



**AFRO
PUNK**

ORGANIZEFOR

TOOLKIT FOR ACTIVISTS & VOLUNTEERS

Learn more about the partnership between OrganizeFor and AfroPunk by visiting:

ORGANIZEFOR WEBSITE <https://www.organizefor.org/afropunk-partnership>

AFROPUNK WEBSITE <https://afropunk.fancorps.com/signup/?source=COC>

What is OrganizeFor?

- OrganizeFor is a platform that gives you all the tools you need to run successful digital campaigns around issues that matter most to you and your community.
- OrganizeFor is powered by Color Of Change. It is our online movement building program that allows digital organizing to be accessible to anyone.
- We also have webinars and a whole how-to guide on our website that provides all the coaching you need to be an expert digital organizer in no time.
- We also have expert COC campaigners who can assist you in running your campaigns.

What Is Color Of Change?

- Color Of Change is the nation's largest online racial justice organization.
- We're geared toward digital media organizing and advocacy and also partner with on-the-ground organizers.
- We help people respond effectively to injustice in the world around us.
- We have over one million members who we contact through direct email outreach in order to provide specific actions for them to take in moments of injustice.
- Ultimately, we target decision makers in corporations and government to hold them accountable and to create a more human and less hostile world for Black people in America.
- We mobilize our members to end practices and systems that unfairly hold Black people back, and champion solutions that move us all forward.
- Until justice is real.

Q. What is the partnership between OrganizeFor and AfroPunk?

Color Of Change's Movement-building team is working in partnership with AfroPunk's Community Affairs team to provide a social and racial justice-centered, digital advocacy pathway to earning a ticket to AP Fest Brooklyn - August 25/26 and AP Fest Atlanta - October 15/16.

This will include developing and supporting a matrix of engagement that aims to educate, mobilize and organize attendees of the events and AP Army members through exposure to Color Of Change and OrganizeFor campaigns, trainings, and initiatives.

Q. Is this going to be an ongoing partnership?

Our partnership will exist through October 2017.

Q. What's the connection with Color Of Change and OrganizeFor?

OrganizeFor is Color Of Change's member-led campaign platform. With more than 1 million members nationwide, Color Of Change is the nation's largest online civil rights organization committed to leveraging the power of our members' voices to hold corporations and institutions accountable to the concerns of Black Americans. By amplifying the political voice of the Black community, we aim to create a more just society for all people. The OrganizeFor platform is a way for our members to access the tools and resources they need to lead change on issues that further our goals and increase our impact.

Q. Is OrganizeFor a c3 organization?

No. ColorOfChange.org, a California nonprofit public benefit corporation exempt from taxation under section 501(c)(4) of the Internal Revenue Code of 19086 as amended, supports OrganizeFor.org, making it a c4 organization.

Q. How would a member-led campaign typically receive support from Color Of Change?

When a member-led campaign reaches a certain number of organic signatures from their individual outreach efforts, Color Of Change campaign managers will review the member campaign and assist with the overall strategy. During this process, Color Of Change campaign managers will work with campaign leaders to provide insights on the language of the campaign, the target, as well as supplementary actions campaign starters can take on to reinforce the mission of their campaign.

Q. What other opportunities for involvement are offered through OrganizeFor?

OrganizeFor hosts periodic trainings and workshops for interested members to learn the different elements necessary for building a successful campaign on our database. We also host opportunities to participate in the Volunteer Communications Team.

Q. What are some of the most successful/notable campaigns that have been started on OrganizeFor?

- Joi Jackson-Morgan Campaign (#NoNewSFJail)
 - » Joi Jackson-Morgan started a petition to Mayor Lee and Honorable Members of the San Francisco Board of Supervisors asking that they reject plans to build a new jail. Citing that the success of the new jail would depend on the criminalization and incarceration of the remaining Black and low-income people in the city, Jackson-Morgan highlighted the public safety concern and inherent injustice in building the new jail. After the petition received 3,059 signatures, the Board of Supervisors rejected the plan.
- Confederate Flag Takedown in South Carolina Capitol
- A&E network cancelling "Generation KKK"

Q. What makes this platform different than MoveOn.org or Change.org?

One of the major feats that make OrganizeFor different from any other platform is the intentional focus on campaigns centering Black voices and issues that directly affect the well-being of Black communities.

Q. Can I start a campaign about anything?

Your campaign can be on a national or highly local issue. You may target Congress or your local school board, as long as they have the power to create the change you want to see. A clear goal and strong strategy are key for the right campaigns. Campaigns must revolve around issues impacting Black people and strive to strengthen Black political power.

Of course, any campaign that is defamatory, discriminatory, promotes violence, bullying, or exclusion, will not be tolerated.

Q. Are petitions limited to the United States or can they be anywhere in the world?

Petitions on the OrganizeFor platform are limited to the U.S. only.

Q. How can I get involved/volunteer with OrganizeFor?

If you'd like to get involved or volunteer with OrganizeFor, please email info@colorofchange.org and we will get back to you as soon as possible.

Q. Where are your offices?

We have office locations in New York, Washington, D.C., Oakland, and Los Angeles.

Q. I'm not Black, can I still participate in initiatives started by Color Of Change/OrganizeFor?

Absolutely. Anyone can start an initiative centered on making the world a more humane and less hostile environment for Black folks. We are not alone, and when we work to protect Black lives and interests, we do the same for all who have been left behind in political silence.

Twitter:

OrganizeFor.org is Color Of Change's member-led platform purposed to amplify voices of the Black community. Start a campaign today!

We all have something that inspires us to organize. Use #IOrganizeFor to share what you organize for & visit [organizefor.org](https://www.organizefor.org)

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#IOrganizeFor Black communities and organizers. Visit [OrganizeFor.org](https://www.organizefor.org) to find out how!

Interested in becoming a digital organizer? Check out [OrganizeFor.org](https://www.organizefor.org) for more details on starting your own campaign. #IOrganizeFor

What issues are most important to you? Name what causes you to mobilize. Use the #IOrganizeFor HT to tell us what moves you!

#IOrganizeFor opportunity and access for Black communities. Quote RT & tell us what you organize for.

Have you heard the news? We're collaborating with @AFROPUNK to help build a digital organizing experience as a volunteer in the #APArmy! [INSERT IMAGE]

MAJOR KEY ALERT: We're collaborating with #AFROPUNKArmy to provide chances to earn @AFROPUNK tix. Find out more: [\[www.organizefor.org/afropunk-partnership\]](https://www.organizefor.org/afropunk-partnership) [INSERT IMAGE]

#IOrganizeFor the preservation of Black joy. What do you organize for?

Facebook:

OrganizeFor is more than just a digital campaigning platform. It's an opportunity to redefine what it means to organize. It's an opportunity to build and make change in a way inspires change in a new, and accessible, way. What do you OrganizeFor? Find out more. Visit: [OrganizeFor.org/afropunk-partnership](https://www.organizefor.org/afropunk-partnership). [Insert image]

#IOrganizeFor a change that will influence future generations in the best way. What do you organize for? Comment below with the reason why you organize.

OrganizeFor.org is a platform dedicated to uplifting the concerns of Black communities by members of those communities. It is with the realization of personal political power and influence that we hope to inspire others to make change in their communities. Start your campaign today!

AFROPUNK is [INSERT AMOUNT OF DAYS] away! Find out how you can get involved in the OrganizeFor mission while also earning points to attend AFROPUNK by clicking the following link: [\[www.organizefor.org/afropunk-partnership\]](https://www.organizefor.org/afropunk-partnership)

Have you heard the news!? We're collaborating with AFROPUNK Army to create an opportunity to explore digital organizing while also earning tickets to attend @AFROPUNK. Want to find out more about how to get involved? Click the following link: [\[www.organizefor.org/afropunk-partnership\]](https://www.organizefor.org/afropunk-partnership)

Instagram:

#OrganizeFor is a platform dedicated to uplifting the concerns of Black communities by members of those communities. It is with the realization of personal political power & influence that we hope to inspire others to make change in their communities. Start your campaign today on [OrganizeFor.org](https://www.organizefor.org)!

#IOrganizeFor justice against harmful institutions intent on furthering the disenfranchisement of Black people. What about you? Insert what you organize for in a comment below

MAJOR KEY ALERT: We're collaborating with #AFROPUNKArmy to provide opportunities to earn tickets to @AFROPUNK. Find out more - #LinkInBio

#IOrganizeFor Gynnya McMillen, Ayana Stanley-Jones, Sandra Bland, and all other Black women who have fallen victim to violent law enforcement structures.

@AFROPUNK is [INSERT AMOUNT OF DAYS] away! Find out how you can get involved in the #OrganizeFor mission while also earning points to attend @AFROPUNK by clicking the link in our bio.

Tagging Color Of Change:

Organizational Site	ColorOfChange.org
COC Powered Platform #1	OrganizeFor.org
Twitter	(c3)(c4) = @ColorOfChange
Facebook	facebook.com/colorofchange
Relevant Hashtags	#IOrganizeFor

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ORGANIZEFOR

GRAPHICS



FOR IMMEDIATE RELEASE

June 6, 2017

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OrganizeFor, Powered by Color Of Change, Partners with AFROPUNK to Engage Next-Gen Activists

Activists can win free ticket to AFROPUNK festivals by using online petition platform

NEW YORK—Color Of Change, the nation's largest online racial justice organization, and AFROPUNK are joining forces to mobilize a groundswell of digital voices and actions in the name of social justice.

OrganizeFor, Color Of Change's member-led online petition platform, will be deployed in alliance with AFROPUNK's activist unit, AFROPUNK ARMY, with the goal of empowering Black communities to leverage their influence to strategically amplify collective acts and hold stakeholders, policy makers, institutions, and corporations accountable for systemic racism and for enabling Trump's agenda. Since 2016, Color Of Change members have used OrganizeFor to keep open a crucial health clinic in San Francisco, demand justice for Philando Castile, work to free Bresha Meadows, defend their freedom to vote, and challenge the relationship that HBCU's have with Trump's administration.

This dynamic partnership aims to equip inter-generational advocates with invaluable tools and resources to bring about change in their communities, including a petition platform, organizing toolkits, and trainings with Color Of Change campaign managers. By using the OrganizeFor platform to create change, AFROPUNK ARMY members will be able to earn a free ticket to AFROPUNK festivals in Brooklyn and Atlanta.

Color Of Change is invested in engaging AFROPUNK's movement in order to strategically influence this key demographic's fight against Trump and his administration's destructive agenda against Black communities.

Color Of Change is the nation's largest online racial justice organization. We help people respond effectively to injustice in the world around us. As a national online force driven by over one million members, we move decision-makers in corporations and government to create a more human and less hostile world for Black people in America. Visit www.colorofchange.org.

