



# CULTURAL WEEK OF ACTION

## CWA EVENT ORGANIZER PROMOTIONAL TOOLKIT





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## Event Organizer Talking Points:

- Thank you for joining us today.
- We're pleased to have our event, [Name], as part of Race Forward's Cultural Week of Action on Race and Democracy.
- This is the second consecutive year Race Forward is presenting this week-long series of events. Through art, culture, storytelling, and movement, communities, cities and towns across the country are focusing on bringing a just, multiracial democracy into view.
- There couldn't be a more critical time than now to focus on the intersection of culture and democracy as we are seeing efforts to both erase our culture and to undermine democracy.
- That's why the Cultural Week of Action is so important. It is a spark happening in living rooms, libraries, community centers, and city spaces across this country to remind us that together we can defend and fortify democracy and that's what we are doing here today.
- To learn more about Race Forward, the Cultural Week of Action on Race and Democracy, and to find other events in your area or online, visit [culturalweekofaction.org](https://culturalweekofaction.org).
- [Talk about your event, what people can expect and what you expect of them, including a clear call to action]



## Press Release Template

For Immediate Release

[INSERT DATE]

Contact: [\[INSERT YOUR ORGANIZATION'S CONTACT NAME AND EMAIL ADDRESS AND/OR PHONE NUMBER\]](#)

### **[ORGANIZATION OR EVENT NAME] Joins Race Forward's Cultural Week of Action on Race and Democracy**

NEW YORK <sup>[JF1]</sup> – [name of your organization] today announced it will participate in [Race Forward's](#) second annual **Cultural Week of Action on Race and Democracy**, a week-long series of events taking place in communities, cities, and virtually across the country. Through art, culture, music, movement and learning, artists, organizers, and community members will contribute to the strengthening of multiracial democracy.

"There has never been a more critical moment for communities to come together to ground ourselves in who we are, celebrate our culture, and work in solidarity to fortify our democracy," **said Glenn Harris, president, Race Forward.** "The Cultural Week of Action on Race and Democracy is designed to provide concrete opportunities to help build a nation that works for all,"

[Insert quote from the organizer of your event]

[Include details about your event]

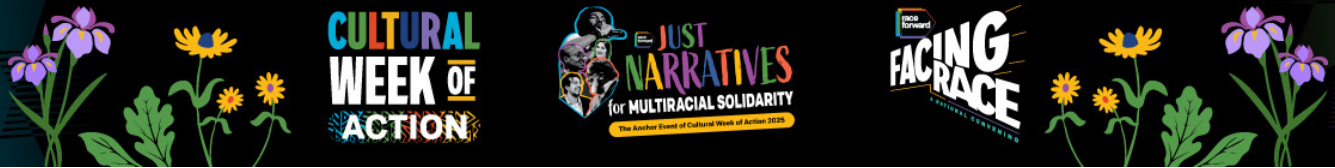
To learn more about Race Forward, the Cultural Week of Action, or to find other events in your area or online, visit [culturalweekofaction.org](http://culturalweekofaction.org).



## Social Media Kit


<https://socialpresskit.com/raceforward#cultural-week-of-action-2025--for-participants>

# RACE FORWARD CONVENINGS



For Partners
For Participants
Spread the Word!
We The People – October 2

**FACEBOOK POSTS**



**CWA Participating General – Facebook V1**  
At a time when culture wars are being used to divide and distract, we're choosing joyful, public, and deeply-rooted community-centered cultural engagement as an act of resistance and solidarity.

Join us for [EVENT NAME] on [DATE] at [LOCATION/PLATFORM] as part of @RaceForward's Cultural Week of Action on Race and Democracy. Together, we'll [BRIEF DESCRIPTION OF YOUR EVENT] and help shift the narrative toward a just, multiracial democracy.


[EVENT DETAILS]

This is our chance to co-create moments that move us closer to the world we know is possible.

[EVENT LINK]

#CWA25

f Post to timeline
Post to a page



**CWA Participating Community Conversation Event – Facebook**  
This is our chance to co-create experiences that move us closer to the world we know is possible.


Join us for [EVENT NAME] on [DATE] at [LOCATION] (include address or "online") where we'll [DISCUSSION TOPIC/FOCUS]. This event is part of @RaceForward's Cultural Week of Action on Race and Democracy—a national movement bringing communities together through creative expression and collective power.

Each life-affirming conversation is a building block. Every moment adds to the growing story of "We the People."

[EVENT DETAILS WITH LINK]

#CWA25

f Post to timeline
Post to a page



**CWA Participating Art-Creative Event – Facebook**  
Join us for [EVENT NAME] - [DATE] at [LOCATION] [DESCRIPTION OF ARTISTIC/CREATIVE ACTIVITY].

This Cultural Week of Action event celebrates creativity as resistance and connects us to thousands of others across the country who are using art, music, and storytelling to reimagine what's possible for our communities and democracy.

[EVENT DETAILS WITH LINK].

#CWA25

f Post to timeline
Post to a page



# Outreach Templates

## Email 1 - Save The Date

**SUBJECT LINE:** Save The Date: [INSERT COMMUNITY/ORGANIZATION/GROUP] Celebrates Cultural Week of Action on Race and Democracy

[INSERT HEADER IMAGE]

### **Save the Date for the Cultural Week of Action on Race and Democracy**

[INSERT COMMUNITY/ORGANIZATION/GROUP] is excited to invite you to the Cultural Week of Action on Race and Democracy, which ["we'll celebrate from Date-Date." OR, IF SPECIFIC DATES NOT YET CONFIRMED: "will be celebrated nationally from November 8-16."]

When authoritarian forces try to erase our stories and divide our communities, cultural expression becomes an act of resistance and resilience. The Cultural Week of Action on Race and Democracy is our collective response—communities nationwide coming alive through music, storytelling, movement, and art to shift harmful narratives, reclaim what democracy can truly mean, and build the country where we can all thrive.

This annual initiative, hosted by Race Forward, brings community members of all backgrounds together to co-create experiences that move us toward justice. We'll explore how culture builds power, connect our local struggles to national movements, and take concrete action to advance racial equity right here in our neighborhoods.

Stay tuned for more updates on where and how you can join us in celebrating the Cultural Week of Action on Race and Democracy. You can expect more email updates from us over the next few weeks! You can also follow us on/at [insert website or social channel(s)] to stay in the loop.

More soon,

[Signature/Standard Sign Off]



## Email 2 - Event Invitation

**SUBJECT LINE:** You're Invited: Cultural Week of Action on Race and Democracy 2025

We are looking forward to celebrating the Cultural Week of Action on Race and Democracy at [Insert Community/Organization/Group]—part of a nationwide movement for multiracial democracy hosted by Race Forward during November 8-16. Click here to see what's happening across the country.

We refuse to be divided by manufactured conflicts designed to distract us from building real solutions. Instead, we're choosing cultural power as an act of collective imagination. The Cultural Week of Action is our canvas for creative expression and community power—a chance to co-create the just, inclusive multiracial democracy we know is possible.

Through art, culture, music, storytelling, and organizing, we'll demonstrate that we are strongest when we stand together. This is our opportunity to shift the narrative, build bridges across our differences, and take action for racial justice right here in [Insert Community].

Join us [at specific event location/virtually] and [more specific details about your event – Date/time/location? What actions will people take? What can participants expect to do or learn?]

Please RSVP by [DATE] using this link. Have a question about our event for the Cultural Week of Action on Race and Democracy? Reach out to [us/specific organization contact] at [email address].

See you soon, [Signature/Standard Sign Off]



## Email 3 - Why It Matters

**SUBJECT LINE:** The Importance of the Cultural Week of Action on Race and Democracy 2025

### **Why the Cultural Week of Action on Race and Democracy Matters:**

We share core values: dignity, safety, and communities where everyone can thrive. We want neighborhoods where we truly belong, where we're free to be ourselves, and where all of us—across race, background, and zip code—have a fair shot at our dreams.

But right now, authoritarians are manufacturing culture wars to keep us fighting each other instead of fighting for the change we all need. They profit from division because they know that when we unite across race, gender, and class, our movements for justice cannot be stopped.

This is what the Cultural Week of Action on Race and Democracy is about: choosing solidarity over division, creativity over fear, and collective action over isolation. It's about using our songs, stories, and art to build the connections that politics alone can't. It's about taking concrete action to advance racial justice and make our vision of inclusive multiracial democracy real.

On [Date(s)], join us during the Cultural Week of Action on Race and Democracy to connect, create, and build power together as we work toward [details about your community's goal(s)]. Join us [at specific event location/virtually] to [details about your event. What's the topic? What are the goals of the event? What, specifically, will attendees do or learn?]

This event is part of the nationwide Cultural Week of Action, hosted by Race Forward, November 8-16. Click [here](#) to see events across the country.

We're excited to see you there. Please RSVP by [DATE] using this link, and don't hesitate to reach out to [us/specific organization contact] at [email address] with any questions.

[Signature/Standard Sign Off]





## Email 4 - Final Reminder

**SUBJECT LINE:** Cultural Week of Action on Race and Democracy 2025 Starts [This/Next] Week!

**The Cultural Week of Action on Race and Democracy is [Number] Days Away!**

Time to turn our creativity into collective action. We're excited to see you [at specific event location/virtually] on [Date and Time] for the Cultural Week of Action on Race and Democracy.

Here's what you need to know to join us in building collective power through culture:

**NAME OF EVENT:** [Insert Name of Event]

**WHEN:** [Date(s) and Time(s)]

**WHERE:** [Specific Event Location(s)]

**WHAT TO BRING:** [Items folks should bring to participate. If nothing, omit this section]

**WHAT TO EXPECT:** [Brief explanation of how the event will build community power, shift narratives, and connect to broader movement work in your community]

Any questions? Don't hesitate to reach out to [us/specific organization contact] at [email address].

Ready to co-create moments that move us toward justice? See you soon!

[Signature/Standard Sign Off]