

NELLIE MAE GRANTEE COMMUNICATIONS TOOLKIT



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About Us

The **Nellie Mae Education Foundation** is committed to using our power and privilege as a philanthropic institution to advance racial equity in public education. We are committed to championing efforts to prioritize community goals that challenge racial inequities and advance excellent, student-centered public education for all New England youth. We are proud to have been part of efforts over the last ten years to advance personalized, student-centered approaches to learning across the New England region. We learned that for student-centered practices to flourish, the structural racial inequities present in our education system needed to be addressed. We are focusing our grantmaking strategically on addressing structural racism and white supremacy in our education system, so that all youth have access to an excellent and equitable public education.

How To Use This Toolkit

Welcome to the Nellie Mae Education Foundation Grantee Communications Toolkit! Based on feedback we've received from our grantee partners around communications needs, we've developed a toolkit for you to utilize to meet those needs. Please feel free to share any comments or feedback about the toolkit with Chiara Wegener, Chief Communications Officer, cwegener@nmefoundation.org.

Included in this toolkit:

Building a Communications Plan: Learn how to set a communications plan for your organization, or a specific project you're working on

Press Release Template: This template outlines how to craft a compelling release that will garner media attention about an event, announcement or projects

Media Relations Best Practices: Pitching, Interviews, Op-Eds and LTEs: Tips for pitching a story to a reporter, how to prepare for a media interview to get your message and story across effectively

Writing Newsletter/Email Best Practices: Subject Lines, Frequency, and Content Development: Tips for how to effectively build your email marketing content in service of your communications plan and organizational message

Social Media Guide: Tips for how to effectively build your social media content in service of your communications plan and organizational message

Messaging and Narrative Strategy in Today's Socio-Political Context (Updated Summer 2021): A compilation of resources for messaging and framing the importance of teaching truth in our classrooms, and responding to attacks on "critical race theory."

Additional Communications Resources: A list of helpful resources such as messaging and framing guides for talking about social change and public education, free image libraries, and more!

If you're just looking for a brief overview of certain sections you can share with members of your organization, check out [these infographics!](#)

Building a Communications Plan

Below you will find some recommendations on the key facets of a building a communications plan. This outline can be applied to an organization wide strategy or specific projects or activities your organization is leading.

Goals: What is the purpose of the communications plan you are putting together? Are you trying to attract new donors to your organization, or build membership? Are you trying to get the word out about an upcoming event, rally or demonstration? Be specific about the goals so you can choose the right tactics to reach them.

Audience: Think about the constituencies you are trying to reach through your communications plan and be specific around how messaging will differ to each audience.

Messaging: What are the key messages you want to share with each audience? For example, if you are planning a rally with youth organizers, you may have a set of messaging geared towards media and another geared towards policymakers.

Tactics: What strategies will you use to achieve these goals? Will you be recruiting organizational messengers and volunteers to spread the word? Maybe you are putting together an email campaign to share a particular message or writing a series of op-eds to be placed in local media.

Evaluation: How will you measure the success of your communications strategy? For example, is it important to your organization to measure # of folks registering for an event, or attracting a new set of donors? What are the tools and timeline you will use to measure your success?

Additional Resources (to help you get specific on each of the above):

[A Step by Step Guide to Creating a Nonprofit Communications Strategy](#)
[Planning Your Nonprofit's Communications in an Ever-Changing World](#)

Press Release Template

Organization Name: (or use your logo)

FOR IMMEDIATE RELEASE: (DATE)

Media Contact: Name / Title / Phone Number / Email

CATCHY HEADLINE (ONE LINE ONLY - ALL UPPERCASE)

Subhead: More Detail as Needed, One Short Sentence Only

City, State: Your announcement starts here, and should lead with a strong first paragraph that clarifies what you are announcing, where, and its significance. Use clear concise language without jargon. Don't bury the lead: doing so makes it harder on reporters to find the information they need most, so get right to it in the first paragraph. Answer the questions: who, what, when, and how.

The second paragraph is the best spot for quotes from folks involved in the story!

The third paragraph could include additional information, history, and other support but avoid being redundant. The goal of the release is to provide clear, concise context on the story. Don't add fluff that doesn't need to be there. You can always include more detail or links to additional testimonials in your pitch emails or on your website. A few additional notes:

- Whenever possible, try to keep your announcement to one page
- Use bullets to your advantage to break up the text
- Do not use abbreviations or acronyms when you first refer to someone or something. Spell out the full name and then put the acronym after it in parenthesis. The next time you refer to it you can use the acronym.
- What is newsworthy about your announcement? Think about how this announcement will be interesting to readers.
- Make a note at the end if photos (with credits) or an interview are available.

If you are announcing an event, you can streamline your release so reporters can read it quickly by listing the who, what, where and when, put this information below the subhead. Here's an example of how it could look:

What: Press conference, rally, school event— list that the event will be open to the public if it is

Where: List location

When: Date/Time

Who: Say who will be attending— youth organizers, leaders of your organization, local elected officials, etc.

###

About Your Organization (If you have organizational boiler plate, put it here): This is a placeholder for a short, three to four sentence description of your company along with your mission statement and a link to your homepage. Double check to ensure the first sentence accurately and clearly describes your organization in a manner that could easily be understood by someone who doesn't know anything about your organization.

Media Relations Best Practices: Pitching, Interviews, Op-Eds, and LTEs

Relationship building is a key part of landing stories in local media outlets. Take time to read and know the journalists who are writing about the work you care about. Sending your thoughts, comments, or reflections on their work from time to time is a good way to show you appreciate their work and build a working relationship with them!

Interview Tips

If you secure an interview with a reporter about your work, keep the following in mind as you prepare:

- Have a few key messages you want to convey during your conversation. Using stories or anecdotes to illustrate these points is great!
- Especially if your interview is on live radio or tv, speak slowly if you can, and pause between sentences so that print reporters can keep pace with what you are saying.
- You don't necessarily need to answer every question directly—you can use questions the reporter asks you as segues and bridges to your key messages.

Segues for Bringing the Conversation Back to Your Key Points

- What's most important to remember is...
- And let's not forget that...
- The most exciting aspect of this is...
- However, the real issue is...
- If we look at the big picture...
- What's often over-looked in this discussion is...

Find more bridges, flags and hooks [here](#).

Writing a Letter to the Editor (LTE)

A letter to the editor is a short (typically no more than 300 words) response to a news article in a print or digital outlet. Writing an LTE is a great way to raise awareness about your work if you do not have a lot of time or capacity to write longer op-ed pieces. An LTE can be in response to a published piece, or a statement of support of opposition to an issue that affects the outlet's readers. When crafting an LTE, keep the following in mind:

- If you're responding to a published piece, be sure to reference that
- State your main message in the first few sentences
- End with a call to action

[Review a Sample Letter to the Editor here](#)

Writing an Op-Ed

An op-ed is an opinion piece around an issue area that is usually 800 words or less. The term "op-ed" comes from the phrase "opposite editorial" as op-eds would be featured on the other side of editorial pieces in print news ([learn more](#) about why *The New York Times* has now retired the term here).

When considering whether it makes sense to submit an op-ed, consider the following:

- If you want to submit a piece that references a current event, you'll probably want to pitch it to reporters within 36 hours.
- When crafting your op-ed, think about the readership of the outlet – what will make them interested in your story? What is your unique angle?
- Try focusing on one key message, using stories and data points to back up that key theme.
- The first line in your op-ed is key to drawing the reader in. Think about a surprising fact, claim, or statement to make your point up front.
- Op-eds are traditionally written for broad audiences – avoid jargon and technical language!

[Review a Sample Op-Ed here!](#)

Pitching a Story

- National, well-known outlets like *The New York Times*, *Washington Post* and even *USA Today* receive thousands of pitches everyday. You have a much better chance of landing a piece in a local news outlet. You also want to think about who your story or pitch is for? Are you looking to target local members of your community? Maybe the local paper makes sense. Or, are you hoping to send a message to business leaders? Maybe a business publication makes more sense.
- When sending over a pitch (about a story idea, letter to the editor, op-ed), be sure to keep it short! Your email should not be over 200 words. You should share a few words about the topic that you're proposing and why you are a credible source on the matter.
- Morning tends to be a good time to pitch (prior to 12 PM EST) and Monday's and Tuesday's are good times to send over your pitch as reporters are planning their coverage for the week.
- Do your homework on the reporter, and personalize your pitch! You do not want to send a generic template email out to multiple news outlets. Bring up a recent article you read written by the journalist, and let them know why your story is of interest to them.
- It's usually a good practice to send a pitch or piece to one news outlet—give the reporter a deadline and let them know you'll go elsewhere if you don't hear back from them by the stated time.
- Your pitch needs to have a unique angle. Make sure you do your research to ensure what you're presenting hasn't been covered through the same storyline. You should think about why your story matters now, in this moment. What's newsworthy about it?
- Most reporters prefer emails over calls. We suggest sending your pitch in an email; following up once in a few days if you haven't heard anything, and stopping after that. If your story does run, be sure to thank the reporter afterwards!
- More here on [how to tailor your pitch](#) to different mediums.

Sources & Additional Resources

[Muckrack](#)

[ComNetwork](#)

[NRDC](#)

Writing Newsletter/Email Best Practices: Subject Lines, Frequency, Content Development

Though we live in a world saturated by social media, email marketing is still one of the most effective tools to stay in communication with your stakeholders and networks.

Frequency

As organizations are looking to adopt communicating to their stakeholders and networks via email, it's important to come to a decision on the frequency in which emails are sent out. Making a decision on frequency should be informed by organizational capacity (e.g. how much staff time can be designated) and understanding the amount of information that needs to be shared and how time sensitive it might be on a regular basis. Organizations that don't frequently have information to share that's connected to time sensitive factors (e.g. events) might consider sending out quarterly emails, that's more focused on organizational and stakeholder updates. Organizations that have more time sensitive information (e.g. information that's consistently connected to the traditional school year) may want to consider emailing their stakeholders and network members on a monthly basis. Whatever the email cadence, decisions on frequency can be re-evaluated as needs shift and the organization evolves.

Subject Lines

Email subject lines can significantly impact open rates. Things to consider when developing subject lines: what do I want my audience to do, feel, think, and or consider before they read the content of my email? The subject line of an email can be a high-level snapshot of the content of your email. It can also highlight a specific aspect of the content you're sharing in your email and be framed in a way that causes your audience to want to know more. If utilizing an email marketing platform, look and see if they provide alternative email subject lines, along with *A/B testing that could increase open rates, based on what your may have already drafted.

Content Development

Centering email content development around themes, goals, events, etc. is a good way to ensure that the email has a main focus and that all of its elements connect in some way. For an example, creating content around quarterly themes, organizational goals, annual publications, and or specific events could be a good starting point to then build out from. What's not recommended is having an email that has un-related content as this may cause confusion (e.g. sharing information about newly elected school committee members, school committee goals, and the trailer for the latest *Days of Our Lives* season).

Another thing to keep in mind is that **less is more**. Populating your email with content that's focused on providing snapshots of the content (leading stakeholders and network members to a place where they can learn more) vs. commentary proves to be a more effective way in presenting and sharing content in a way that's digestible. For an example, when sharing an article, consider sharing a high-level summary (no more than 2-3 sentences) with a link to the full article instead of copying and pasting the article text into the email.

Once you've decided on what content you want to share in your email, decide if you would like to add a few visuals. This could be in the form of videos, URL's populating associated pictures, and or having one featured photo. Consider utilizing pictures from these free photo libraries: [Beautiful Free Images & Pictures | Unsplash](#), [Nappy | Beautifully Diverse Stock Photos](#), and [Disabled And Here: free stock images \(with attribution\) \(affecttheverb.com\)](#).

Email Marketing Platforms

There are many email platforms to choose from. *Here's a short list of some you might want to consider: [Marketing Online | Constant Contact](#), [All-In-One Integrated Marketing Platform for Small Business \(mailchimp.com\)](#), [Email Marketing Software Customized Solutions - Salesforce.com](#)

Utilizing email marketing platforms are great for keeping you organized when emailing stakeholders and network members that expand outside of your organization. They're also helpful in providing email templates, even for people with limited to no email design experience. They're also very useful in looking at analytics such as open rates, click through rates, email bounces, etc.

Want to dig deeper into best practices in email marketing? Check out these links: [17 Email Marketing Best Practices That Actually Drive Results \(hubspot.com\)](#), [3 Email Marketing Best Practices for Small Businesses \(constantcontact.com\)](#)

***Resources:**

[A/B Testing: What is A/B Testing? Use Data to Make Decisions \(salesforce.com\)](#)

Free and Low-Price Email Marketing Platforms

- [Pabbly Email Marketing - Get High Inbox and Open Rate | Pabbly](#)
- [All-In-One Integrated Marketing Platform for Small Business \(mailchimp.com\)](#)
- [Email Marketing Pricing Plans for Small Business | Constant Contact](#)
- [Platform Pricing and Plans \(activecampaign.com\)](#)

Social Media Guide

What platforms are right for your organization?

The first thing you should consider when evaluating your organization's social media strategy is what platforms are right for you—where will you find your audience? How active do you plan to be? What media are you planning on posting? There are hundreds of social media platforms available to choose from, but we will cover the basics of three of the biggest ones: Facebook, Instagram, and Twitter.

Facebook is one of the most famous social media platforms in the world. It hosts hundreds of millions of individual users, as well as groups and pages for organizations, businesses, and more, making it one of the broadest reaching social media platforms in the world. Features like “events” and “Facebook live” make it easy to invite others to your events or even to broadcast them to your followers in real time. However, it is increasingly being seen as an out-of-date option for social media, and youth tend to use it less often, if at all.

Instagram is owned by Facebook but is based solely on image/video sharing. Users can post images to their feed or on their story, as well as posting videos using tools like IGTV and Reels. Instagram caters to, and is generally used by, a younger audience than Facebook. However, Instagram has also made some recent changes to its app that prioritize businesses and established influencers, including the addition of a “shop” tab in the place where notifications used to be, signifying a move away from community building as the focus of the platform.

Twitter encourages their users to share brief messages (tweets) in 280 characters or less, which may scare wordier organizations away. However, Twitter is arguably the most interactive of these three platforms, allowing users to like, retweet, reply to, and quote others' content. While Twitter encourages brevity, there are ways to get around the character limit, including posting screenshots of messages and utilizing threads. Twitter appeals to a wide range of ages and populations, but profiles may be less polished than on Facebook or Instagram.

Tips for Building Followers (General)

The best way to build followers is **engaging with others** on your platform of choice. Comment on others' posts, share their work, offer congratulations if they are celebrating something; there are endless ways to connect on social media.

Find your network: If you're already working with like-minded organizations, check to see if they are on social media (most organizations will have this information available on their website, or you can search on the social media platform). Follow your existing network, and while you're at it, check out what people and organizations they're following and build from there.

Say what you stand for: You know what your mission and values are; don't be afraid to share them on your social media. Speak up about what you believe in, and soon others who are working towards the same goal will start to notice.

Use tools that will make you more discoverable, like **hashtags and tagging others**. Hashtags will allow others to discover your account when they are searching for a certain subject, and tagging others, either when you share their work or post something of interest to them, will ensure that they (and possibly their followers) will see it.

If you have the budget, **pay to promote some of your posts**- choose the ones that you want as many people as possible to see, like campaign announcements or events. This will not only spread the word about the topic of the post, it will bring new viewers to your organization's pages.

Best Practices for Each Platform

Facebook

- Make sure your organization's page is up to date—include your email, website, and even information like your mission in the “about” section of your profile.

- Facebook allows for longer captions, which means you can offer more details in your Facebook posts than in your Tweets. However, long Facebook captions will be hidden behind a “See More” link that followers will have to click to read the entire post. Avoid this by making sure your captions are still concise.
- Most interaction with followers on Facebook comes from comments and shares—engage with followers that comment on your post, and build your network by commenting on or sharing posts from similar organizations.
- You can broadcast live from Facebook- these can either be livestreams of in-person events, or Zoom-like virtual events meant to be hosted over FB Live. These videos can be saved and posted for others to view after the event.
- As an organization on Facebook, you will be interacting both with other organizations and professional profiles, as well as individuals’ social profiles. Engage with both, but be aware of the difference. For example, if you are sharing an article and the author has a professional Facebook page, tag that, but avoid tagging their personal profile, as this may be a private account that they do not want amplified to all of your followers.
- Facebook does have stories, although this feature seems to be much less popular than it is on Instagram.

Sample Facebook Posts:

Shout out to Nellie Mae grantee @RevereYouthinAction who were featured in this news story about activists working to #StopAAPIHate! Check it out to learn more about Revere Youth in Action and other groups doing similar work: <https://zcu.io/2asg> #YouthVoice #Equity

Have you read our blog, "Cross-Racial Healing and Solidarity in a White Supremacist World" by Nellie Mae program officer Alexis Harewood and senior program officer, Ellen Wang? If not, be sure to check it out now and learn about our rapid response grant! <https://zcu.io/7lh3>

It’s not too late to register for TODAY’s #EdEquityTalks event, “Money Talks: School Funding Amidst COVID-19” featuring @MassachusettsBudgetandPolicyCenter President Marie-Frances Rivera. Register now and tune in at 3 P.M. EST. <https://zcu.io/vmul>

Twitter

- Twitter’s character limits may force you to be briefer in your posts than you would like; however, this also encourages users to post more often, leading to a higher volume of Tweets. Don’t be afraid to tweet about the same topic multiple times to cover it from different angles.
- Create Lists on Twitter to group accounts you are following by subject— for example, Nellie Mae has lists for grantees in each of our grant funds, grantees sorted by state, one for partners in Education Equity work, and more, so if we are trying to amplify any of those areas we can check the list for recent tweets.
- Follow hashtags or topics on Twitter related to your work so that you’re exposed to what other people and organizations in your area of expertise are working on, even if you don’t follow them.
- Twitter is a very interactive platform-- “like” tweets to show agreement or support, retweet to share them via your Twitter account, reply to engage in conversation with the original poster, and quote tweet to share the post with your followers with your own commentary.
- Twitter has recently added both stories (called “Fleets”) and livestreams, in an effort to compete with Instagram and Facebook. Both of these work pretty similarly to Facebook and Instagram, with stories lasting 24 hours and livestreams saving so that users are able to post them for others to view afterwards. However, neither are as popular on Twitter as they are on Facebook and Instagram yet; feel free to use them and they may take off, but be aware that at least at first you will probably not receive as much engagement as on other apps with similar features.
- If you want to start a tweet off by tagging someone, make sure to put a period before the @ sign. If you don’t do this, it will instead go to their mentions, making it less visible to others. If you are tagging them anywhere else in the tweet besides the very beginning, you do not need to do this.

Sample Tweets:

Building a pipeline that recruits, supports, and retains educators of color is vital to creating a racially equitable education system. Join us for our next #EdEquityTalks with @karlaevigil and @TravisJBristol. RSVP now: <https://zcu.io/Fmh8> #educolor

.@equityinst's "TA to BA" program recognizes the valuable experience educational paraprofessionals bring to the table, and is working to create a pathway to full-time teaching positions. Check out this article from @The74: <https://zcu.io/5mSF> #EduColor #EduTwitter

Communities of color are standing in solidarity to #StopAAPIHate across the country. Our newest rapid response grant, "Cross-Racial Healing and Solidarity in a White Supremacist World," will support anti-racist coalitions like these. Learn more here: <https://zcu.io/acbE>

Instagram

- Because Instagram is image based, every Instagram post you make will require a picture or a graphic—this may be daunting, but it will also offer opportunities to cross-post the images you create for Instagram onto other social media platforms, driving up your engagement all around. See below to check out our best practices around images.
- Make sure to use every part of Instagram that makes sense for your brand. Instagram posts are permanent images that stay on your profile page, or your “grid.” People can like and comment on them. There are also Instagram Stories: anything you post here will vanish after 24 hours, unless you choose to save it to your profile. You can use these to engage your audience in question and answer sessions, take polls, and to amplify posts from other pages. If you are interested in creating videos, you can post these on either Instagram Reels (1 minute or less) or IGTV (over 1 minute).
- Like Facebook and Twitter, you can also go Live on Instagram. As a part of the Facebook parent company, Instagram Live is very similar to Facebook’s, and can be posted on IGTV for others to view after the Live is over.
- Make sure to utilize hashtags for your posts, but be careful not to overuse them; Instagram has been reported to suppress content that have too many hashtags attached, as well as content with certain hashtags (although this list is debated and ever-changing). The best practice is to make sure the hashtags you are using are relevant to your post, and to be selective about the number of hashtags you use.

Sample Instagram Captions:

ANNOUNCEMENT: Dr. Gislane N. Ngounou will step into the role of Interim President and CEO of the Nellie Mae Education Foundation, effective June 1, 2021. Dr. Ngounou currently serves as Nellie Mae’s Vice President of Strategy and Programs and has led work at the Foundation to uproot systemic racism in both philanthropy and public education. Read more about this transition in our press release, linked in our bio.

Women of color have been and are at the forefront of working towards racial equity. This #InternationalWomensDay, we commit ourselves to approaching our work with an intersectional feminist lens to uplift the voices of all women working towards justice.

Two of our youth advisors wrote this letter to the new Secretary of Education, @seccardona, encouraging him to include youth voices in his decision-making by highlighting four education issues that matter to them. Read more here: <https://zcu.io/zsns> #stuvoice #youthled #equity #educolor @elevated_thought

Image Guidelines

For our image guidelines, we will cover two different types of images: photos and designed graphics. For both, make sure you consider the size of the image you are posting (Instagram requires you to fit your image into a 1:1 [perfect square] ratio, whereas Twitter prefers rectangular images in a 16:9 ratio).

Graphics have become increasingly popular on social media sites. They allow organizations to be creative with their designs and depict situations they may not have photos for, and if you are designing your own, there is no issue of copyright. However, they can also be daunting if you do not have experience with design.

For experienced designers, tools like **Adobe InDesign** provide the most freedom to create graphics. However, with websites like **Canva**, even inexperienced artists can create sleek and professional free-to-use graphics. There is a paid version of Canva that will give you access to even more resources, but even a free account allows access to a ton of templates and images.

Sample Graphics

To see samples of graphics the Nellie Mae Education Foundation has used in our social media campaigns, check [this Google Drive Folder](#).

Photos can make a social media post pop out to a follower scrolling through their feed and drive up engagement. However, you need to make sure you have the legal right to post photos without violating copyright. You can use photos that your organization owns, as long as you have permission from the subjects to post them—these also have the advantage of showing off your organization and your work, unlike a stock image.

If you do not have photos from your organization, or you want to increase your options, check out the photo libraries listed in our Additional Communications Resources section. Make sure to pay attention to the photo permissions listed on each site—some may want you to include credit in the captions, while for others this is not necessary.

Messaging and Narrative Strategy in Today's Socio-Political Context (Summer 2021)

Educators, districts, and community-based organizations across the nation have been under attack in recent months under claims of promoting “critical-race theory.” The truth is, conservatives are mis-using “critical race theory” as a dog whistle to mean anything to do with talking about race, racism, whiteness, equity, or social justice. We know that teaching the truth matters, and that when young people are able to inspect their past and present through the lens of racial equity, they’ll be able to help us move forward in creating a more just in equitable world. Below are links to guides for how to talk about requests or insights you may get around “critical race theory.” A few important notes to highlight:

-These attacks are coordinated and purposeful, designed to distract us and keep us from moving towards a more just multi-racial democracy.

-Simply responding by saying “we don’t teach critical race theory” or “that’s not what critical race theory means” will often have the opposite reaction that we want it to – it will keep the conversation centered on what critical race theory is/isn’t.

-Instead of naming critical race theory directly, focus on why it’s important to teach the truth, and how a full understanding of history (and the present) benefits all of us.

More here:

- [Truth in Our Classrooms Bridges Divides: A Messaging Guide](#) (The Partnership for the Future of Learning)
- [Counter-Narrative the Attacks on Critical Race Theory](#) (Race Forward)
- [Messaging Guide: Honesty in Education](#) (ASO Communications/We Make the Future)
- Our grantee partners at the Equity Institute found it helpful to go through a [“Message Box”](#) exercise to pinpoint their core message and response in this larger narrative.

Additional Communications Resources

Below, please find some additional free resources to explore that can support your communications needs.

Messaging and Framing

[The FrameWorks Institute](#): Tap into The FrameWorks Institute's toolkits to find out how people think and talk about numerous social issues – and how to use strategic framing to spark change, including from their [Core Story of Education project](#).

[Racial Equity Tools – Communications](#): Take a look at this robust toolkit for communicating about racial equity issues from [racialequitytools.org](#).

[The Progressive's Style Guide](#): An amazing style guide focused on harnessing language in support of intersectionality and cross-sector power building

[Messaging this Moment: A Handbook for Progressive Communicators](#): In this message manual, The Center for Community Change has partnered with Anat Shenker-Osorio, America's most provocative and paradigm-challenging messaging expert. Her groundbreaking work brings immediate assistance to grassroots groups that are on the front lines of building immediate resistance, opposition and power.

[Race-Class Narrative Project](#): Demos' Race-Class Narrative (RCN) is an empirically-tested narrative on race and class that resonates with working people and offers an alternative to—and neutralizes the use of—dog-whistle racism.

Advocacy Resources

[Nonprofit Quarterly: Nonprofit Advocacy as a Core Competency](#): This useful articles goes into depth around the distinctions between lobbying and advocacy, and how nonprofits can use advocacy techniques to advance their missions.

[Bolder Advocacy](#): Bolder Advocacy, a program of the Alliance for Justice, has many great resources, trainings and tools you can access around nonprofit advocacy on their website.

Photo Libraries

All of these libraries include free images – please be sure to check photo usage guidelines.

[All4Ed Free Image Library](#) – a free library featuring images of students, educators and schools (including learning amidst COVID-19)

[Beautiful Free Images & Pictures | Unsplash](#)

[Free Stock Photos · Pexels](#)

[Nappy | Beautifully Diverse Stock Photos](#)

[CC Search \(creativecommons.org\)](#)

[Free for commercial use | Flickr](#)

[Stock photos of women of color in tech, now free to use. — #WOCinTechChat](#)

[PICNOI – Free Stock Photo for a Colorful World](#)

[CreateHER Stock | Stock Photos Of Melenated Women](#)

[Discover and download free images - Pixabay](#)

[Disabled and Here](#)

Networks

[The Communications Network](#): The Communications Network is a group of philanthropic and nonprofit communicators looking to advance social change. Tap into their blog and resources for best practices around communications for good!

[The Partnership for the Future of Learning Shared Story Project](#): Tap into the wealth of stories about advancing student-centered learning and racial equity in education through these high quality stories.

[The Radical Communicators Network \(RadComms\)](#): RadComms is a network of progressive communicators – join their Facebook page or Google Group to connect with other likeminded communicators!

Communications Firms

[Black Comms Creatives Database](#)

[A/B Partners](#)

[The Narrative Project](#)

[PowerLabs \(digital organizing\)](#)

*For more specific recommendations, feel free to reach out to Chiara!

Additional Resources

[Crowdsourced Black-Owned Creative Communications Database](#)