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VOL  
02

AMERICAN DESCENDANTS OF SLAVERY

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# ADVOCACY TOOLKIT

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THIS TOOLKIT WILL EMPOWER YOU TO ENHANCE YOUR  
OUTREACH THROUGH LEGISLATIVE ADVOCACY!





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## MESSAGE TO THE FAM

I feel strongly that vulnerable populations, especially American Descendants of Slavery (ADOS), need to engage in policy dialogue pertaining to their specific needs, such as lineage therapy, criminal justice reform, affirmative action, SBA loans, voting rights, etc. Providing the tools and training necessary to partake as advocates and be confident and successful in the process, is truly what I hoped would emerge from my joining this wonderful, grassroots advocacy effort. Thankfully, it did.

It is my pleasure to present volume two of the 2019 **ADOS** Toolkit. This toolkit is meant to provide you and your network with advocacy and leadership resources at your fingertips. Use it to engage #ados family, volunteers, and others in our work of addressing the losses that stem from the institution of slavery, Jim Crow, redlining, convict leasing, mass incarceration and immigration.

For advocacy to be successful for **ADOS** and beyond, it requires a commitment internally from the very top, across the board and bottom up. We need to engage at the political level (elected and appointed officials, major leaders), and at the organizational level (executive leadership), but also at the ground level. Thus, we need involvement not just from the decision makers or organizational leadership, but from everyday people, who ultimately are those most directly affected by policy decisions.

Thank you for helping **ADOS** and joining the many social justice warriors that have made the brave decision to tackle the grand challenge of demanding a New Deal for Black America.

Peace and Blessings,

A handwritten signature in black ink that reads "Crystal D. Gordon". The signature is written in a cursive, flowing style.

**Crystal D. Gordon, MSW**

@SeshatCDG



## What is Needed for Successful Advocacy Communications

Create an **advocacy communications strategy** that has:

- a clear vision
- agreed messages
- clear and realistic objectives
- evaluation criteria

A well thought through **advocacy program**:

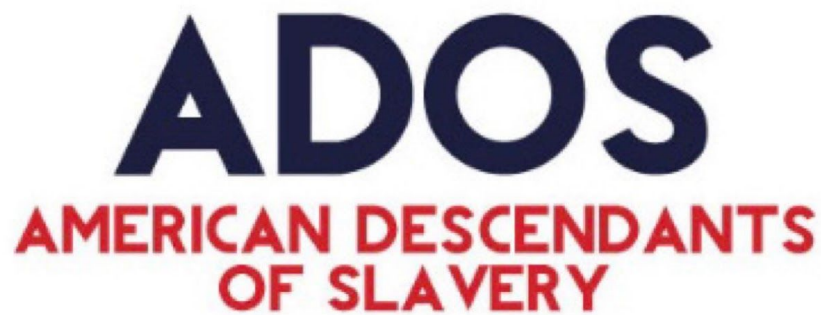
- informs, educates and engages
- persuades, inspires and motivates
- revitalizes and repositions your brand/image
- creates a sense of injustice that mobilizes positive action
- gains the endorsement of the media
- cultivates new donors and ambassadors

Define and create a process of stimulating preferences, that is, taking action to ensure that your organization is the organization "**of choice**".

**Actions** could include:

- induct the media
- host meetings between media and key stakeholders along with those responsible for implementing your strategy/program to inform, educate and engage them — these meetings should use real examples that demonstrate why your organization's work is vital.
- take the media, donors, decision-makers on program visits or advocacy events (e.g., public demonstrations, town hall meetings, public forums, etc.)
- design activities and events that will generate positive media coverage that builds profile while highlighting injustices using real issues
- network constantly with key people in the media, supporters and your peers in similar fields in order to promote your organization, its mission, their current work and the underlying issues being addressed
- never say "no" to media inquiries — if you can't help yourself, then give the media information about who can be of assistance





## ADOS Demonstration or Meeting Attendance

Objective: Mobilizing ADOS for a City Hall demonstration and/or attending a committee hearing to educate members of the City Council or Board of Supervisors

### Action Steps

1. Brief ADOS on the objectives and desired outcomes.
2. Organize volunteer carpool(s) with a driver and riders who are able to respond on short notice to a ADOS demonstration at City Hall and/or attend a committee hearing, City Council or Board of Supervisors meeting.
3. Create telephone trees for use in notifying participating ADOS of planned demonstration and/or committee hearing, City Council or Board of Supervisors meeting.
4. Provide the ADOS copies of the talking points and review the key issues and concerns with the participants.
5. Coach participants on 2-minute statement for public comments at committee hearing, City Council or Board of Supervisors.
6. Make signs for use by the ADOS at the demonstration.
7. Notify driver(s) of date and time of scheduled intervention.
8. Confirm with drivers the number of participants they will be bringing.
9. Have drivers give their passengers a reminder call the night before the event.
10. Greet participants at the scheduled location and coordinate their participation in the scheduled events.
11. Following the event(s), briefly discuss their experience and thank them for their contribution to the well being of the colleagues and fellow ADOS.



## 6 Steps for Speaking to a Local Community Group

Speaking at a local community group can raise the profile of your issue, bring in new activists, and create useful alliances.

Here are *six steps* to follow:

- **STEP 1: Pick your audience**

Possibilities include senior centers, churches/faith-based groups, social action committees, service clubs and political organizations.

- **STEP 2: Pick your topic**

There are numerous facets about your issue that you could talk about. Pick one that would be appealing or similar to the participants in the group.

- **STEP 3: Identify your target and contact**

Call the organization you chose and ask to speak to the person who handles outside speakers. Have your topic already decided but be flexible if you can tailor your talk to what they need.

- **STEP 4: Draft and practice your presentation**

Introduce yourself and your work, focus on stories rather than numbers. Introduce your audience to the scope of the problem. Educate them about the solutions with specific examples in the field of successes. Call them to action by letting them know they can become more involved and always offer a specific action to take at the end of the meeting.

- **STEP 5: Deliver your presentation**

Bring hand-outs, such as background materials or an easy action alert. Bring a sign-up list that includes getting email addresses. Deliver your presentation and answer questions. Stay after your presentation to engage with people who want to talk further.

- **STEP 6: Follow up**

Contact people who asked to be contacted and thank the person who scheduled your speaking appointment.



## Six Tips for Public Speaking

### *The 6 C's of Public Speaking:*

- 1.) **Confidence**: Confidence is portrayed by being as knowledgeable as possible on your subject and conveying this knowledge through the power of your voice and eyes. As an ADOS advocate, you are the authority and representative for your cause, community and/or organization. Research well and speak as if you know you are undoubtedly right. As the speaker, you must have confidence in yourself; otherwise the audience will have a little confidence in you or your speaking content.
- 2.) **Clear**: A speaker can do many things beforehand to assist themselves in speaking clearly. Write an outline of the topics that are going to be said, and follow it when speaking. Always speak slowly. This will allow the audience to hear everything that is said. Know your terminology well beforehand to avoid fumbling with words. Try to enunciate words properly.
- 3.) **Concise**: A good public speaker presents his/her points in a clean and clear-cut fashion. Unnecessary words and information should not be used to fill in the speech. The speech should be brief and to the point — say what you have to say. Do not ramble on about the topic in order to appear knowledgeable.
- 4.) **Constructive**: An effective public speech needs to be constructed properly. Start with a solid foundation that brings together all of your ideas, present your points, and then connect them by reviewing what was said. There should be an introduction, a body, and conclusion. It is a known fact that three is a magic number. Say it once, say it and review it, then say it again. This method will help the audience to remember what was said.
- 5.) **“Con Passion”**: It is important to speak from the heart — with passion — hence the Spanish term “con passion”. Always maintain eye contact with the audience. In doing so the audience will feel connected to you and your speech. This is what you want. You want to grab and hold onto the audience’s attention.
- 6.) **Critique**: It is better to critique than to criticize. Critiquing is constructive and allows for people to grow and improve. Criticizing brings peoples’ motivation and confidence down. A critique should be accepted positively, since it is a tool that is used to strengthen one’s public speaking.





## Communication Practice for Advocates

*It's not about writing the content of a speech – it is about getting up to speak your mind and communicate effectively.*

### Exercise:

1. Each person – have a presentation (2 minutes)
2. Each person goes to the podium and presents their presentation
3. Congratulations – the hardest part of public speaking is over!

### The 4 Parts of Public Speaking (pass out materials)

#### *Getting Ready*

- Audience, protocols (dress, style, etc.)
- Location and equipment available
- Preparing your presentation
- Get there early to scope out the place and relax

#### *Getting Started*

- Breathe (practice with a straw)
- Walk slowly to front and wait until firmly centered at podium
- Adjust microphone / find comfortable place to stand
- Get cards, script ready
- Take a breath
- Start

#### *Getting Through It*

- Talk slowly
- Find a friendly face or spot to look at your eye level and talk to it
- Share your personal experience – why you care about the issue
- If comfortable telling jokes and it's appropriate to the subject, go for it
- Don't rush

#### *Getting Off*

- When finished with the presentation, say thank you
- Look around the room once before turning to walk away
- Walk away slowly

**Do the Exercise again using the new techniques learned**

**\*Remember: Leave 5 mins for Questions & Answers; finish w/ Final Comments**



## More EPIC Tips for Speaking Powerfully

Let's say you have the chance to speak with a member of Congress at a town hall meeting, connect with a busy editorial writer on the telephone, or catch the attention of a friend. Typically, you will only have one or two minutes to get your point across. Learning to speak powerfully about an issue is one of the most important tools in a change agent's toolkit.

**Here are some more tips that we hope will help make you a more effective communicator and advocate:**

- Use the **EPIC** Model

By using the "laser talk" format, you'll make the most of your opportunity. First you need to engage the listener's attention. Next, you present a problem you want them to know about. Then you inform them about a solution to the problem. And finally, you call them to action. An easy way to remember these four sections is to use the word EPIC:

**E** stands for *Engage*  
**P** stands for *Problem*  
**I** stands for *Inform*, and  
**C** stands for *Call to Action*

- **Engage Your Audience**

Get your listener's attention with a dramatic fact or short statement. For example, you could say:

*"By 2050, [#ADOS](#) wealth be \$0 dollars. I feel this is a national "emergency". How about you?"*

- **State The Problem**

Present the cause or causes of the problem you introduced in the first section. How widespread or serious is it? For instance, you could say:

*"According William A. (Sandy) Darity Jr., under current conditions it will take 228 years for blacks to reach the level of wealth currently held by whites."*

- **Inform about the Solution**

Inform the listener about a solution to the problem you just presented. Develop your solution by examples of how and where it has worked in the past. You could cite a recent study or report or tell a first-person account of how the solution has been effective. Here's another example, you can start out by saying:

*“Many historians, economists, lawyers, etc. are consistently online trying to help combat this issue and create strategy on presenting some revisions to [#HR40](#) in order to deliver tangible solutions for ADOS.”*

- **Call to Action**

Now that you have engaged your listener and presented the problem and solution, what do you want them to do? Make the action something specific so that you will be able to follow up with them and find out whether or not that have taken it. Present the action in the form of a yes or no question. You could potentially say the following:

*“I would like to meet with you to discuss the role you can play in ensuring this funding/bill is secured. When would you have time to meet for a few minutes?”*

**Also, it is crucial for you to do the following:**

- **Practice Your Delivery**

Any good actor or musician knows that you would never appear on stage without a full rehearsal first, and it is no different with public speaking. Taking the time to educate ourselves about the issues, preparing a brief talk and then practicing our speaking skills is the first and most important thing any advocate needs to do.

Often times, you will have one to two minutes to speak, so it is important to write your remarks down and practice making your points in the allotted time frame. As you practice, you'll discover where you need more practice or things you may want to change. Be flexible and always stay on the lookout for interesting facts to update your talks.

Source: Adapted from *RESULTS Laser Talks and Powerful Storytelling* and [www.action.org](http://www.action.org)



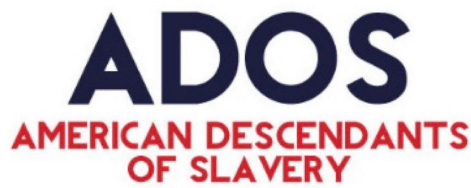
## 33 Ideas to Improve as a Public Speaker

1. *Project your voice.* Speak from your diaphragm, not your throat.
2. *Keep eye contact* with different numbers of your audience as you speak.
3. Try to *stand to the side* of blackboards or flip charts while writing on them during your presentation.
4. *Use the podium to your advantage.* If you are about to make an important point, or want to create a “formal” atmosphere, step behind it. At more informal points of your talk, step out from behind the podium.
5. *Dress accordingly to the audience expectations.* When in doubt, overdress. Avoid dangling jewelry and spare change in your pockets.
6. *Be natural.* The best speaking tone is identical to conversational speech, only bit louder.
7. *Vary the speed of your voice* for maximum effect. Slowing down, or even pausing, before important points will command audience attention.
8. *State your main points at the onset of your talk.* Then explain them and end with a summary of the same main points.
9. *Systematically search out examples and anecdotes* that illustrate the main point of your talk. Write them down, and use them in your talk.
10. *Have “reserve power”.* Don’t say everything you know about the subject; instead leave something in reserve. *Talk to your audience in terms they understand.* If you’re talking with older adults, talk about things they are concerned with.
11. *Point out similarities between you and your audience.* (“We are all concerned about the government cuts to Medicare”)
12. *Ask questions and request a show of hands and otherwise include members of your audience* in your presentation.
13. *Use names of people in your talk.* If you can, refer to members of the audience by name.

14. *Get attention at the opening sentence* with a striking statistic, metaphor or story.
15. *Find opportunities to practice* speaking in public.
16. *Never draw attention to negatives* (for example, don't admit you are very nervous, or say "I'm really not an experience speaker.")
17. *Whenever possible, speak from your personal experience.*
18. *Set up a filing system for your talks.*
19. *Always prepare an opening and conclusion in advance.*
20. *If you use a microphone, don't get too close to it*, and keep it between you and your audience at all times. Don't make side remarks the audience won't be able to hear.
21. *Practice with a tape recorder or videotape recorder or in front of a mirror.* You'll be able to correct many speech and body mannerisms.
22. *Pick a few members of your audience to watch as "barometers" for your talk.* Their facial expressions and body language will help you test how you're doing.
23. *Study effective speakers.* Ask yourself, "What makes this speaker effective?" Then emulate that effective style.
24. *Practice stories*, jokes and quotations to make sure you can deliver them effectively.
25. *When doing slide presentations*, (or any audio-visual techniques that force you to lower the lights) *speak louder than normal to keep audience attention.*
26. *If you are using special equipment, practice with an expert before your talk.*
27. *If you have to recapture control of the group, move to a flip chart or blackboard* and begin writing.
28. *Vary your pace.* Alternate between lectures, questions, exercises, votes and other techniques.

29. *If you use notes, don't check them during pauses.* Instead, check them as you finish your previous point. Use pauses to establish eye contact with the audience.
30. *Prepare "teaser" questions* for an unresponsive audience.
31. *Always find out the time limit for your speech and practice.* Keep to your time limit.
32. *Check the purpose of the organization and the meeting* so that you can fit what you're saying to "where they are at".
33. *Use "we" to include the audience.*





## 9 Town Hall Meeting Tips

While members of Congress spend much of their time in Washington, D.C., they are keenly interested in the thoughts and opinions of their constituents back home.

One way lawmakers get a pulse on what constituents are thinking is to hold town hall meetings when they return to their districts during a Congressional recess. This gives lawmakers and constituents alike a direct line to make their voices heard.

If you've never attended a town hall meeting before, it might feel a bit intimidating.

Here

are some tips to help, courtesy of [Brad Fitch](#), CEO of Knowlegis®.

### 1. Be prepared

- Have thoughtful arguments, specific points, good data and a clear agenda.

### 2. Bring your personal stories

- You want to be remembered. They always want to hear your story, whether or not they will act upon it. Think about how the specific policy will affect you, your family, and your community. Limit your story to about 1-2 minutes and make it genuine and from the heart. Explain why the issue is so important to you personally and how it can make a difference for you and others like you.

### 3. Use numbers if you can

- Often, you represent more than one person. You can be part of a company, advocacy group or union – just say the number that you are one of. There is strength in numbers, and legislators are always looking for more numbers to vote them back into office.

### 4. Be respectful

- People often show up to these town hall meetings with a sense of entitlement to be heard. While this may be true, it will not help you be

remembered in a good way unless you are very respectful to the legislator and his or her staff members.

#### **5. Go in groups**

- If you show some kind of coalition force, you're more like a force to be reckoned with. It's hard for a legislator to ignore a mass of like-minded people with the same agenda. Build a support group of people who are also interested in attending the meeting.

#### **6. Find staff members**

- They will be there. Find them beforehand, talk to them, and make sure you tell them your story.

#### **7. Leave paper**

- Leave something (talking points, etc.) that can be faxed or sent back to Washington. Staff members at town hall meetings aren't always directly connected to Washington, so it's a safe bet to leave something that can be forwarded to the legislative assistant specific to your cause.

#### **8. Follow up and be polite**

- Reinforce your presence and comments by following up after a town hall meeting with a phone call or email to the congressman's office. And remember, always be polite. It always helps.

#### **9. Show that you're not going away**

- Keep showing up to town hall meetings, keep displaying interest. It will be hard for you to be ignored if you stick with it and make your interest known persistently. If you continue to show your presence at town hall meetings, then the legislator must deal with you...if only to avoid an uncomfortable encounter at a future town hall meeting.

Finally, do not underestimate the power of raising a question at a public meeting and getting a public official on the record. If a Member of Congress says to a constituent in a public setting, "I'll look into it," then the issue will immediately go to the top of some staffers to-do list. Politicians are terrified of being accused of not following through on a promise. And a Member of Congress making a pledge to a constituent at a town hall meeting is one of the biggest promises they can make.

Source: Adapted from <http://www.ncos.org/public-policy-action/advocacy-toolkit/9-tips-for-town-hall-meetings.html>



## Example of Mobilizing ADOS: Communications Surge

Objective: Encourage ADOS to create a surge of communications to educate key elected officials

- As you walk into the room, turn off the lights for a brief moment.
- You immediately have the attention of the occupants. Seize the moment by asking:

*“How would you feel if I were to tell you that I came in to announce we are turning out the lights and closing this facility?”*

- Allow a few comments before announcing that the existence of your group/community, as they know it, is threatened by the failure of the legislature to **pass the bill**.
- Briefly summarize the proposed action: example – **Pass the bill immediately (H.R. 40)**, so that we can effectively determine how to help our communities stay alive and thrive in the United States of America / uplift destitute U.S. citizens and deliver programs and services to ADOS, who literally built this country.
- Discuss the implications, ramifications, etc. of the proposal: Without the bill, ADOS **will bottom out (reach a lowest or worst point)**.
- Explain that now is the time for ADOS to **educate** their elected representative and/or key elected officials: (1) the **consequences** of failure to pass the bill and (2) ask them to take action immediately to pass the bill.
- Provide ADOS a list of key elected officials along with contact information, to include: district office and Sacramento office numbers.
- Ask the ADOS to call each of the elected officials listed by (insert date).
- Share the **talking points provided by Dr. Sandy Darity, BreakingBrown and/or ToneTalks**, or other individuals/groups that coordinate ADOS advocacy activity.

- Answer the questions about the proposed action and/or talking points. Remind them that this is their opportunity to educate key elected officials.
- Encourage the natural ADOS activists to motivate others to take action.
- If not yourself, inform them of who is the point of contact/staff or volunteer lead for this effort and how they can be contacted.
- Ask them to provide follow-up reports on their experiences interfacing with the elected officials.

## OFFENSIVE MESSAGING

### KEY TALKING POINTS (SHOULD YOU BE ENGAGED IN A CONVERSATION):

1. ADOS = AMERICAN DESCENDANTS OF SLAVERY
2. ADOS IS AN IDENTITY AND A LINEAGE; NOT AN ORGANIZATION; #ADOS IS ONE OF OUR SYMBOLS.
3. WE ARE A SPECIFIC GROUP, WITH A UNIQUE HISTORY, AND A SPECIFIC JUSTICE CLAIM.
4. RIGHT NOW, OUR COMMUNITY IS ON THE ROAD TO ZERO WEALTH BY 2053.
5. WEALTH IS THE MOST IMPORTANT INDICATOR OF WELLBEING.
6. WEALTH IS ALSO THE MOST IMPORTANT INDICATOR OF STRUCTURAL RACISM.
7. BY WEALTH, WE MEAN THE DIFFERENCE IN WHAT A HOUSEHOLD OWNS MINUS WHAT IT OWES.
8. THE RACIAL WEALTH GAP STARTED WITH SLAVERY AND HAS CONTINUED.
9. ONLY REPARATIONS COMPLETELY CLOSES THE RACIAL WEALTH GAP;
10. REPARATIONS IS THE CORNERSTONE OF OUR AGENDA.

### CALLS TO ACTION:

1. SIGN UP FOR OUR EMAIL LIST
2. JOIN US AT OUR NEXT MEETUP
3. VISIT [ADOS101.COM](http://ADOS101.COM)
4. SUBSCRIBE TO BREAKING BROWN AND TONETALKS ON YOUTUBE

## DEFENSIVE MESSAGING

**COMMUNITY MEMBER: "I DON'T IDENTIFY MYSELF AS A SLAVE; I'M A KING/QUEEN! WHY ARE YOU IDENTIFYING YOURSELF AS A SLAVE?";**

**RESPONSE: ADOS STANDS FOR AMERICAN DESCENDANTS OF SLAVERY, NOT SLAVES. WE'RE TALKING ABOUT SLAVERY AS AN INSTITUTION.**

**COMMUNITY MEMBER: "REPARATIONS WILL NEVER HAPPEN! THEY AINT NEVER GONNA DO NOTHING FOR US!"**

**RESPONSE: WE'RE ON THE ROAD TO ZERO WEALTH. AND REPARATIONS ARE OWED AND LONG OVERDUE. WE REALLY DON'T HAVE A CHOICE BUT TO FIGHT FOR WHAT IS RIGHTFULLY OURS! WILL YOU JOIN US? (NOTE: THIS IS A GOOD TIME TO USE THE CALLS TO ACTION)**

**COMMUNITY MEMBER: "YOU JUST WANT A HANDOUT!"**



**RESPONSE: REPARATIONS IS DEBT. AND THE BILL IS OVERDUE!**

**COMMUNITY MEMBER: YA'LL BEGGING! WE NEED TO DO FOR SELF!**

**RESPONSE: PETITIONING THE GOVERNMENT FOR WHATS OWED IS NOT BEGGING. ADVOCATING IS NOT BEGGING. ITS OUR JOB.**

**COMMUNITY MEMBER: WE'RE OUR OWN PROBLEM, NOT THE GOVERNMENT!**

**RESPONSE: NO. THE GOVERNMENT IS COMPLETELY RESPONSIBLE, ACCORDING TO THE DATA. AND WE'RE DEMANDING THE GOVERNMENT TAKE SPECIFIC CORRECTIVE ACTION TO FIX WHAT IT BROKE!**

**COMMUNITY MEMBER: BLACK PEOPLE HAVE A \$1TRILLION SPENDING POWER. GROUP ECONOMICS IS THE WAY TO GO. LOOK AT THE ASIANS/LATINOS!**

**RESPONSE: FIRST, WE'RE NOT TO BE COMPARED TO ANY IMMIGRANT GROUPS - WE ARE NOT IMMIGRANTS. SECOND, GROUP ECONOMICS HAS ALREADY BEEN TRIED AND FAILED. POLITICS DETERMINES ECONOMICS. THERE IS NO BLACK BUSINESS WITHOUT BLACK POLITICS. WE NEED A POLITICAL SOLUTION.**

**COMMUNITY MEMBER: MORE EDUCATION IS WHAT WE NEED!**

**RESPONSE: RIGHT NOW A WHITE H/S DROPOUT HAS MORE WEALTH THAN A BLACK (ADOS) COLLEGE GRAD. THIS IS PROOF EDUCATION IS NOT THE ANSWER.**

**COMMUNITY MEMBER: IF WE GIVE YOU REPARATIONS YOU'RE JUST GONNA SPEND IT BACK WITH THE OPPRESSOR!**

**RESPONSE: ID DISAGREE, RESPECTFULLY. BUT THAT'S NOT THE ISSUE. WHAT PEOPLE MAY OR MAY NOT DO WITH REPARATIONS HAS NOTHING TO DO WITH WHETHER WE DESERVE REPARATIONS. AND WE DESERVE REPARATIONS.**

**COMMUNITY MEMBER: YA'LL JUST WANNA BE LIKE THE OPPRESSOR!**

**RESPONSE: NO. WE WANT JUSTICE. AND WE WANT WHAT IS OWED TO US.**

**COMMUNITY MEMBER: WE'RE ALL PEOPLE OF COLOR SO WE SHOULD FOCUS ON UNIVERSAL POLICIES NOT RACE SPECIFIC POLICIES.**

**RESPONSE: NO. THE POLICIES THAT HURT US WERE INTENTIONAL AND TARGETED. SO THE REMEDIES MUST ALSO BE INTENTIONAL AND TARGETED.**

**COMMUNITY MEMBER: WHAT IS REPARATIONS?/WHAT DO YOU MEAN BY REPARATIONS?**

**RESPONSE: THATS A QUESTION FOR ECONOMISTS, HISTORIANS, AND OTHERS. I DONT KNOW ENOUGH TO ANSWER THAT. WHATS IMPORTANT IS THAT THE GOVERNMENT TAKE ACTION ON REPARATIONS NOW.**

**COMMUNITY MEMBER: THIS IS XENOPHOBIC/ANTI-IMMIGRANT!**

**RESPONSE: NO. WE'RE PRIORITIZING THE WELLBEING OF OUR FAMILIES AND OUR GROUP. IT OUR RIGHT AND OUR RESPONSIBILITY TO DO SO.**

**COMMUNITY MEMBER: Y'ALL ARE ANTI AFRICAN!**

**RESPONSE: NO. WE'RE PRO ADOS. AND WE SUPPORT THE JUSTICE CLAIMS OF ALL OUR AFRICAN AND CARIBBEAN BROTHERS AND SISTERS.**

**COMMUNITY MEMBER: WE NEED TO STOP TRUMP AT ALL COSTS! FIRST THAT, THEN REPARATIONS!**

**RESPONSE: NO. WE NEED TO BE FOCUSED ON A BLACK ADOS AGENDA. WE NEED REPARATIONS FIRST. WE NEED REPARATIONS NOW.**

**COMMUNITY MEMBER: YA'LL ARE DOWN WITH THE ALT-RIGHT**

**RESPONSE: NO. WE'RE POLITICALLY INDEPENDENT. AND FOCUSED SPECIFICALLY ON OUR GROUPS AGENDA.**

**COMMUNITY MEMBER: YA'LL ARE HOMOPHOBIC**

**RESPONSE: NO. WE'RE FOCUSED ON OUR SPECIFIC JUSTICE CLAIM AND OUR SPECIFIC AGENDA.**

**COMMUNITY MEMBER: YA'LL ARE DIVISIVE! DIVIDING BLACK PEOPLE. WE NEED UNITY!**

**RESPONSE: NO. ADOS UNIFIES US. NOTHING MATTERS TO US BUT YOUR LINEAGE. THAT UNIFIES US.**

**COMMUNITY MEMBER: WE NEED GET DONALD TRUMP OUT OF OFFICE**

**WE NEED TO CLOSE THE RACIAL WEALTH GAP. AND WE NEED REPARATIONS  
RESPONSE:**

## **GENERAL TIPS**

- 1. KEEP IT SIMPLE AND TO THE POINT.**
- 2. STAY CALM AND COMPOSED.**
- 3. USE THE DATA; AND BE READY TO DIREC**
- 4. STICK TO YOUR TALKING POINTS**
- 5. REMEMBER TO USE YOUR CALLS TO ACTION.**
- 6. TRY NOT TO GET STUCK TALKING TO ONE PERSON FOR TOO LONG;  
REMEMBER YOU'RE THERE TO REACH AS MANY ADOS IN YOUR COMMUNITY  
AS POSSIBLE.**
- 7. GREET THE PERSON YOU'RE GIVING YOUR FLYER TOO.**
- 8. REMEMBER THAT THE FLYER YOU'RE GIVING OUT HAS INFORMATION SO YOU  
DON'T NEED TO TRY TO REPEAT WITH WORDS EVERYTHING ON THE FLYER.**
- 9. TRY TO GIVE OFF AN APPROACHABLE DEMEANOR**

10. TRY NOT TO GET BOGGED DOWN INTO A HYPOTHETICAL DISCUSSION OF WHAT REPARATIONS WILL LOOK LIKE; WE NEED TO EMPHASIZE THE NEED FOR REPARATIONS.
11. IF YOU FIND YOURSELF IN A PROLONGED DISCUSSION, INVITE THE COMMUNITY MEMBER TO YOUR NEXT MEETUP TO CONTINUE THE DISCUSSION.

### **TIPS FOR HANDLING ANY PRESS/MEDIA AT YOUR EVENT**

1. STICK TO THE TALKING POINTS; AND GET TO THE POINT.
2. DON'T TRY TO ANSWER ANY QUESTIONS YOU DON'T KNOW THE ANSWER TO; INSTEAD, TRY: "I DON'T KNOW, BUT I CAN FIND OUT AND GET BACK TO YOU ON THAT".
3. KEEP YOUR ANSWERS SHORT AND TO THE POINT; KEEP IT SIMPLE.
4. GET THE MEDIA/PRESS PERSON'S CONTACT INFO FOR FOLLOW UP PURPOSES.
5. BRING THE CONVERSATION BACK TO YOUR TALKING POINTS, NO MATTER THE QUESTION.



## Telling Personal Stories

A key component of any advocacy strategy is finding personal stories that demonstrate the importance of the change you seek. **Personal stories:**

- lend credibility to a problem or solution
- put a human face on a problem or solution
- help others identify with a problem or solution
- engage a reader's heart, stir compassion
- move people to action to solve the problem or contribute to a solution

Below we describe how to gather personal stories that can help make the strongest ADOS advocacy points. Although this is written primarily to help you gather and write others' stories, you can also use it as a guide to build your own story.

Before you start interviewing people or gathering personal stories to help you with your advocacy efforts, you should be able to answer these questions and explain your mission to prospective speakers:

- What is your specific goal? What do you hope to accomplish by delivering your message?
- What type of story will best illustrate the importance of your goal?
- Who are the best people to tell their stories?

### Gathering Information

While you are conducting the interview:

- Build trust – explain your goal; find common ground; reassure the person that they will have the opportunity to review the story before you do anything with it.
- Ask permission to record the interview, but also take notes.
- Listen and allow speakers to talk; ask questions but give plenty of time for the person to answer before moving onto the next question.
- Plan questions in advance, but be prepared to think of new ones as the story unfolds.

- Don't push if a person hesitates to reveal a part of the story or becomes emotional; take the time to build the relationship and you may learn more later.
- Do follow-up interviews after you have written up a draft to get more information or answer questions.
- Explain to the person what you know you don't want them to publicly share and why. Sometimes there are parts of a person's story that are too personal or too complicated; you want to both protect the ADOS or ally and keep your audience focused on your prime advocacy message.

### **Writing the Story**

- Discuss with the individual how you will need to shape their story to fit your advocacy goals.
- Keep the story as brief as possible, definitely under one page.
- Quote the person as much as possible; if necessary go back and ask very specific questions that can elicit a quote that is true and powerful.
- Include details that will help the audience form pictures in their minds.
- Have team members review and edit the story to ensure that it achieves your goals.

### **Be Cautious and Respectful**

- Never use a story or parts of a story without permission.
- Only tell the parts of the story that you need the reader to know; be very protective of the individual and don't share anything they might later regret (even if they are willing to share it now).
- Never change a person's story; if the story doesn't fit then seek another one.



## 10 Tips for Handling Audience Questions

1. *Keep your question / answer period brief.* Too much time spent addressing individual concerns lowers the “energy level” of the larger group. Stop the questions and close when you see the energy sag.
2. *Anticipate questions and try to prepare answers.* If it’s a tough presentation, practice answering questions with a colleague in advance.
3. In answering the question, try to *reinforce key points* you’ve made in your talk. Avoid irrelevant tangents.
4. *Don’t be afraid to rephrase* a question from a participant, or ask for more clarification.
5. *If you don’t know the answer, say so;* then tell the questioner when you’ll be able to get it to him/her.
6. *If you want time to put together an answer,* ask the questioner to repeat the question or even answer it him/herself.
7. *If you still can’t answer the question,* ask it to the other members of the audience. Say:
  - “That’s a good question. How do you feel about?”
8. If a disruptive individual begins questioning you, s/he is probably looking for recognition. *Give it!* Say:
  - “That’s a good point.” Then suggest you meet after the talk to discuss it further.
9. *Consider leaving out a key piece of information* from your talk (e.g., the address of the agency), in anticipation of the question. Your answer will show you’re well prepared, and your point will be much stronger.
10. If you put aside a question and answer period, make sure you leave time to *summarize your main points* after the questions.



## Candidate Forums and Appearances

Sponsoring or co-sponsoring a candidate forum demonstrates to the candidates that your community cares about what the candidates' positions are and the election outcome. It shows that your organization is a leader in local civic affairs.

Candidate forums require a time commitment to recruit the attendance of candidates and your audience. This may be easier if done in collaboration with other groups, clubs and/or nonprofits from your area.

**Factors** that make a candidate forum nonpartisan include:

- All candidates for an office are invited. (Even if all are invited, there is a risk that the event could appear partisan if some candidates refuse to participate. If only one candidate agrees to attend, it is no longer a forum.
- The rules of the forum don't favor any candidate over another (consider using an independent moderator, setting time limits for replies, etc).
- The questions are fair: They should address a broad range of issues, they should not suggest the response the forum sponsor prefers, and they should not be selected to show particular candidates in a better or worse light. This doesn't mean they can't be controversial!

### **Do the same principles apply to forums on ballot measures?**

If the ballot measure forum is intended to be nonpartisan presenting both sides, the same principles apply. However, as opposed to a nonpartisan candidate forum, a nonprofit may hold a forum on a ballot measure intended to educate your constituents why to vote "Yes" or "No." In this case, the forum becomes a lobbying activity, so the costs are reportable as a "lobbying expense."

### **May a candidate appear at a nonprofit function?**

The IRS says that candidates may be invited to or attend a nonprofit function on a nonpartisan basis. A candidate may appear in the following capacities:

#### **1) In their capacity as candidate if the nonprofit:**

- Provides an equal opportunity to other candidates for the same office —

such as a similar time, venue and presentation format

- Does not indicate support for or opposition to the candidate. State this when the candidate is introduced and in communications about the appearance
- No political fundraising occurs

**2) In their capacity as a public figure, such as an elected official or expert in their field if:**

- The candidate is chosen to speak solely for reasons other than their candidacy and speaks only in a non-candidate capacity
- There is no mention of their candidacy during the presentation and the atmosphere is kept nonpartisan and free of campaign activity
- Without invitation on the candidate's own initiative at a public event sponsored by a nonprofit. In such a case, it is important to be especially careful that there is no actual or implied endorsement. For example, don't give the candidate a chance to address the gathering

## REQUEST FOR VENUE SPACE



Date

Name of potential venue donor  
Potential venue address

Dear \_\_\_\_\_ ,

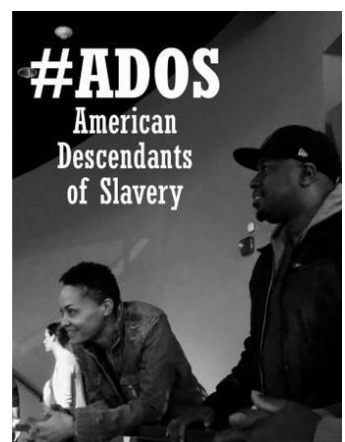
My name is (insert name), and I am an advocate for American Descendants of Slavery (ADOS) in Los Angeles and surrounding areas. #ADOS was started by the brain trust of Howard graduate and host of the *Breaking Brown* political show, Yvette Carnell, in addition to UCLA alumnus and attorney, Antonio Moore who hosts the weekly radio show *Tonetalks*. ADOS seeks to reclaim/restore the critical national character of the African American identity and experience, one grounded in our group's unique lineage, and which is central to our continuing struggle for social and economic justice in the United States. As an advocate, I support the ADOS mission by raising awareness and coordinating fundraisers to help sponsor the wishes of local ADOS.

On (insert date) I will be hosting a (silent auction, dance, talent show, etc) with (amount of money raised being donated to ADOS-LA: i.e. all proceeds, 50 percent of proceeds, \$3.00 of every sale, etc.) benefiting ADOS in Los Angeles County and beyond. With your help, we know this night will be a great success! We would very much appreciate a venue fee waiver or discount for the venue space of (potential venue location) for this event. It would be a tremendous help in our effort to make wishes come true for ADOS in our community. In exchange for your donation, we would be happy to (insert other benefits to the company: include company name/logo in the program, on a banner, etc.).

Thank you for considering our request. If you have any questions or need any further information, please feel free to contact me. I look forward to following up with you in the next few days.

Sincerely,

Name  
ADOS Advocate/Position title in group  
Phone Number  
Email address





**ADOS**  
AMERICAN DESCENDANTS  
OF SLAVERY

## Action Brainstorming Worksheet

#ADOS

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Whether it's actions or behaviors, what could you STOP, do LESS of, KEEP DOING, do MORE of - and what could you START?

	STOP	Do LESS	KEEP DOING	Do MORE	START
1					
2					
3					
4					
5					





## ADOS Advocacy Contacts

### National Level

#### **Yvette Carnel aka @BreakingBrown:**

Weekly Show: [youtube.com/user/YCarnell](https://www.youtube.com/user/YCarnell)

Newsletter: <https://app.moonclerk.com/pay/e1ff0l8v0gr>

The web: <http://breakingbrown.com/>

Facebook: <https://www.facebook.com/ydcarnell>

Instagram: @ycarnell

Twitter: @BreakingBrown

#### **Antiono Moore aka @ToneTalks:**

Email: AntonioMoore.esq@gmail.com

Weekly Show: <https://goo.gl/rmcMGt>

Articles: <https://www.huffpost.com/author/v1s1onone-117> or  
<https://www.newsmax.com/Blogs/AntonioMoore/id-416/>

Facebook: <https://www.facebook.com/Tonetalks>

Instagram: @tonetalks

Twitter: <https://twitter.com/tonetalks>

#### **Dr. Sandy Darity**

Address: PO Box 90245  
Durham, NC 27708-0245  
238 Sanford Inst Bldg  
Durham, NC 27708

Web: [sanford.duke.edu/people/faculty/darity-jr-william](http://sanford.duke.edu/people/faculty/darity-jr-william)

Email: [william.darity@duke.edu](mailto:william.darity@duke.edu)

Phone: (919) 613-7336

Twitter: <https://twitter.com/SandyDarity>

### California

#### **100 Black Men of Los Angeles, Inc.:**

3701 Stocker Street, Suite 309

Los Angeles, CA 90008

Phone: (323)294-7444

[www.100bmla.org](http://www.100bmla.org)

**African American AIDS Policy and Training Institute:**

1833 W. Eighth St. #200  
Los Angeles, CA 90057  
Phone: (213) 353-3610  
[www.blackaids.org](http://www.blackaids.org)

**African American Cultural Center:**

3018 W. 48th Street  
Los Angeles, CA 90043  
Phone: 323 299-6124  
[www.us-organization.org](http://www.us-organization.org)

**African American Unity Center:**

944 W. 53rd Street  
Los Angeles, CA 90037  
(323) 789-7300

**Black Child Development Institute:**

Los Angeles South Bay Affiliate  
PO Box 470141  
Los Angeles, CA 90047  
(323) 295-2601 ext. 136  
<http://nbcidi.org/affiliates>

**Brotherhood Crusade Black United Fund:**

200 E. Slauson Avenue  
Los Angeles, CA 90011  
Phone: (323) 846-1649  
[www.brotherhoodcrusade.org](http://www.brotherhoodcrusade.org)

**Celebrate Life Cancer Ministry:**

9334 South 6th Avenue  
Inglewood, CA 90305  
323 242 0222  
[www.celebratelifecm.org](http://www.celebratelifecm.org)

**Center for Human Rights and Constitutional Law**

256 South Occidental Blvd.  
Los Angeles, CA 90057  
Phone: (213) 388-8693  
[www.centerforhumanrights.org](http://www.centerforhumanrights.org)

**Crystal Stairs, Inc.**

Child Development Corporation  
5110 W. Goldleaf Circle, Suite 150  
Los Angeles, CA 90056  
Phone: (323) 299-8998  
[www.crystalstairs.org](http://www.crystalstairs.org)

**Delta Sigma Theta Sorority, Inc.**

Cerritos Area Alumnae Chapter  
P.O. Box 3853  
Cerritos, CA 90703  
(714) 517-7909

**Delta Sigma Theta Sorority, Inc.**

Long Beach Alumnae Chapter  
P.O. Box 91623  
Long Beach, CA 90806  
[www.lbadst.org](http://www.lbadst.org)

**Destination Christian Services, Inc**

13659 Victory Blvd. #674  
Van Nuys, CA 91401  
818.782.5158  
Fax: 818.782.5727  
[www.destinationchristianservices.net](http://www.destinationchristianservices.net)

**Drew Child Development Corporation**

1770 E. 118th St.  
Los Angeles, CA 90059  
Phone: (323) 249-2950  
[www.drewcdc.org](http://www.drewcdc.org)

**Foundation for Second Chances, Inc.**

453 S. Spring Street, #839  
Los Angeles, CA 90013  
Phone: (213) 627-1745 / (213) 995-4543  
[www.ffscinc.org](http://www.ffscinc.org)

**Gamma Phi Delta Sorority, Inc.**

Delta Chi Chapter  
P.O. Box 83483  
Los Angeles, CA 90083-0483  
[www.gpd-deltachi.com](http://www.gpd-deltachi.com)

**Give The Streets Back**

A Community Youth Intervention Program  
P. O. Box 92733  
Pasadena, CA 91109  
(626) 791-1855  
[givethestreetsback.org](http://givethestreetsback.org)

**Golden Steps Youth & Families Foundation**

3717 S. La Brea Ave, Suite 106-230  
Los Angeles, CA 90016  
1-866-597-2929  
[www.myspace.com/goldensteps](http://www.myspace.com/goldensteps)

**The Gregory Center for Exceptional Children & Families**

9663 Santa Monica Blvd. #446  
Beverly Hills, CA 90210  
(310) 280-3100  
<http://www.gregorycenter.org>

**Independent School Alliance for Minority Affairs**

1545 Wilshire Blvd., Suite 711  
Los Angeles, CA 90017  
Phone: (213) 484-1141  
[www.thealliance-la.org](http://www.thealliance-la.org)

**Los Angeles Black Book Expo**

P.O. Box 533133  
Los Angeles, CA 90053  
(323) 718-5678  
[www.labbx.com](http://www.labbx.com)

**Los Angeles Child Guidance Clinic**

3031 S. Vermont Ave.  
Los Angeles, CA 90007  
(323) 376-2400  
[www.lacgc.org](http://www.lacgc.org)

**Los Angeles Urban League Young Professionals**

3450 Mount Vernon Drive  
Los Angeles, CA 90008  
323.299.9660 Ext. 222  
800.603.6035  
[www.laulyp.org](http://www.laulyp.org)

**Make A Film Foundation**

P.O. Box 360495  
Los Angeles, CA 90036  
(323) 273-9954  
[www.makeafilmfoundation.org](http://www.makeafilmfoundation.org)

**Minority AIDS Outreach Program**

5419 W. Jefferson Blvd.  
Los Angeles, CA 90016  
Phone: (323) 936-4949  
[www.map-usa.org](http://www.map-usa.org)

**National Alumnae Assoc. of Spelman College- LA Chapter**

(NAASC-LA)  
P.O. Box 35744  
Los Angeles, CA 90035  
[Facebook Group](#)



**NAACP**

P.O. Box 56408  
Los Angeles, CA 90056  
Phone: (310) 397-1179  
[www.naacp-losangeles.org](http://www.naacp-losangeles.org)

**National Association for Sickle Cell Disease, Inc.**

5777 W. Century Blvd., Suite 1230  
Los Angeles, CA 90045  
Phone (310) 693-0247  
[www.scdfc.org](http://www.scdfc.org)

**National Coalition for African American Parent**

Involvement in Education... Advocacy ... Empowerment!  
[www.ncpie.org](http://www.ncpie.org)

**The National Council of Negro Woman Inc.**

3720 W. 54th Street  
Los Angeles, California 90047  
(323) 299-9751  
[www.ncnw.org](http://www.ncnw.org)

**New Frontier Young Democrats (NFYD)**

P.O. Box 431025  
Los Angeles, CA 90043  
[www.nfyd.org](http://www.nfyd.org)

**Operation HOPE, Inc.**

707 Wilshire Blvd. Suite 3030  
Los Angeles, California 90017  
(213) 891.2900  
[www.operationhope.org](http://www.operationhope.org)

**Phi Beta Sigma Fraternity, Inc**

Phi Beta Sigma Alumni Chapter~Los Angeles  
P.O. Box 8598  
Los Angeles, CA 90008  
[www.pbsalumnila.org](http://www.pbsalumnila.org)

**The Riordan Fellows Alumni Association**

UCLA Anderson School of Management  
110 Westwood Plaza, Mullin Management Commons  
Suite F205, Box 951481  
Los Angeles, CA 90095-1481  
310 206-3596 - office

[www.anderson.ucla.edu/riordan.xml](http://www.anderson.ucla.edu/riordan.xml)

**Sickle Cell Organization of the Inland Counties**

2060 University Avenue, Room 206  
Riverside, CA 92507  
(951) 684-0420

**Sigma Gamma Rho Sorority, Inc.**

Theta Epsilon Sigma Chapter  
Culver City, CA  
3918 South Sycamore Avenue  
Los Angeles, CA 90008

[www.sgrho1922.org](http://www.sgrho1922.org)

**Sisters Breast Cancer Survivors Network**

125 West 64th Place  
Los Angeles, CA 90003  
Phone: (323) 759-0200

[www.survivorsofbreastcancer.org](http://www.survivorsofbreastcancer.org)

**Tennessee State University Alumni Association**

Los Angeles Chapter  
P.O. Box 8783  
Los Angeles, California 90008

[www.tsula.org](http://www.tsula.org)

**Third Step Residence**

Sober Living Home for Women  
1036 W. 107th Street  
Los Angeles, CA 90044  
310-749-6365

[www.thirdstep.bbnw.org](http://www.thirdstep.bbnw.org)

**Tuskegee Airmen, Los Angeles Chapter**

P.O. Box 78967  
Los Angeles, CA 90016  
[www.lactai.org](http://www.lactai.org)

**United Negro College Fund**

3699 Wilshire Boulevard, Suite 675  
Los Angeles, CA 90010  
Phone: (213) 639-3800  
[www.uncf.org](http://www.uncf.org)

**Watts Labor Community Action Committee**

10950 South Central Avenue  
Los Angeles, CA 90059  
Phone: (323) 563-5642  
[www.wlcac.org](http://www.wlcac.org)

**Western States Black Research Center**

3617 Montclair Street  
Los Angeles, CA  
Phone: (323) 737-3292

**Women of Color Breast Cancer**

Support Project  
301 N. Prairie Ave, Suite 420  
Inglewood, CA 90301  
310-330-5140

**Youth Source**

13351-D Riverside Drive #231  
Sherman Oaks, CA 91423  
(818) 902-0005  
[www.youthsource.info](http://www.youthsource.info)

**Zeta Phi Beta Sorority, Inc.**

Sigma Eta Zeta Chapter  
(Long Beach)  
P.O. Box 2626  
Long Beach, CA 90801  
[www.longbeachzetas.org](http://www.longbeachzetas.org)

**Zeta Phi Beta Sorority, Incorporated**

Omicron Rho Zeta Chapter of Inglewood, California  
P.O. Box 1011  
Inglewood, CA 90308  
[www.omicronrhozeta.org](http://www.omicronrhozeta.org)

**On-line Tools for Research, Organizing and Advocacy**

**Learn more about people & how they're all connected  
with: #ADOS, #HR40, Tangibles2020, #ReparationsNow,  
#LineageMatters, #DataMatters**

*<http://www.twitter.com>*

*<http://www.facebook.com>*

*<http://www.instagram.com>*

*<http://www.linkedin.com>*

**Research Issues**

*<http://www.google.com> (scholar)*

*ADOS*

*American Descendants of Slavery*

*H.R.40*

*Reparations Coalition- A Collaboration To Promote*

**Invite people to your actions & events**

*<http://www.eventbrite.com>*

*<http://www.facebook.com>*

**Send emails to large groups (and know if they open them)**

*<http://www.constantcontact.com>*

*<http://www.verticalresponse.com>*

**Share pictures**

<http://www.flickr.com>

<http://www.picasa.com>

**Create videos**

<http://www.animato.com>

<http://www.apple.com/imovie>

**Share videos**

<http://www.youtube.com>

<http://www.vimeo.com>

**Blogs — share your thoughts & ideas**

<http://www.blogger.com>

<http://www.wordpress.com>

<http://www.wix.com>

<http://www.weebly.com>

**“How-To” trainings about social media**

<http://www.techsoup.org>

<http://www.youtube.com>

**Cheap software & hardware for nonprofits**

<http://www.techsoup.org/get-product-donations>

**Additional Resources**

**List Servs** can be an advocates' best friend. It is an easy, convenient way to keep track of people who are interested in your cause and to communicate with them quickly and efficiently via email. Free list serv providers:

gmail.com

ymail.com

**Twitter.com** sends short messages (140 characters) to your “followers” and to other social media sites.

**Meetup.com** is a free service that organizes local gatherings about anything, anywhere. It allows people to search for a topic they are interested in, and find people who want to meet to discuss or act.

**Change.org** is a free service that allows you to post an online petition in a centralized location for people to sign.

**Freeconference.com** is a free conference call service that allows you to book group conference calls. Participants will have to dial into a long distance number, but unlike most other paid conference call services, the conference itself is free.

**BlogTalkRadio.com** can help you build your own radio following.

**Doodle.com** is great for scheduling a meeting.

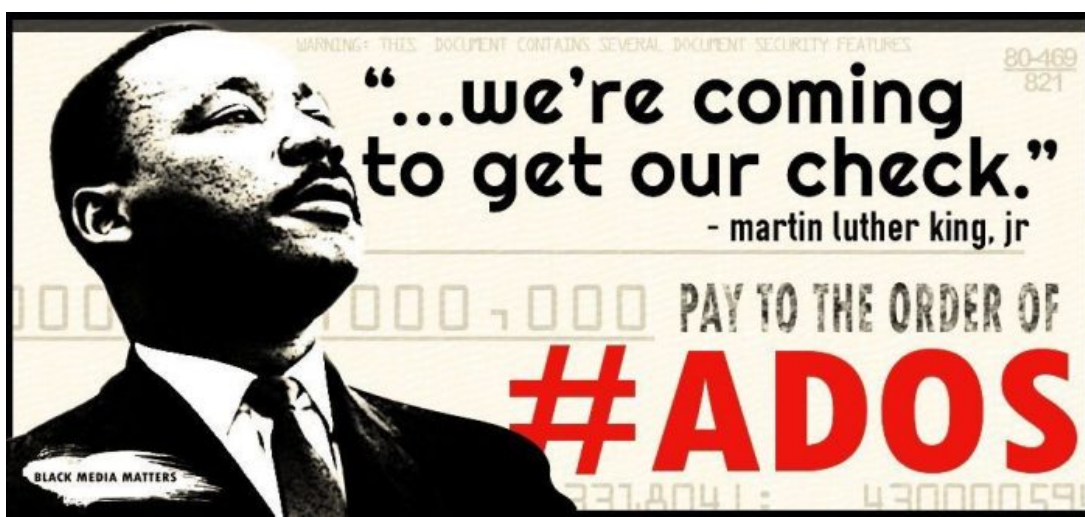
**SurveyMonkey.com** can help with surveys, online applications and event registration.

**Skype.com** is a free on-line tool for video calls or just free audio calls anywhere in the world.

# ADOS

## AMERICAN DESCENDANTS OF SLAVERY

Seeks to establish a national designation for the American Descendants of Slavery identity and experience—grounded in our group’s unique lineage, which is central to our demand for social and economic reparative justice from the United States. We demand a Black Agenda from all political candidates in exchange for our vote in 2020 and beyond...No Tangibles, No Vote!



Jason Hickel, in his book, *The Divide: Global Inequality from Conquest to Free Markets*, estimated that America got over 222,000,000 HOURS OF FREE LABOR DURING SLAVERY— with a wage value of approximately \$92 trillion dollars today.

### Black Agenda

- As a specific group with a specific justice claim, the #ADOS movement demands a specific agenda with policy prescriptions that address the losses stemming from the institution of slavery, Jim Crow, redlining, convict leasing, mass incarceration and immigration.
- America has never atoned for its original sin of slavery in the form of reparations. Our position is that H.R.40 be revised, then passed, and additional supportive measures implemented.
- #ADOS demands that there be a real review of direct payouts needing to be made to eligible recipients from gathered data, and progress be made toward making #ADOS families whole.
- Without these measures being instituted, ADOS are locked out of the country our ancestors built during chattel slavery. Without reforms through transformative government, we will be left facing a ZERO wealth outcome by the year 2053.

### WEBSITE

**ADOS101.COM**

### Twitter Hashtags

**#ADOS #B1  
#Reparations2020  
#Tangibles2020  
#cutthecheck**

### New Black Media on Twitter/YouTube

**@breakingbrown  
@tonetalks**

**@ProfBlacktruth  
theblackchannel.net  
www.tonetalks.org  
breakingbrown.com**

### Join our Facebook Groups:

**ADOS: American Descendants of Slavery**

**ADOS Family**

### ADOS CONFERENCE (SOLD OUT)





# THE ECONOMIC POSITION OF BLACK AMERICA AND WHY A BLACK AGENDA AND REPARATIONS IS NEEDED

One million white families are worth more than \$10 million dollars, 13 million are worth more than \$1 million dollars. According to the data, there are nearly no working age black families in the top 3 groups.

Only 5% of black families are worth more than \$350,000. There are very few ADOS in the top three categories and usually consist of celebrities and athletes (Decadent Veil).

## WHITE FAMILIES



**Ultra Elite**  
**\$6 Million net worth or more**  
 Harvard, Legacy Building, Dot Com startup  
**Over 1.5 Million White Families**



**Elite**  
**\$1.2 Million net worth or more**  
 UCLA, Community Development, Open Restaurant  
**Over 13 Million White Families**



**Good**  
**\$500,000 net worth or more**  
 University of Georgia,  
 Paying off children student loans, Retirement  
**Over 20 Million White Families**



**Average**  
**\$110,000 net worth or more**  
 No College Possible Trade School,  
 Paying Bills, W2 workers, Possible Uber additional  
 Income  
**Over 42 Million White Families**

~~**ZERO Wealth**~~

**Negative Net worth**

Created by Tonetalks

## BLACK FAMILIES



**Ultra Elite**  
**\$6 Million net worth or more**  
 Harvard, Legacy Building, Dot Com startup  
**Less than a few thousand Black Families**



**Elite**  
**\$1.2 Million net worth or more**  
 UCLA, Community Development, Open Restaurant  
**Less than 340,000 Black Families**



**Good**  
**\$500,000 net worth or more**  
 University of Georgia,  
 Paying off children student loans, Retirement  
**Less than about 750,000 Black Families**



**Average**  
**\$110,000 net worth or more**  
 No College Possible Trade School,  
 Paying Bills, W2 workers, Possible Uber additional  
 Income

**TOP 20 PERCENT OF BLACK FAMILIES MOSTLY RETIREES**

~~**ZERO Wealth**~~

**Negative Net worth**

Created by Tonetalks

## THIS IS THE EXPECTED OUTCOME OF THIS DATA:

IF THE RACIAL WEALTH DIVIDE IS LEFT UNADDRESSED, **MEDIAN BLACK HOUSEHOLD WEALTH IS ON A PATH TO HIT ZERO BY 2053.**

Institute for Policy Studies PROSPERITY NOW

**Nearly all Households in the Top 1% are White households.**  
 The few Black households that attain the status have significantly different wealth holdings. The median asset for the Black Households in the Top 1% is approx. 1 million dollars, while the median wealth holdings for the great number of White households is nearly 8 million dollars in assets.

**Why is this Important?**  
 Because the families in the Top 1% control Employment, Policy, Education, Housing and more  
 In essence they decide who gets access & opportunity

Source: Federal Reserve/ MSNBC "Who Are the Black 1%"

**#NO BLACK AGENDA 2020. #NO BLACK VOTE 2020**