



# **WINNING RACIAL JUSTICE IN OUR SCHOOLS**

**RESISTING THE RIGHT WING ATTACKS  
ON CRITICAL RACE THEORY**





# **ORGANIZING TOOLKIT**









**Our social justice movements are strong and are winning.** In recent years, communities of color and immigrant communities have turned years of base-building, leadership development, freedom dreaming, and direct action into transformative policy change in our schools and neighborhoods.

**In response, the Right is amping up their racist strategies - and their newest tactic is attacking critical race theory (CRT).** The term is being used as a catch-all, to eliminate any teaching about systemic racism in schools. They're attacking diversity, equity and inclusion; restorative practices; social-emotional learning and much more. More than two dozen states have proposed or adopted legislation; dozens of school boards have been recalled, booted, and vilified; and, most importantly for the Right, droves of angry white parents are getting mobilized for the midterm elections to take back Congress. This effort has been conceived by former Trump strategists, funded by billionaire donors throwing tens of millions of dollars at the misinformation campaign, and managed by some of the same right-wing organizations driving racist voter suppression laws across the country.

Parents, youth, educators, community groups, policy, and advocacy organizations are coming together to resist these attacks and fight for schools that #TeachTruth. **Together, we can turn the energy, momentum, and public attention created by the attacks on CRT in schools into energy, momentum, and mobilization for truth-telling, anti-racist and culturally responsive education.**

This toolkit will help you fight back against the right-wing attacks on CRT, while gaining ground on policies that advance racial equity. Created by the Education Justice Research and Organizing Collaborative (EJ-ROC) at the NYU Metro Center, together with the African-American Policy Forum's K-12 Education Working Group, this document brings together resources from organizations across the country to help you with media, messaging, advocacy, legislation and more. If you have questions, additions to this toolkit, or would like support with your organizing efforts, **please reach out to [nyu-ejroc@nyu.edu](mailto:nyu-ejroc@nyu.edu).**

Created by the Education Justice Research and Organizing Collaborative (EJ-ROC) at the NYU Metro Center and the African American Policy Forum (AAPF) K-12 Working Group

To view this toolkit without illustrations: <https://bit.ly/2XtScxS>

For more information, visit [crehub.org](http://crehub.org)



metro\_nyu  
aapolicyforum

**#TeachTruth**

Cover and Illustrations ©  
c/o Echo Chen, 2021



# UNDERSTANDING THE LANDSCAPE

This section provides political and social context to help understand the attacks on critical race theory (CRT), as well as an overview of the opposition to CRT, common terms one may encounter, and short explanatory videos on current organizing efforts. We also include a turn-key training slide deck that you can copy, edit and adapt to educate families, youth, students and community members on what's behind the attacks on CRT, and ways to resist the attacks and fight for anti-racist schools.

## 1. Understanding the Attacks

- [Opposition Infrastructure](#)
- [Key Terms and Definitions](#)

## 2. Short Explanatory Videos

- [#TruthBeTold](#)
- [Teach the Truth Rally](#)
- [Critical Race Theory Explained](#)

## 3. Workshop/Teach-In Slide Deck

- [Fighting Attacks on CRT](#)



# MESSAGING AND TALKING POINTS

Communities advocating for anti-racist schools and responding to attacks on CRT need a strategic, unified message. Right-wing conservatives are using simple sound bites that are based in falsehoods, activate people's fears, and reinforce biases. In advocating for schools to #TeachTruth, we must use a simple, powerful message that is based in truth, activates people's vision for what our schools can be, and reinforces the desire for justice and solidarity. This section provides talking points, guidance for responding to fear-mongering narratives, and advice for telling #YourStory.

1. [Top Talking Points](#)
2. [#TruthBeTold Messaging Guidance](#)
3. [Guide to Countering the Attacks on CRT](#)
4. [Honesty in Education Guide](#)



# MEDIA KIT



National, state and local media is an invaluable megaphone to amplify our vision and advocacy for anti-racist, culturally responsive schools. This section provides guidance on how to write op-eds on this issue, talk to the press, design a communications plan, secure your digital privacy, and use your voice on social media.



1. Media 101: [General Tips and Preparation](#)
2. Op-Eds and Letters to the Editor
  - [How to Write an Op-Ed](#)
  - [How to Write a Letter to the Editor](#)
3. Talking to the Press
  - [Story of Self & Us & Now](#)
  - [Tips for Talking to the Press](#)
  - [Press Statement Example](#)
4. General Communications Toolkits
  - [Changing the Narrative on Public Education](#)
5. Social Media
  - [Social Media Guide with Sample Graphics](#)
6. [Personal Digital Privacy Plan Template](#)





# ORGANIZING STATE AND LOCAL ADVOCACY





# ADVOCACY

The attacks on critical race theory provide an opportunity to engage in conversations about truth and equity; look critically at the curriculum our schools are teaching; and advocate to win policies that advance anti-racist, culturally responsive education. The people attacking CRT are a small, organized, and noisy group, but the communities that want schools to #TeachTruth are vast and powerful. This section will help you learn how to respond to anti-CRT legislation, power map your community, organize a grassroots campaign, and take direct action in your community.

1. [Power and Opposition Mapping](#)
2. [Planning a Campaign for Anti-Racist/Culturally Responsive Education](#)
3. General Organizing Resources
  - [Transformative Alignment Toolkit](#)
  - [Creating Grassroots Movements Guide](#)
  - [Tips for Building a Strong Parent Base](#)
4. [Action Ideas: August 27th-29th and beyond](#)
  - [Sign Up for an Action: Get the #TeachTruth Toolkit](#)



# WHAT OUR : SCHOOLS NEED

## CULTURALLY RESPONSIVE SUSTAINING EDUCATION



Culturally responsive-sustaining education values diverse cultures and identities; uses rigorous and relevant curriculum; builds positive relationships between students, families and staff; and helps students develop the knowledge and skills to create a better world. This section looks at what anti-racist, culturally responsive schools look like in practice and how we can achieve those changes through policies, legislation, and advocacy. If you're ready to make change, it may be time for you to run for office! This section ends with guidance on running a school board campaign.



## 1. What is Culturally Responsive Education (CRSE)?

- [CRSE One-Pager](#)
- Videos: [CRE Stories](#)
- [Transforming Our Public Schools Guide](#)
- [Culturally Responsive Practices Gallery](#)

## 2. State Legislation

- [Best of State Legislation](#)

## 3. School Board Resolutions

- [Our Model Resolution](#)
- [Best of School Board Resolutions](#)
- [Durham Response to Divisive Concepts Bill](#)

## 4. CRSE Policy and Practice Bank

- [Culturally Responsive-Sustaining Education Definition](#)
- [State-Level CRSE Framework: New York State](#)
- [CRSE Curriculum Scorecard and Resource List](#)

## 5. CRE Policy Demands

- [Sample Local Demands](#)
- [Recommendations from Highland, NY Organizing](#)
- [A Brief Guide to Making Your Schools More Culturally Responsive](#)

## 6. School Board Elections

- [Guide to Running for School Board](#)
- [Finding Eligible Seats on Your Board](#)
- [How to Run a School Board Campaign](#)



## ACKNOWLEDGMENTS

NYU Metro Center EJ-ROC would like to thank the members of the African American Policy Forum's (AAPF) K-12 Education Working Group who imagined and created this toolkit.

Celia Gottlieb, Megan Hester, Barbara Gross  
and Lindsey Foster, *NYU Metro Center EJ-ROC*  
Zakiyah Ansari, *Alliance for Quality Education*  
Beth Glenn, *Journey for Justice Alliance*  
Brionna Crawford, *CenterEd Consulting*  
Jennifer Kotting, *JKotting Communications*  
Billy Easton, *Reclaim Our Schools LA*

We would like to thank the following organizations for their collaboration and resources which are referenced in this toolkit:

Alliance for Quality Education  
African American Policy Forum  
ASO Communications  
Black Lives Matter in Schools  
FrameWorks Institute  
NYC Coalition for Educational Justice  
NPE Action  
NYU Metro Center and CRE Hub  
Partnership for the Future of Learning  
Public Narrative, Marshall Ganz  
Race Forward  
Rethink Together  
Run for Something  
Teaching for Change  
Wisconsin Rtl Center  
We Make the Future  
We Power Policy  
Zinn Education Project





nyu\_ejroc  
aapolicyforum

**#TeachTruth**