

# UNITED AGAINST HATE WEEK CITY TOOLKIT

Presented by California vs Hate



Welcome to the United Against Hate Week City Toolkit! Use this toolkit to provide your community, staff, and residents with promotional materials for California vs Hate that can be paired with dynamic ideas for joining a statewide coalition during United Against Hate Week.

Hate incidents and crimes continue to rise in number within the state of California and beyond. Now more than ever it's critical that we have avenues to report these acts. Led by the California Civil Rights Department, the California vs Hate initiative is a non-emergency reporting system designed to support individuals and communities targeted for hate. **It is a dedicated space for people to report an act of hate and seek support from professionals trained in culturally competent communication and trauma-informed practices.**

At its core, California vs Hate is fueled by the work of organizations, agencies, and groups that work on varying levels with their communities across the state to combat hate. Local governments, public servants, and community leaders play a unique and critical role in uplifting messages of hope and unity in these difficult times. **This November 12-18th, the California vs Hate campaign is partnering up with activists and cities across the state for United Against Hate Week and we would love to partner with you!** We know that through education, outreach, and collaboration, this partnership can have a lasting impact beyond United Against Hate Week, making California a safer and more inclusive place for everyone.

## ABOUT UNITED AGAINST HATE WEEK

**United Against Hate Week** is spearheaded by a coalition of civic leaders and activists working together to empower local residents to take action against hate - with an ultimate goal of building inclusive and equitable communities. It encourages seven days of local civil action by people in every community, including by hosting events, sharing stories, attending rallies, connecting with local institutions, and more. **The goal is to work together at varying levels to stop the hate and implicit biases that are a dangerous threat to the safety and civility of our neighborhoods, towns, and cities.** We hope that at a time when our country is deeply divided and intolerance is spreading, United Against Hate Week will provide an opportunity to build inclusive communities that reject bias, bullying, hate, and bigotry.



Visit [UnitedAgainstHateWeek.org](https://UnitedAgainstHateWeek.org) to learn more

## WILL YOU PARTNER WITH US?

California vs Hate is a proud advocate for United Against Hate Week and we encourage your city to **support this initiative by committing to any of the following actions:**

- **Issue a Proclamation** recognizing the importance of California vs Hate and United Against Hate Week in your community. [A sample draft is available [here](#).]
- **Commit to printing and distributing** California vs Hate's ready-to-print [posters](#) and our other customizable content in your civic buildings and local small businesses.
- **Promote events before and during United Against Hate Week** on your [social media channels](#), [newsletters](#), and elsewhere. Please add them to our [shared calendar](#). Make sure to tag [@calcivilrights](#) and [#CAvsHate](#) ([#UnitedAgainstHate](#)). We also encourage you to follow the California Civil Rights Department on the following platforms: [Twitter](#), [Instagram](#), [Facebook](#) or [Linkedin](#).
- **Ask your elected officials to record a video on why they stand United Against Hate** and share it out on your social media channels with the hashtag [#UnitedAgainstHate](#). For inspiration, check out previous [testimonials](#) of community members and government officials.
- **Secure ad space to spread the word.** Does your city have digital signage and/or available spaces for out-of-home ads? We can work with you on new content for the week to build awareness of United Against Hate Week with your residents.

## ABOUT THE CALIFORNIA CIVIL RIGHTS DEPARTMENT

The California Civil Rights Department is an agency of the California state government charged with the protection of residents from discrimination in employment, housing, public accommodations, and elsewhere, as well as combating hate violence and human trafficking. It is the largest state civil rights agency in the United States.



Join us by sharing [this graphic](#) to promote United Against Hate Week on your social channels!

**VISIT OUR WEBSITE TO FIND MORE SHAREABLE CONTENT**

**20 IDEAS FOR UNITED AGAINST HATE WEEK ACTIVATIONS**

**LEARN MORE ABOUT THE COMMISSION ON THE STATE OF HATE**

We'd love to know what you're planning so that we can highlight the work of our partners across the state! **Please let us know as soon as possible if you're able to commit to any of the actions suggested above or if you have other plans you'd like to share for United Against Hate Week.**

Visit the [United Against Hate Week website](#) to see events and more information, and **please do not hesitate to reach out to [info@cavshate.org](mailto:info@cavshate.org) with questions and more details about your own events and activities!**

*We want to extend a special thank you to you all, our partners and collaborators on this campaign. California vs Hate, at its core, is fueled by the work of organizations, agencies, and groups like yours that work on varying levels with communities across the state to combat hate.*