



Your 21-Day Racial Equity Challenge Starts on Monday

In preparation for the challenge, we are offering some thoughts about how to approach it and prepare for what it may bring up for you. Each day, you will be offered resources to read and watch that will take about 15 minutes. The work of the challenge, however, is really in what happens for the rest of the day as you think more about what you've just seen and recognize opportunities to understand and do something different.

As you go through each day, keep these thoughts in mind:

You will have the chance to learn a lot. There will be perspectives, thoughts, ideas, and beliefs that you may not have engaged with before. Therefore, your own perspectives, thoughts, ideas and beliefs may be challenged. This challenge could feel eye-opening in positive ways, and it could also bring up strong feelings of defensiveness, fear, and anger.

Your feelings are an important part of this process as they will help you understand yourself better and, in doing so, offer you opportunities to grow as a person. If you are feeling angry, listen to that and ask yourself what the challenge is bumping into inside of you. Write these thoughts down as you go, reflecting on whether these feelings move you toward racial equity or away from engaging in issues related to racial equity. These will be helpful to reflect on when you are given the opportunity to engage with the rest of the group during the challenge.

Be proud of yourself for stepping into the difficult process of growth and change as you acknowledge and identify all of the work that lies ahead! Just by the nature of you engaging in this work and changing, you are actively changing the world around you. Nicholas Christakis, author of *Connected: The Surprising Power of Our Social Networks and How they Shape Our Lives*, shares with us this research about how influential we really are: "We discovered that if your friend's friend's friend gained weight, you gained weight. We discovered that if your friend's friend's friend stopped smoking, you stopped smoking. And we discovered that if your friend's friend's friend became happy, you became happy."

Day 0: Pre-Challenge Challenge

Before you get started, please fill out this [pre-event survey](#) to set your intentions and share your goals for the challenge.

First: Read and reflect on these steps throughout the challenge:

1. Get comfortable with some discomfort.
2. Own your own biases.
3. Reflect on YOU first, before others.
4. Push yourself to your growing edge.
5. Don't keep it to yourself... invite others into your conversation.
6. Take positive action toward racial equity.



Option 1: Review Racial Equity Tools' new [Glossary of Racial Equity Terms](#), with over 60 terms and definitions. The words and language we use hold significant meaning; staying educated on these terms can help us engage in more inclusive and respectful dialogue.

Option 2: Watch the 3-minute video [Racism is Real](#) video by Brave New Films to learn more about racial disparity and the impact of implicit bias.

Option 3: Check out this article that addresses how [Listening to Understand](#) can foster systemic change.

Option 4: Take this [Awareness Test](#) because we cannot change what we cannot see!

Option 5: Watch this 4-minute animated video about [Systemic Racism Explained](#).

To further deepen your understanding and promote change, outlined below are some suggested action steps to take during each day of the challenge or after completing the challenge in its entirety. Remember, this is a life-long process, so be proud of where you are now and for taking this first step.

Suggested Action Steps:

- What is one small thing you can do to apply or practice your new racial awareness? Make it a daily habit if possible.
- Do something where you use your privilege to help someone who does not have your privilege.
- Change one belief, policy, and/or practice in your family or organization that builds an equity culture.
- Support the work of an organization led by people of color (i.e., donate money, promote their work on social media) and continue to amplify the voices of people of color.
- Create a plan to use some of the racial equity tools or resources each month with your family, friends, or colleagues.