NO ONE WAS NERVOUS ABOUT DISAPPOINTING BLACK PEOPLE
BUILD ENOUGH PRESSURE TO IMPACT SPECIFIC SITUATIONS.
BUILD ENOUGH PRESSURE TO HOLD DECISION MAKERS ACCOUNTABLE AND IMPACT A WIDE LANDSCAPE.
RESPOND EFFECTIVELY TO INJUSTICES IN THE WORLD AROUND US.

BUILD THE PRESSURE WE NEED TO INFLUENCE OUTCOMES AND WIN JUSTICE.

PIVOT OUR ENERGY TO TARGET NORMS, SYSTEMS AND STRUCTURES.

SCALE OUR POWER TO IMPACT AN ENTIRE SYSTEM.
FROM PRESENCE

TO POWER
RACIAL JUSTICE: AN INTEGRATED WORLD

“THERE IS NO SUCH THING AS A SINGLE-ISSUE STRUGGLE BECAUSE WE DO NOT LIVE SINGLE-ISSUE LIVES.”

— AUDRE LORDE
LOSE the White House and Congress, move the fight for policy change to states, counties and cities. IDENTIFY the corporate enablers of both right-wing policy shifts and the wider culture of racism. CHANNEL anti-Trump and anti-racist energy into a new movement for accountability and norm-setting: targeting financial institutions, tech and media platforms, corporate boardrooms and elected officials.

END ANTI-BLACK POLITICS

STATE, COUNTIES AND CITIES

RESPOND

BUILD

PIVOT

RIGHT WING ENABLERS

LIMITING TRUMP ADMINISTRATION ACTIONS

DISMANTLING WHITE NATIONALIST INFRASTRUCTURE

CHANNELING PARTICIPATION INTO WINNABLE FIGHTS

CHARLOTTESVILLE

2016 ELECTION

SYSTEMS CHANGE STRATEGY

SCALE
DIFFERENT STORIES LEAD TO DIFFERENT BEHAVIORS

UNFORTUNATE
“THAT’S SO SAD, BUT WHAT CAN YOU DO?”

UNJUST
“THAT’S OUTRAGEOUS, WHAT CAN I DO?”
DIFFERENT STORIES ABOUT POVERTY LEAD TO DIFFERENT BEHAVIORS

**UNFORTUNATE**

"IT'S SAD THAT PEOPLE GET THEMSELVES INTO POVERTY, BUT THERE'S REALLY NO WAY TO HELP."

**UNJUST**

"THOSE IN POWER MANUFACTURE POVERTY AND TRAP PEOPLE IN IT, AND WE HAVE TO CHANGE THE SYSTEM'S RULES."
WHEN OPPRESSED PEOPLE WIN, THEY WIN FOR EVERYBODY.
TO JOIN COLOR OF CHANGE:

TEXT "WOKE" TO #225568

@COLOROFCHANGE
@RASHADROBINSON