

# Night of 1,000 Conversations

Organizers Toolkit



# SECTION I: OVERVIEW OF THE CAMPAIGN AND THE ROLE OF AN ORGANIZER

Thank you for taking time to organize for the **Night of 1,000 Conversations**. As an Organizer, we are asking you to commit to recruiting Hosts who can bring together small conversations. The Conversations will build an educated constituency ready to take action locally and nationally for the *Racial Profiling: Face the Truth* campaign. Your role is essential to deepening relationships with our allies and creating a space where we can persuade more people to change the harsh realities of a system that violates the basic human rights and civil liberties of people living in the United States.

Racial profiling is an illegal, ineffective and degrading practice that violates constitutional protections and human rights. While many in our communities have struggled with the consequences of being profiled, including being incarcerated and deported, we as communities rarely have the opportunity to deepen our understanding of the facts, stories and realities of these events. We need to create more spaces where we can allow people to come together and broaden our networks of allies and strengthen our community efforts against these violations of civil liberties and human rights.

The **Night of 1,000 Conversations** is an educational tactic and opportunity for people to talk about difficult issues. Conversations are the first step toward building our constituency of people educated to take action on the *Face the Truth* campaign. It is an essential phase of having our communities better understand the issues at the local and national levels. From Conversations we can mobilize communities to take action to create a stronger campaign locally and nationally.

## **ABOUT THE *RACIAL PROFILING: FACE THE TRUTH* CAMPAIGN**

The Rights Working Group (RWG) launched the *Racial Profiling: Face the Truth* campaign to achieve commitments at all levels of government to ban all forms of racial and religious profiling by law enforcement.

The *Face the Truth* campaign has three policy objectives:

1. Secure passage of federal legislation to ban racial profiling – the "End Racial Profiling Act."

Racial profiling is an ineffective law enforcement tool, harms community security and is profoundly unjust. Banning the practice requires comprehensive federal legislation. The "End Racial Profiling Act" prohibits profiling based on race, ethnicity, religion and national origin by federal, state and local law enforcement agents.

2. Revise the June 2003 Department of Justice Federal Guidance on Racial Profiling

Although the Department of Justice (DOJ) issued guidance prohibiting the use of race by federal law enforcement agencies in 2003, this guidance is not enforceable, it does not address profiling based on religion or national origin, and it leaves a gaping loophole that

allows racial profiling for “national security” purposes and at U.S. borders. The DOJ needs to eliminate the border and national security loophole, to include profiling based on religion and ethnic origin, and to ensure that the guidance is enforceable.

3. Eliminate Department of Homeland Security programs that result in racial profiling in immigration enforcement.

Formal programs like 287(g), ICE ACCESS, and Secure Communities that enforce federal immigration laws through state and local criminal justice systems, along with informal local enforcement of federal immigration laws, have resulted in pre-textual arrests of people who the police perceive to be “foreign,” including citizens and lawful permanent residents, in order to check immigration status.

To promote awareness and mobilize action, the RWG is organizing Conversations throughout the country to raise awareness and get people to take action.

For more information on the campaign, go to [www.rightsworkinggroup.org](http://www.rightsworkinggroup.org).

## ABOUT RIGHTS WORKING GROUP

The RWG is a national coalition of more than 260 community-based and national organizations dedicated to ensuring that the American commitment to liberty and justice for all is fulfilled regardless of race, religion, ethnicity, national origin or immigration status. RWG mobilizes communities across the country concerned with the erosion of constitutional protections since 9/11 to demand that the government restore basic human rights protections. RWG’s strength flows from its diverse membership of organizations representing civil rights, civil liberties, human rights, immigrant rights, faith-oriented, social services and legal services organizations who work hand in hand toward the goal of restoring due process.

## ORGANIZER’S TASKS

- Contact Pabitra Benjamin at [pbenjamin@rightsworkinggroup.org](mailto:pbenjamin@rightsworkinggroup.org) or (202) 591-3300 at the national office to connect to the *Face the Truth* campaign;
- Set a goal for how many Conversations you want to organize;
- Recruit Hosts and ensure they follow through;
- Provide Hosts with the *Night of 1,000 Conversations Toolkit* and tips on organizing successful Conversations;
- Remind Hosts to register their Conversations at [www.nightof1000conversations.org](http://www.nightof1000conversations.org) to allow us to track the number of Conversations and their locations;
- Report back to Pabitra Benjamin of your outcome.

# SECTION II: YOUR GOALS

When recruiting Hosts and Conversation participants, think broadly about the people you want to engage in your local campaigns and advocacy efforts. Our campaigns will be more effective if we broaden our constituency. The individuals we target to host and attend Conversations should deepen our base, recruit new allies, and move community members who could be persuaded to take action to stop racial and religious profiling.

To make this work, Organizers will need to dig deep to recruit Hosts from all sectors of their organization's network of relationships: community leaders, key volunteers, staff, board members, allies, etc. Hosts will need to do similar work to ensure their Conversations have enough guests in attendance to create good Conversations.

## SETTING YOUR GOALS

Set an ambitious but reasonable numerical goal for the number of Hosts you want to recruit. Your goal should be based on the number of Conversations your organization has committed to or what is essential to building the campaign locally. Please contact Pabitra Benjamin at [pbenjamin@rightsworkinggroup.org](mailto:pbenjamin@rightsworkinggroup.org) if you need help setting goals.

- 1 person can often recruit 5 or more Hosts.
- 1 organization with basic staff capacity should be able to recruit at least 10 Hosts.

## TARGETING HOSTS

Your best targets for hosting conversations are individuals from your personal networks and social circles. You can also target groups that hold regular meetings (church groups, book clubs, student group meetings, etc.) and request that they use one of their meetings as a Conversation for the **Night of 1,000 Conversations**.

From your personal network invite families, friends, and colleagues to host Conversations. You know your network best but remember never to assume that someone is not interested. It's better to ask than to miss a great opportunity.

When looking for organizations, contact organizers with whom you have worked with in the past and organizations whose missions are aligned with that of the *Face the Truth* campaign. The range of issues spans across civil rights, civil liberties, human rights, immigrant rights, and faith networks. When reaching out to faith communities, keep in mind the dates of religious holidays.

Be creative with your outreach. Conversations are a great way to bring people together. Remember, asking individuals to host a Conversation is like asking someone to host a book club meeting or having friends over for tea and talking about the day's news. It is not asking them to organize a huge event. When recruiting hosts, the ask should not be overwhelming.

## THE NUMBERS

There are two universal principles in organizing events that are good to keep in mind:

1. Not everyone you invite to host or to attend will be able to do so, and
2. For those who say, "Yes, I'll do it," maybe half of them may cancel (Rule of Halves).

To set yourself and your Hosts up for success start with a pool of potential Hosts and attendees that is 2-3 times bigger than the outcome you are working towards. The following chart illustrates the number of people to target given your desired outcome for number of Hosts.

Target Number of Hosts or Attendees:	<u>5</u>	<u>10</u>	<u>20</u>	<u>30</u>	<u>40</u>
Pool of People to Ask:	14	28	54	80	108
People who say, "Yes" (average 2 asks per person who agrees)	7	14	27	40	54
Final Hosts or Attendees (25% will drop off)	5	10	20	30	40

If you are using online social networks, like Facebook, the rule of halves becomes the rule of 2/3 or more. If you create an event on Facebook, the status quo is to say people will attend an event if they support it, not if they will actually follow through. We encourage you to use online technology to get the word out but online social networks are not a substitution and cannot substitute the power of face to face conversations.

## RECRUITMENT

### When you recruit Hosts

- Talk to them about their ideas and what they may need help with.
- Send them an email with information about the **Night of 1,000 Conversations**, with a personal note thanking them for hosting a Conversation and the link to the Toolkit at [www.nightof1000conversations.org](http://www.nightof1000conversations.org).
- Encourage them to read the "Night of 1,000 Conversations Toolkit" and alert them to the Conversations Starters in the Toolkit.
- Ask them to register their Conversation at [www.nightof1000conversations.org](http://www.nightof1000conversations.org) so we can track the number of Conversations and their locations.

### Recruitment Tips

1. Send a general email or Facebook message about the **Night of 1,000 Conversations** with a personal subject line and message of urgency.

2. Follow-up with a direct ask in person or on the phone.
  - Your 'ask' has to have a frame of urgency.
    - Impact on people in your community.
    - Personal stories related to the issues.
  - Remind Hosts that hosting a Conversation is SIMPLE. It's just having friends over to discuss an important issue. All tools and materials are available for Hosts.
3. If they say 'No'
  - Try suggesting they host with someone else.
  - If they say no again, ask if they would send out an email for you to recruit more Hosts. Most people will do something to help.
4. If they say 'Yes', follow the Timeline below and do weekly check-ins with the Hosts to make sure they are comfortable with:
  - Their Conversation planning,
  - Recruitment of attendees, and
  - Their Conversations Starters

## TIMELINE

### A week before the Conversation

- Send a general email reminder to all Hosts.
- Follow up with a confirmation call.
  1. Ensure they have all materials ready to make copies for their guests:
    - Sign-In Sheet
    - Conversation Starter of their choice (news article or video)
    - Factsheets (ERPA, DOJ and local law enforcement)
    - Petition to DOJ
    - Letter to Congress
    - Pens
  2. Remind them to:
    - Take pictures of their Conversations;
    - Remind guests to provide testimonies of how the Conversation went at [www.nightof1000conversations.org](http://www.nightof1000conversations.org) or by calling (202) 642-3305 to leave a message.

### A couple days before the Conversation

- Give Hosts a reminder call to check in.

- Make sure they have copies of the Letter to Congress and Petitions to DOJ for people to fill out.
- Remind them to pass around the Sign-In Sheet, take photos, tell guests to provide testimonials and to complete the Conversation-Feedback Form after the Conversation. (Many of these materials are available in Section IV of the “Night of 1,000 Conversations Toolkit” and online at [www.nightof1000conversations.org](http://www.nightof1000conversations.org)).
- Let them know you’ll check in with them after their Conversations are done.

### The week after the Conversation

- Call all Hosts to ask how their Conversations went.
- Remind them to complete the Conversation Report-Back Form if they haven’t already done so. These Forms will help us improve the **Night of 1,000 Conversations**.
- Collect the Sign-In Sheet, Conversation Report-Back Form, Letters to Congress and the Petition to DOJ from the Hosts and return to RWG.
- Invite the Hosts to sign up to receive the RWG E-News to stay involved in the *Face the Truth* campaign.
- Thank your Hosts!

## EXAMPLES OF CONVERSATIONS

Here are samples of past Conversations hosted by community organizations:

- In Broadview, IL, the Illinois Coalition for Immigrant and Refugee Rights in coalition with 14 other organizations **organized 150 people outside a detention facility to have their Conversations, followed by a candle light vigil**. Participants camped out over night and gathered in support with families of immigrant detainees bussed in from the region.
- In Los Angeles, CA the ACLU – Southern California chapter held a lively **discussion and book-signing with Mark Dow**, author of “American Gulag.”
- In Georgetown, TX, the First United Methodist Church hosted a Conversation as a part of a “Welcoming Migrant” campaign and participants **committed themselves to organizing a legal clinic for immigrants in their area**.
- In Los Angeles, CA, the Coalition for Humane Immigrant Rights of Los Angeles brought together over a dozen raids victims to talk about their experiences in raids. The group **wrote testimonies to be used for organizing** to hold DHS accountable.
- In Nashville, TN a group of 22 college students gathered in a **Facebook Chat Room** organized by the Islamic Center of Nashville to have their discussion.
- In New York City, NY, the National Korean American Service and Education Consortium and YKASEC **hosted a Conversation at a battered women's shelter** around issues for women in detention.
- In Seattle, WA, OneAmerica in partnership with the United Food and Commercial Workers brought together 30 people to talk about **raids and unions**.

- In Washington, DC, the National Asian Pacific American Women’s Forum convened their members from the DC-metro area at a local café to **discuss the impact of DHS policies on Asian Pacific American women**.
- In Detroit, MI, the Arab Community Center for Economic and Social Services came together with Metropolitan Organizing Strategy Enabling Strength to host an **inter-faith dialogue around immigrant detention issues** in the Detroit area.

Some of these Conversations are simple, while others involved a bit more planning with a community organization. Use the Conversation as an opportunity to bring people together to not just read about the issues in our communities, but to talk about them openly with each other.

## SECTION III: CONTACTING THE MEDIA

### MEDIA OUTREACH TOOLS

**Media Advisory:** A media advisory is a brief notice to the media that lays out the Who, What, Where, When and Why of the event. Think of it as an invitation. It is best to send it out several days before the event and then follow up with a phone call to the reporters. Don’t forget to include your contact information.

**Press/News Release:** A press release is a news story written from your point of view and released to the news media. Releases are used to inform reporters about news or events they might be interested in covering. The press release should be sent out the morning of the event, or the day a report is issued, or statement is made. Press releases should provide a quoted statement from one or more people involved with the event if they provide different perspectives, e.g. local and national or policy and field.

**Press Statement:** A press statement provides an official comment on a news development or position taken by someone else. It is best issued the day the statement is made. You can think of it as a platform for restating your organization’s position on an issue.

For framing and messaging please see ‘Racial Profiling: Face the Truth Talking Points’

### LETTERS TO THE EDITORS AND OPINION EDITORIALS

#### Tips on writing Letters to the Editor:

- Letters to the editor (LTEs) generally respond to something previously published in the paper. Mention the name of the article and the date it was published.
- LTEs should be sent no later than 3 business days after the article they respond to was published.
- They are much shorter than op-eds--less than 250 words but even as little as 150 words. Check word limits with your local paper’s website.

- Letter writers often express a personal viewpoint and don't have to be writing as experts or as representatives of institutions.
- Don't shy away from news outlets that don't share your political views. Often, these can be the most likely to print your opinion as a way of balancing their coverage.

### Tips on writing Op-Eds:

- Op-eds should always come in at under 750, but check word limits with your local paper.
- Aim to place the op-ed as close as possible to your news event or some notable date, e.g. a holiday that symbolizes your issue, anniversary of an important date, etc.
- Get your op-ed in at least 7 days prior to when you want it published to allow time for the editors to consider it.
- Send the op-ed to only one news outlet at a time. Many news outlets want exclusivity. If they turn you down, you can send it to the next news outlet on your list. This is another reason why it is important to allow enough time to get the op-ed considered by a few outlets.

### Tips on both LTEs and Op-Eds:

- Make unusual or original but solid arguments by tying together topics that people don't typically associate, e.g. government surveillance and immigration enforcement both compromise civil liberties.
- See what issues have already been covered – a paper won't print two letters/op-eds on the same issue with the same argument in the same week.
- Use facts and figures to lend credibility to your arguments. It is useful to have a document listing facts that are relevant to your work that you can reference easily when drafting LTEs and Op-Eds.
- Make sure to find the right contact information to email your submission.
- Paste the letter or op-ed submission into the body of the email as well as attaching it.
- Provide your name, full contact information, title, and affiliation and if you're sending it on behalf of the writer, make sure you provide contact info for both of you. Many papers will not accept anonymous contributions.

### Sample Published RWG Letter to Editor

*THE WASHINGTON POST*

*Taking Liberties At Homeland Security  
Tuesday, August 26, 2008; A12*

*Regarding the Aug. 20 front-page article "Citizens' U.S. Border Crossings Tracked":*

*The broad authority given to the Department of Homeland Security to monitor the comings and goings of U.S. citizens is evidence of the Bush administration's ongoing exploitation of the threat of terrorism to encroach on constitutional rights. There is legitimate outrage over such policies, but there should be equal*

*outrage about other DHS policies that violate civil liberties and human rights in the name of national security.*

*Immigrants, including citizens and legal residents, are bearing the brunt of unnecessarily harsh DHS practices. DHS conducts warrantless, aggressive raids on homes and workplaces, locking up people without giving them an opportunity to make a phone call or see a lawyer. The inhumane conditions at DHS detention facilities, where people are sometimes denied access even to lifesaving medical care, have resulted in more than 70 deaths in the past few years. In this November's elections, DHS policies will result in the disenfranchisement of at least 300,000 people whose citizenship applications have been long delayed by extra security checks based on their race or religion, not any evidence of criminal activity.*

*It is time to hold DHS accountable for abusive policies that affect citizens and immigrants alike.*

**MARGARET HUANG**  
*Executive Director  
Rights Working Group*

## **Sample Opinion Editorial**

*Baltimore Sun - December 7, 2009 - By Benjamin Todd Jealous and Margaret Huang.*

*The End Racial Profiling Act (ERPA) will soon be reintroduced by Rep. John Conyers, Democrat of Michigan, and Sen. Russ Feingold, Democrat of Wisconsin. Numerous incidents throughout American history have taught us that racial profiling not only fails as a law enforcement tool but ultimately makes us all less safe. Passage of ERPA would be an important step toward ending racial profiling.*

*Over a century ago, Leon Czolgosz walked up to President William McKinley with a concealed weapon and shot him. The Secret Service agent assigned to search the president's visitors was focused on a "dark complexioned man" in line behind Czolgosz. Ironically, the same man whose appearance made the agent suspicious - Jim Parker, an African-American former constable - saved President McKinley from a third bullet.*

*In 1995, after the bombing of the Alfred P. Murrah federal building in Oklahoma City, Timothy McVeigh, the white male assailant, fled while law enforcement officers looked for "Arab terrorists" whom they thought responsible.*

*Racial profiling does not always target minorities. In 2002, during the sniper attacks that terrorized Washington-area residents for months, police conducted surveillance searching for a disaffected white man with an accomplice, driving a white van. During that time, the actual culprits - an African-American man and boy who fit many of the characteristics of a serial killer, except that they were black - came into contact with police at least 10 times without being apprehended. How many lives would have been saved had race not been a part of the profile?*

*As airport security agents focused on people of Middle Eastern descent following the Sept. 11 attacks, Nathaniel Heatwole, a white college student, was able to smuggle knives, box cutters, bleach and other items onto at least six planes from February to September 2003. He then sent numerous e-mails to the Transportation Security Administration notifying them of his actions. It took the TSA more than a month to find the hidden items.*

*Just as history has shown that using race as a proxy for criminality is bad policy, history also shows that focusing on behavior over race is smart policy. When law enforcement officers eliminate race as a factor and instead rely on behavior, they catch more people who break the law. In the late 1990s, as a response to*

*discrimination lawsuits, the U.S. Customs Service eliminated the use of race in deciding which individuals to stop and search for illegal contraband and instead began focusing on suspect behavior. Studies showed that this shift to "color-blind profiling techniques" increased the rate of productive searches (those leading to the discovery of illegal contraband or activity) by more than 300 percent.*

*Other examples in our nation's history demonstrate that we can be smart and safe in our efforts to find people who break the law, as opposed to focusing on people's race, gender or national origin. In the 1970s, the Secret Service relied on a presidential assassin profile that excluded females. After Sara Jane Moore took a shot at President Gerald Ford, the gender limitation was removed from this profile, a move that potentially saved President George H.W. Bush in 1992 when a young woman was arrested for threatening to kill him after bringing a rifle to a rally at which he was scheduled to speak.*

*Some enlightened members of Congress analyzed the culmination of evidence proving the ineffectiveness of racial profiling and introduced a bill that would ban racial profiling by federal, state and local law enforcement. The ERPA was first introduced in 2001 and gained bipartisan support. Unfortunately, after Sept. 11, misplaced fear stemmed the momentum for ERPA, and the U.S. government embarked on an era of intense profiling, rounding up more than 1,200 Arab, South Asian and Muslim men and holding them without charges.*

*Such action did not make us safer. In fact, the mass roundup within the United States after Sept. 11 never apprehended anyone subsequently officially linked to the attacks. An inspector general's report later revealed that many of the detainees had been blocked from contacting attorneys and that some of them had been beaten or otherwise physically abused by guards in federal prisons.*

*Unfortunately, the scope of racial profiling is expanding. As the responsibility for enforcing immigration laws and finding undocumented immigrants has been increasingly delegated to state and local police, evidence of increased racial profiling is emerging across the country.*

*President Barack Obama and Attorney General Eric H. Holder have stated that ending racial profiling is a "priority." The more than 40 members of Congress planning to reintroduce the ERPA agree. It's time to face the truth: Racial profiling is a violation of our constitutional and human rights, and it distracts the attention of law enforcement from real suspects, which puts all of us at risk. The ERPA should be passed this year, ensuring greater safety for all of our communities.*

## **AVAILABLE FOR INTERVIEW DOCUMENT**

### **What is an Available for Interview (AFI) document?**

A document issued when news breaks or on the anniversary of an event or major holiday that is relevant to your work. This tool can help you obtain interviews with organizational spokespeople or place quotes in news stories. It should be distributed to television and radio interview bookers, beat reporters and columnists.

### **When do you issue an AFI?**

Significant anniversaries, such as 9/11 or Citizenship Day on September 17 are suitable occasions for issuing an AFI. Similarly, it is appropriate to issue an AFI when there is a news development such as an egregious raid or an exposé of poor conditions at a detention facility or developments in local or national policy or important policy statements by political officials and/or candidates for office.

## **Who are you offering and why should they be chosen to be interviewed?**

Describe why your spokesperson is particularly suited to be a guest to comment on the news of the day. For example, they might be an expert on the issue and have information that can advance the story or provide a fresh analysis or angle. You should also include relevant activities illustrating the work that your group is doing that relates to the story in the news.

## **What else should go in the AFI?**

A brief bio of available spokespeople(s) and a description of your organizations' work may be included in the document. For example if the news is about an immigration enforcement program that leads to racial profiling of immigrant communities and you are offering an immigration lawyer, it is important to mention any past work the attorney has done that is relevant to the issue, such as having won an injunction against ICE for rights violations.

## **ONLINE ADVOCACY TIPS**

### **What is a blog?**

A blog (*we**b log***) is a website with regular entries of commentary, descriptions of events, or other material such as graphics or video. Many blogs provide commentary on a particular subject, others break news and others function as personal online diaries.

Many political or common-interest blogs have multiple regular contributors and/or may accept guest bloggers who provide expertise on a particular issue. This information should be available on the website.

### **How do I post comments to a blog or online article?**

If you come across a blog on a topic that you could respond to, check for a "Comments" section at the bottom of the page. Some blogs may require you to create a user account to comment (doing so is usually quick, simple and free).

Online news articles usually have a comments section where you can respond to the article directly or address someone else's comments regarding the article. This also usually requires creating a user account but it is quick, simple and free as well.

### **Tips for Posting to Blogs or Commenting on Online Articles**

- Use numbers and statistics to illustrate the egregious nature of the violations. Figures that show a significant percentage of a population being affected by a practice can be particularly compelling.
- Use an individual's story to put a human face on the violations and illustrate the nature of the problem particularly when discussing inhumane conditions or the abuse of rights caused a particular practice.

- Stay alert to happenings in the news and/or upcoming anniversaries/significant dates that may relate to your topic, which could serve as a timely hook for your posting or comments.
- Choose an effective title for your posting and incorporate any key words that relate to your subject.
- Use bullet points and using **bold**, *italics*, or underlining key words will help draw attention to main points.
- Keep it short but substantive. A target word count should fall between 250-1000 words.
- Have an opinion – people read blogs because people who have a point of view write them.
- Link to relevant articles or web pages that pertain to your blog.
- Most blogs allow you to “tag” your post with main themes that readers can use to find your blog. Use common search words that are pertinent to your topic, like: Racial Profiling, DHS, DOJ, civil liberties, immigration, TSA, human rights, etc.
- If for whatever reason, you want to protect your identity online, create a username instead of using your real name.

For framing and messaging please see ‘Racial Profiling: Face the Truth Talking Points’ in Section IV of the “Night of 1,000 Conversations Toolkit.”

## SECTION IV – THE ACTION COMPONENT

Most Conversations will build a sense of urgency that will inspire immediate action and create momentum that can lead to future actions.

### IMMEDIATE ACTIONS

Our actions are integral to moving the *Face the Truth* campaign forward. Below are the three campaign objectives and **two action components** we want all Hosts to ask every person to take.

The following are the goals of the *Face the Truth* campaign and actions participants can take to help reach these goals. Note that the targets are different bodies of government so it is necessary to have people do both asks.

Campaign Objective 1: Secure passage of federal legislation to ban racial profiling – the “End Racial Profiling Act.”

#### **ASK 1: Pass the End Racial Profiling Act** (Target: Members of Congress)

Have people sign letter to your congressional members. The letter educates Congressional member about the bill and urges them to co-sponsor it. More information can be found in the factsheet and the letter is in the Night of 1,000 Conversations Toolkit Section IV. Its important

people write in their addresses if they are citizens so their Congress Person can identify their constituents.

Campaign Objective 2: Revise the June 2003 Department of Justice Federal Guidance on Racial Profiling to eliminate the national security loophole, to include religious profiling, and to ensure that the guidance applies to state and local law enforcement.

**ASK 2: Revise the Department of Justice (DOJ) Guidelines** (Target: Attorney General Eric Holder)

Encourage people to sign the petition to reform the DOJ Guidelines on racial profiling. These guidelines are currently unenforceable and contain many loopholes. More information can be found in the factsheet and the petition can be found in Section IV/Appendix.

Campaign Objective 3: Eliminate Department of Homeland Security programs that result in racial profiling in immigration enforcement.

Currently there are no asks for this objective. Please contact Pabitra Benjamin at [pbenjamin@rightsworkinggroup.org](mailto:pbenjamin@rightsworkinggroup.org) or (202) 591-3300 for more information developing asks for this objective further.

We need to collect as many letters to congress and signatures for the DOJ petitions as possible, if people want have them take sheets they can get filled out by their friends and send it to RWG. The sample letters and petition are available in the "Night of 1,000 Conversations Toolkit" in Section IV and online at [www.nightof1000conversations.org](http://www.nightof1000conversations.org).

These actions will help us to build power and create change. Hosts should encourage guests to take action. While the Conversation is first and foremost meant to educate a base of likely supporters, the goal is to have them to take action.

## FUTURE ACTIONS

### Use the Stories You Collected

- Share them with the media.
- Share them with the *Face the Truth* campaign.
- Publish them in a report.

### Host Community Forums and Town-Halls

- Take the Conversation to a higher level for public education.
- Invite elected officials to commit to supporting the community's principles.

### Community Leader Outreach

- Identify community leaders, faith leaders and business leaders to reach out to.
- Set up meetings in groups of 2-5 to explain your work and invite them to join.

## **Lawmaker Education**

- Conduct in-district meetings with members of Congress.
- Target one or two lawmakers for intense letter-writing and calling.

## **Large Scale Mobilizations**

- Agree to attend an upcoming mobilization.
- Bring 10 people with you to the big event.

## **Identify Organizing Opportunities**

- Use the issues raised to launch new organizing and advocacy campaigns within your organization.