWeek
- Write a press release and send event details to local and regional press outlets to secure calendar listings, advance interviews, and feature articles covering the event

## 3. Display and distribute UAH posters and other materials at your event

Print [UAH posters from our website](#) or create an original poster for your city or neighborhood! Get inspiration from the [artistic, localized posters created by LA vs Hate](#).

#### **4. Share photos and videos from your event**

During your event, we ask that you take photos and videos! Visually documenting the pivotal movements of your event helps us spread the word about UAH and provides examples for future event organizers. Be sure to tag UAH in your social media posts: @UAHWeek / #UnitedAgainstHateWeek

Send your photos to the UAH team so they can be included on our website:  
[unitedagainsthate.uah@gmail.com](mailto:unitedagainsthate.uah@gmail.com)

#### **5. Ask event participants to sign the UAH Pledge (on paper or via mobile)**

At the beginning or end of your event, read and pass out the UAH pledge for people to sign. Signing the UAH pledge helps tangibly show participation and make a commitment to stand against hate and promote inclusion within a community.

#### **6. Distribute the UAH Attendee Evaluation Survey and return them to us**

As you are finishing up your event, it is crucial to have your attendees take our survey evaluation. These results help us analyze the impact, indicate how we can improve our campaign, and help us report on our success to campaign partners and donors.

If you decided to use paper Attendee Evaluation Surveys, please mail the completed surveys to:

United Against Hate  
P.O Box 70232  
Oakland, CA 94612

## 7. Fill out the Event Organizer Survey

Thank you so much for organizing a UAH Week event! We truly appreciate your hard work and time. To help us improve our campaign practices and materials, we ask you to please fill out [this brief reporting form](#). Thank you!

## Committing to Year-Round Engagement

United Against Hate Week participation can ignite and expand community support for ongoing, broad-based action to counter corrosive messages of hate and division. Using the ideas in this tool kit and additional resources on <http://www.NIOT.org>, cities, college campuses, schools, coalitions of diverse organizations, and others can extend their commitments throughout the year.

Establishing a long-term commitment can help:

- Affirm that everyone in the community is welcome, safe, and respected
- Strengthen relationships in the community
- Educate about available community resources and hate crime reporting protocols
- Create opportunities to stand united in response to hate and bias incidents

To discuss strategies to sustain your community engagement activities, please [submit an inquiry to Not In Our Town](#) or email NIOT at: [info@niot.org](mailto:info@niot.org).