

**A Day in Solidarity with African People
Organizing Manual
Reparations in Action!**

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I. Overview:

How We Talk About A Day in Solidarity with African People

Many of us can think about how when we first heard Chairman Omali Yeshitela and the theory of African Internationalism, it made sense to us.

We must take the theory, the political line and communicate it to other North Americans: our friends, family, co-workers and complete strangers in a way they can understand it. This is an art and science that comes through practice.

The purpose of this training is to help us internalize these politics and be able to articulate the essentials of this campaign for a Day in Solidarity with African People and involve the people.

What is a Day in Solidarity with African People?

Here is the basic description:

A Day in Solidarity with African People is a national campaign that culminates in events benefiting the worldwide struggle of African people for liberation, reparations and self-determination.

It is an expression of the stand that white people can take in genuine solidarity against the war against the African community right here in the U.S. It is not a charity, but is a fundraising and action campaign raising resources or “Reparations in Action,” for the programs and campaigns of the Uhuru Movement.

Make a donation, organize a fundraiser, win family and friends to sponsor you.

You should participate in this campaign if you:

- Don't see solutions coming from Obama
- Are concerned about the growing police violence and racial divide
- Want to support independent, grassroots efforts led by the African-led Uhuru Movement
- Want to see a better world

Here are the ways you can get involved:

- Take the Pledge of Solidarity and make a contribution to the campaign
- Participate in Reparations in Action by getting friends and family to sponsor you
- Hold a house event, fundraiser or benefit for the Uhuru Movement programs

The events feature Uhuru Movement leader Chairman Omali Yeshitela and African People's Solidarity Committee Chairwoman Penny Hess and include workshops on how African liberation will change the world, the struggle in Haiti, why combating racism won't make change and why we must stop the U.S. war on the black community.

If you don't have as much time to explain to people, then you can use the first two paragraphs of the basic description:

A Day in Solidarity with African People is a national campaign that culminates in events benefiting the worldwide struggle of African people for liberation, reparations and self-determination.

It is an expression of the stand that white people can take in genuine solidarity against the war against the African community right here in the U.S. It is not a charity, but is a fundraising and action campaign raising resources or “Reparations in Action,” for the economic development programs of the Uhuru Movement.

II. Organizing Materials

Here are the materials that every organizer will need to be able to take out this campaign:

APSD Postcard

- Give out to everyone – mass outreach piece
- Leave stacks in cafes, clubs, and other locations
- At events, goal should be to put in the hands of every person

“Uhuru on the Move” leaflet

- Illustrates what the money we’re raising is benefiting
- Shows the Uhuru Movement is leading the way forward with a strategy to address all the critical questions facing African people

“Take the Pledge of Solidarity” pledge sheet

- States our pledge of solidarity and calls on white people to Take the Pledge by signing the pledge sheet and making a donation or at least \$10
- People’s names will be added to the online list of those who’ve taken the pledge

- With the donation of at least \$10, people get button that says “I support justice and liberation for African people!”
- With a donation of at least \$20, students become a USM member. With a donation of at least \$35, people become a USM member

Sponsor sheet

- A tool for people who have made a personal fundraising goal
- Keep track of people who have sponsored you and if they’ve paid you yet. Keep track of your running total and how close you are to your goal

Open Letter to the White Community

A media piece, can be sent as press release, article to media outlets, used as statement at press conferences. Also general outreach piece on tables etc.

Letter to Friends and Family

- Template that can be modified to ask people you know to sponsor you by making donations toward your personal pledge
- Can be used by mailing it, emailing it, sending via Facebook, etc.

Tabling / Outreach loadsheet

- List to use to make sure you have all the materials for a table or other outreach
- Use list to gather materials today and as a checklist when packing materials

APSD Organizing Manual

This! Use as a training tool for people doing the organizing work

III. Tabling & Streetwork

Getting out on the street where we can find interested North Americans is key to this campaign. We want to talk to as many people as possible and sign them up.

We need to find a location where there is enough traffic and space. If we are in front of a coffee shop, we need to ask the owner/manager of the shop for permission. If we are unable to find a place to set up a card table, we can go out with the materials on clipboards and have canvas bags of literature with us.

We want to go out with others – not alone – to be able to have security for ourselves and to demonstrate a collective process and spirit of work.

Before we go out, we use the **tabling loadsheet** set goals for how many people we think we can sign up, how much money we want to raise, how many Burning Spear Newspapers to sell, how many memberships we want to get.

We want to set up the table neatly with a nice tablecloth, neatly displayed literature and a banner or posterboard that says who we are – Uhuru Solidarity Movement and A Day in Solidarity with African People – Reparations in Action!

Most importantly, we want to have confidence we are talking to people that they can be organized politically into the Uhuru Solidarity Movement! This is the stand that they can and must take in solidarity with African liberation. This is a stand that will give them meaning and purpose to their lives as well.

Talking Points for Tabling/Streetwork

We can utilize the description of **A Day in Solidarity with African People** found in the first section of this manual.

We need to use a “hook” to engage people. Sometimes this can be, “Can I tell you about A Day in Solidarity with African People, this very important national campaign?
Or, you can utilize a “hook” that is more emotional:

Are you upset about the police violence against the African community here in _____?

After you briefly describe a Day in Solidarity with African people, hand them the clipboard with the Pledge of Solidarity.

We are inviting people to **Take the Pledge of Solidarity** as part of our nationwide annual campaign for African People’s Solidarity Day. Do you have a few minutes?

We are asking people to take this pledge of solidarity and to make a contribution to the movement of African people for reparations, liberation and self-determination.

Hand the Person the Clipboard with the Pledge of Solidarity

By signing the pledge, you are saying that you reject the concept of a post-racial America. You see the police violence, the massive imprisonment, the foreclosures, the unemployment and the poverty and want to support African community led programs.

This movement is not funded by anyone but the people. Your money supports the African community programs of the Uhuru Movement that are providing the solutions. We are asking you to put your money where your mouth is.

For a minimum of \$10, you get this button that recognizes your contribution.

If you make a minimum contribution of \$35, you will automatically become a member of the Uhuru Solidarity Movement.

If you are a student, you can become a member if you contribute \$20.

Win the Highest Level of Unity

We want to win the highest level of unity and get people as involved like ourselves.

In this best case scenario, we need to put people on a separate sign up sheet, give them a packet of all the materials, make a plan to meet with them or have them come to a meeting and make sure we can read their phone number to follow up with them.

Make sure they know they can:

- Make a contribution
- Get sponsors from family and friends
- Set up a fundraiser, event, house event or musical benefit

Win Everyone to Participate at Some Level

If they are not interested in being actively involved in the campaign, make sure they have the postcard for the event or Open Letter to the White Community to be able to find out more. Make sure they take away info about Uhuru Pies, Uhuru Fleamarkets, USM membership info, the Uhuru Online Auction and Yoga with a Purpose.

Stay Positive

Sometimes people who initially disagree with us can turn into real supporters if we stay positive, address them respectfully but sharply and most importantly, keep the doors open.

Suggested Points About the Benefits of Donating

- Your donation today of at least \$10 helps to sustain a grassroots, African-led organization that have programs on the ground, solving the problems faced by African people here in the U.S. and around the world. Putting power back into their hands. Be part of changing the world!

- By making a donation you are taking a concrete stand against police murders and brutality, mass imprisonment of African people, the lack of any economy in the African community and much more. We can be part of the solution. If you want to support economic development, not more police, and self-determination for African people, then make a donation today to support the programs of the Uhuru Movement.
- By making a donation today you are participating in Reparations in Action – a concrete expression of support that reparations are due to African people for over 500 years of slavery, colonialism, genocide, brutality and terror like the world has never known. By making a donation to support the Uhuru Movement, we are taking a stand in solidarity, not charity, with African people leading their own struggle for control over their land, resources and liberation.
- Making a donation today may put a dent in your wallet or in your budget for the week, but take a moment to compare that temporary sacrifice to the impact that your donation will make in the programs that your donation will support. You can be part of making self-determination for African people a reality.

FREQUENTLY ASKED QUESTIONS

Where does the money go?

The money we raise from this benefit goes towards

- the African Socialist International, the organizing efforts of the Uhuru Movement to unify African people across colonial borders that have divided them and continued to exploit the resources of Africa.
- the work of the International People’s Democratic Uhuru Movement, to challenge the public policies of police containment and massive imprisonment of African people in the U.S. and build independent organization.
- the programs of All African People’s Development and Empowerment Project building development for liberation programs including projects to address access to clean water through rainwater harvesting, maternal and infant mortality through an African community led birthing clinic and other projects.
- the operations of Burning Spear Media, independent African working class media including Uhuru News, the Burning Spear Newspaper and Uhuru Radio programs

What African country are you supporting?

Uhuru Solidarity Movement is different from a charity for African people:

We work under the leadership of the APSP that leads the Uhuru Movement and exists in the U.s. throughout the African world

We support the struggle of the Uhuru Movement to unify African people across the European drawn colonial borders to free Africa and benefit from the land and resources.

Why do I see white people involved?

We are an organization of the African liberation movement created to organize in the white community a stand of white solidarity for the African liberation movement.

We are involved, and you can be too, because we see that it is in our interest to support African liberation. We don't want to live in a society where a minority of the world's peoples lives off the resources of the rest of the people, who face starvation and oppression.

I am interested in supporting environmental causes. Does the Uhuru Movement support environmental justice?

We believe that:

- environmental destruction is a product of imperialism, a system in place that not only dominates the peoples and lands of the planet, but also destroys the planet.
- the question of the environment must be taken on in by supporting the movement of African and oppressed peoples for control over their own land and resources

I support what you are saying, but I am involved in anti-racist work already.

We believe that racism is not the fundamental problem and therefore anti-racism is not the answer.

We believe the African people face colonial conditions here and abroad and the solution is in the anti-colonial struggle of African people for power and control over their own lives.

I heard the Uhuru Movement supports violence.

Actually, it is the opposite, the Uhuru Movement opposes the violence of the U.S. colonial state that comes down in the form of police attacks, massive imprisonment and other forms of violence.

The Uhuru Movement supports the right of African people to resist and challenge these conditions of colonial violence.

What about my family/parents/grandparents from Europe/Middle East etc. who came to this country poor and were oppressed? Don't Italians/Jews/Polish/etc deserve reparations too?

The entire world system we live in now has its roots in the enslavement of African people and the genocide of the indigenous peoples throughout the so-called Americas. This is how Europe

rescued itself by attacking Africa and these lands right here. So, our ancestors who faced poverty and oppression moved up onto a pedestal formed by this oppression and injustice. Other peoples are also allowed to join this pedestal of wealth based on the oppression of the rest of the people of the planet.

The oppression of Jews in Europe came out of this same system, but the solution is not for Jews or others to then become the oppressors but to join with the oppressed peoples struggle for a different system.

What about ME? I'm oppressed! I just lost my job / I have no money / etc

Many people are reeling from the current economic crisis. For the first time in 70 years, scores of white people are facing uncertainty about the future. This is all the more reason for us to join in solidarity with African peoples' struggle for liberation from a system that has committed genocide and kept them powerless for generations and get rid of a system where a small minority of the white ruling class maintains control of the resources on the planet.

Closing out the Outreach/Summing Up

At the end of the outreach, it is really important to sum up. What worked while talking to people? What didn't? How were people responding? What people did we sign up and how will we follow up. Someone needs to be responsible for putting the contacts into a database and securing the resources.

Tabling Loadsheets

(This section can be copy and pasted onto a separate sheet to be used before doing Tabling/Streetwork.)

Date: _____

Location: _____

Outreach Staff: _____

Political Goals:

(How many people do you think you can sign up? How much money do you think you can raise? Goals for members and Spear Sales)

Item	Packed	Loaded
Table		
Tablecloth		
Clipboard and Pens		
Donation Can		
Envelope for \$		
Start change		
Outreach board or banner		
Sign up Sheet		
Burning Spear Newspapers		
Postcards		
Pledge of Solidarity		
Sponsor Sheets		
Uhuru on the Move		
Open Letter to the White Community		
Letter to Friends and Family		
Uhuru Pies		
Uhuru Online Auction		
Uhuru House programs		
Yoga with a Purpose		

SUMMATION: _____

How to organize a fundraiser – the basics

Fundraising is the cornerstone of our work in the Uhuru Solidarity Movement and should involve the maximum number of people and political presence possible.

- 1 . Determine what type of fundraiser – cookie sale, vegan chili, t-shirt, music benefit etc
- 2 . Write up a budget listing the expenses of the fundraiser (cost of goods, venue rental, booth fee, promotional materials) and the projected income.
- 3 . Prepare promotional materials, media, announcements, emails etc. to let people know about the fundraiser.
- 4 . Determine how many people are needed to staff the fundraiser and organize people to staff. Determine how much start change is needed for the fundraiser.
- 5 . Have political outreach goals for the fundraiser – how many USM members you want to get, leaflets to pass out, sign ups to you want to get.
- 6 . At the end of the fundraiser, secure the resources that you have raised and contacts made.
7. Always have a summation with your committee about how the fundraiser went – what worked and what could have been done better. Did you meet your goals?

How to organize a house event

1. Make a list of people to invite
2. Determine location, date, time
3. Determine your program (food, speaker, video, etc)
4. Set your goals
 1. How many people to attend
 2. Fundraising goals
 3. Win people to do their own house events
5. Consider your audience
 1. How can you get people excited about Taking the Pledge and making donations?
 2. How can you get people to have house events of their own?
 3. Open up for discussion and their ideas at the house event
6. Send invites at least one week ahead, send reminder at least 2 days before
7. Do calls to find out if people will be able to make it
8. Enlist the help of USM organizers – request speakers, do you have all the materials, answer any questions and help solve problems

V. Organizing friends, family, coworkers, organizations, churches and through Social Networking

Everyone we know can participate in Reparations in Action in some way! From our liberal friends to our Democrat parents and all the relatives, coworkers and community members and organizations around us, there's no reason anyone can't give some resources or time to support African self-determination!

Friends, Family, Coworkers

How we can each make a personal goal of raising \$500:

- 1.) make a list of all the people we know: what would they give?
 - add up your estimates of friends & family and target them
- 2.) personalize the friends & family letter, send to everyone
- 3.) follow up with phone calls & emails – find out who's donating
- 4.) get together with most important people in person
- 5.) some people, if asked, would do a house event – ask!
- 6.) make sure you send thank you cards for all donors!

Invite people at work to get together after hours to discuss APSD

- Don't discuss on work hours if it may threaten your job
- Keep it mass, but explore where people are at – use the Pitch
- When people are comfortable, ask them for an amount
- People can "Sponsor" you like they do for walks, bike races, etc
- Send thank you cards to all donors!

How to Approach Organizations & Churches:

- 1.) research orgs & church groups addressing:
 - social justice
 - environmental issues
 - reparations
 - prisons & police
 - the death penalty
 - economic development
 - Africa and African people on the continent & abroad
 - genocide
 - racism, racial justice, race relations
 - peace, antiwar, solidarity
- 2.) email or call the contact or chair
- 3.) find out when they meet, if we can speak on their program
- 4.) prepare a brief statement explaining who we are & what the campaign is, what we are asking the organization to do to support:

- co-sponsor a fundraiser, benefit or other type of event
 - donate as an organization
 - use church / venue for event
 - individual members of org/church take pledge/get sponsors
 - in-kind donations: kitchen, studio, etc equipment
 - speak at a rally or event (if appropriate)
- 5.) materials to bring:
- current local flyers & postcards
 - pledge packets
 - signup sheets
 - brochures: “Uhuru on the Move,” Join USM, others
 - Burning Spears
 - UhuruNews cards
 - business cards or paper to put your info on
- 6.) Follow up:
- call/email & thank the group contact / chair for having you
 - if not consolidated, ask again for the “what you can do”
 - if they want to do something, set another meeting
 - if not, thank them, ask once more if they’ll donate, then “bless & release” – just thank and let them go – make a note in contact database for orgs

How to Organize Through Social Networking:

- Use Facebook primarily, although MySpace, Twitter, others work
- Connect your personal profile up with USM organizational profiles
- Create, attend and Share event pages for all volunteer opportunities, events, benefits, meetings, rallies, conferences, etc
- Create a “group” for the Reparations in Action committee in your region – check with local leadership to see if it’s already up!
- make your status update/tweet reflect the campaign, link to pages:

SAMPLE STATUS UPDATES / TWEETS:

- “_____ is getting involved in Reparations in Action by raising \$500 for the programs of the Uhuru Movement! Who’s with me? <http://uhurusolidarity.org>”
- “Only ___ more days until A Day in Solidarity With African People event in ____! Who’s going to help build the event and raise \$___ to make our goal? Come to this meeting: _____(meeting info, link to event page)”
- “_____ believes in reparations to African people, and is taking the pledge of solidarity! Take action with me and participate in the Reparations in Action campaign to raise resources and take a stand in solidarity with the right of

African people to justice, liberation and to control their own resources! Uhuru! <http://uhurusolidarity.org>”

- Use the “Causes” application on Facebook. This helps draw people into the fundraising work for the Uhuru Movement programs. Right now it is set up to raise money for the APEDF Community Commercial Kitchen project, not directly for the Day in Solidarity With African People fundraising, but it is a way you can recruit supporters. Talk to your regional leadership about it.
- Tech savvy? Train others in social networking!
- Dinosaur? Collectivize trainings in your area and learn!