

# **30 WAYS**

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**you can educate yourself, stand in solidarity with your BIPOC (Black, Indigenous and People of Color) friends, fight racism, and build a better world.**

**(Especially if you're a white person.)**

**Note: These things were learned from education, making mistakes (and owning up to them), listening, learning, and actively doing better because “when you know better, do better.”\***

**\*Maya Angelou**

1.

# **EDUCATE YOURSELF**

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**about what has happened in the past,  
and what's happening right now. It is not  
your Black friends' "job" to educate you.  
Educate yourself. Google is your friend.**

**2.**

**LISTEN TO RADIO SHOWS AND PODCASTS**

**(all genres: from breaking news to comedy)**

**hosted by Black and minority voices. If you have ever thought, “I wonder what it feels like to be a Black person in America today?” ...you don’t have to wonder. Listen and learn. A few places to start: **CODE SWITCH** from **NPR**, **2 DOPE QUEENS** from **WNYC**, and **SOOO MANY WHITE GUYS** from **WNYC**.**

**3.**

# **DONATE**

**to causes like Black Lives Matter. If possible, set up an automatic monthly donation, not just a one-time payment.**

**Some other organizations include:**

**ACLU - [www.aclu.org](http://www.aclu.org)**

**NAACP - [www.naacp.org](http://www.naacp.org)**

**IWGIA - [www.iwgia.org](http://www.iwgia.org)**

4.

# **BUY PRODUCTS**

**from Black-owned and minority-owned businesses. Shop many of the Black owned businesses found on**

**We Buy Black - [webuyblack.com](http://webuyblack.com)**

**Shoppe Black - [shoppeblack.us](http://shoppeblack.us)**

**and Cocoapreneur - [cocoapreneur.com](http://cocoapreneur.com).**

**5.**

**You're organizing a conference or panel event? Make sure your panel of speakers is**

**NOT 100%**

**WHITE PEOPLE.**

**Duh!**

**Also, pay panelists for their time.**

**6.**

**When a horrific race-motivated tragedy happens, consider checking in with your Black and minority friends to see how they're doing. You could text and say, "I am thinking about you," or**

**"I'M CHECKING IN.  
NO REPLY NEEDED. JUST  
KNOW YOU ARE LOVED."**

**7.**

**When a horrific race-motivated tragedy happens, if you run a business, GIVE EXTRA SUPPORT TO YOUR BLACK AND MINORITY EMPLOYEES.**

**Offer free grief counseling. Offer people the option to take the day off, rest, and recharge.**



**8.**

**If you run a business, be mindful of the images you use in your marketing materials. Is it always slender youthful white women? Make changes. If you care about diversity,**

**DEMONSTRATE THIS  
THROUGH YOUR ACTIONS.**

9.

**In social settings—like a dinner party or professional networking event—**

**LISTEN MORE THAN**

**YOU SPEAK.**

**You can learn a lot if you listen without interrupting. Call out others for using racial or insensitive language.**

**10.**

**If you have a “platform” or “audience” of any size (you run an e-newsletter, you have a social media following, you lead classes in your city) lend your platform to a Black or minority person. Feature them as a guest-teacher. Feature their new book or project.**

**USE YOUR SPOTLIGHT TO HIGHLIGHT OTHERS.**

11.

# **BE MINDFUL**

**of the media you consume. Look at the music you listen to, the Netflix shows you watch, the blogs you read. Without even realizing it, do you have a tendency to consume media created by white artists, or watch TV shows featuring an all-white or mostly-white cast? Notice this. Change this.**

**12.**

**If a relative makes a racist comment,  
CALL THEM OUT IMMEDIATELY.  
“That’s a completely unacceptable thing  
to say.” Don’t let it slide. Set a boundary  
if needed: “If you say something like that  
again, I am walking out of this room, and  
you will lose your relationship with your  
grandchild, because I don’t want you  
influencing him.”**

**13.**

**READ BOOKS WRITTEN BY  
BLACK AND MINORITY AUTHORS.**

**Romance, fantasy, sci-fi, self-help, memoirs—any genre you enjoy. Be intentional about seeking out these authors. If you love sci-fi, try literally anything by Octavia E. Butler. If you love epic, sweeping, multi-generational family sagas, read *Sharks in the Time of Saviors: A Novel* by Kawai Strong Washburn. If you love badass female heroines, try *Huntress* by Malinda Lo.**

**14.**

**Ensure schools and libraries have books and encourage students to read books where the protagonists and heroes of the stories are Black and minority characters.**

**Donate books, money, or both, to support libraries.**

**PROVIDE AN OPPORTUNITY**

**for kids to see themselves in those pages and for other kids to learn.**

15.

## **MAKE A SELF-CARE PACKAGE**

and send it to your **Black** and minority friends. Go even a step further and support **Black-owned** businesses with the products you choose. A bag of coffee or tea from **BLK & Bold**, healthy snacks from **Eat Power Bites**, and bath and body products from **Bubble Babez Bath Co.**



16.

# **REACH OUT**

to an organization doing good work for **BIPOC (Black, Indigenous and People of Color)** folks, and ask, “**What resources do you need for your organization?**” **Do they need volunteers? Supplies? Funding? A social-media savvy intern? Something else? Help them get the resources they need.**

17.

**SEND A MENTAL HEALTH  
CHECK IN CARD  
TO A FRIEND.**

**These ones by artist  
Avila Diana are great.**

**18.**

**When a BIPOC opens up and shares something painful that happened to them, listen without interrupting. Before you are quick to say, “But he was.” or “I wonder what they did.” or “Well you know.” just pause.**

**LISTEN. REFLECT. CHALLENGE  
YOUR OWN ASSUMPTIONS.**

**Do this daily. Do not correct them or compare their pain to your experiences because if you’re white, it’s not the same thing.**

**19.**

**As Peachie Wimbush-Polk says, “We all have our role in the revolution.” You don’t have to be all the things all the time.**

**TINY THINGS ADD UP.**

**Figure out how you can help and channel your energy and resources there.**

**20.**

**Invest in your education, seek out training programs, and better yourself. There are dozens on Harassment, Diversity, and Sensitivity Training Programs available online, and some are free. Watch videos.**

**Take notes.**

**FIND AREAS WHERE  
YOU CAN DO BETTER.**

**21.**

**If you are asked to be part of a conference, seminar, panel, virtual summit, or another event, ask the organizers to see a list of speakers beforehand.**

**If everyone looks like you, discuss this with the event organizer to make changes. “I’m concerned that every single speaker in the line-up is white.**

**Diversity is important to me, and I’m sure it’s important to your audience too.” Educate them.**

**PROVIDE THEM WITH A LIST OF SPEAKERS THEY COULD CONSIDER.**

**22.**

## **JOIN AN ANTIRACIST BOOK CLUB**

**and invite your friends. A few**

**suggestions: How to be Antiracist by**

**Ibram X. Kendi, Between the World and Me**

**by Ta-Nehisi Coates, and White Rage: The**

**Unspoken Truth of Our Racial Divide by**

**Carol Anderson are great places to start.**

**23.**

# **SHOW UP AT A MARCH OR PROTEST.**

**If you can't march for some reason, then find a way to support the people who are marching. For example, create a stand offering free water and snacks to nourish people who are on their feet all day long.**



**24.**

# **DONATE YOUR** **TIME**

**to an organization or cause where you can offer your expertise to help people who can benefit. Do it because you can be of service, don't do it for praise.**

**25.**

**Refrain from saying, “I can’t believe something like that would happen.”  
It’s happening and been happening.**

**BELIEVE IT.**

**Instead say, “I’m sorry this is still happening and I will continue to do my part.”**

26.

## **USE YOUR PRIVILEGED POSITION**

as a “white insider” to give a valuable heads up to a **BIPOC (Black, Indigenous and People of Color)** friend. For instance, you could say, “Hey, I’m not sure if you’re aware of this, but so-and-so got paid **\$5,000** to deliver a keynote talk at this year’s conference, while you only charged **\$500**. Next time you can charge way more.”

**27.**

## **BE WILLING TO “GET IT WRONG.”**

**It’s better to do something—and do it imperfectly—rather than do nothing at all. For example, if a BIPOC (Black, Indigenous and People of Color) friend is grieving due to a recent hate crime that’s all over the news, reach out and check if they’re okay. You might think, “But what if I say the wrong thing?” and then you do nothing because you’re afraid of “doing it wrong.” Be willing to get it wrong. Take imperfect action.**

**28.**

## **WATCH**

**“YOUR BLACK FRIEND,”**

**an animated short film by Ben Passmore,**

**Alex Krokus and Krystal Downs. This**

**video is about 3 minutes long. The**

**narrator points out several obnoxious and**

**hurtful things that White people often do,**

**without realizing how hurtful it is.**

**29.**

# **VOTE**

**for candidates who are outspoken about their  
commitment to fight racism.**

**Not sure if you are registered to vote?**

**Fix that in 5 seconds here:**

**[www.vote.org](http://www.vote.org)**

**Already registered to vote? Great! Now, help  
get others registered at [www.fairfight.com](http://www.fairfight.com).**

**30.**

**Above all,**

**PLEASE DO SOMETHING.**

**Because just “feeling sad” isn’t good enough. If everyone did 1 tiny action per day, or per week, imagine what that could add up to? Be a part of the solution, not the problem! Actively be an antiracist and an ally to BIPOC.**

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# **A NOTE ON THE FONT**

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**MARTIN** is a non-violent typeface inspired by the **Memphis Sanitation Strike of 1968**. **Martin Luther King Jr.** joined the cause, speaking to a crowd of **6,000** in late **March** and returning on **April 3rd** to deliver one of his most famous speeches, “**I’ve Been to the Mountaintop.**” King placed the strike in a larger context, declaring, “**The masses of people are rising up.**”

The Font was designed by

**TRÉ SEALS OF VOCAL TYPE CO.**