



## Webinar

JUNE MARKETING SERIES

# Communication & Racial Justice

*presented by:*



# Introductions Professional



## Dan Kennedy

*Founder & Executive Director*

**20+** years brand + marketing strategy

**10** years in corporate marketing including P&G

**3** years as missionary in China



## Lori Ruffin

*Founder & Lead Operations Strategist*

**15+** years helping nonprofits with operations and project management

**6** years as board member; currently serving with Jobs for Life + Virginia Community Voice

**MBA** in Global Leadership & Entrepreneurship



# Introductions

## Personal



*Lori & Dan at Urbana 2012*

A photograph of a person's hands holding a cardboard protest sign. The sign has the text "WE DEMAND JUSTICE & CHANGE" written on it in black marker. The background is a blurred green, suggesting an outdoor setting. The image is overlaid with a semi-transparent blue filter.

# Overview

**01** Dan's Perspective

**02** Lori's Perspective

**03** Q&A

**01**

# **Dan's Perspective**

I.  
**Acknowledge  
the problem.**



**This requires de-centering.**

*Do you believe our hurting black  
brothers and sisters?*

*Do you see this systemically?*

II.

**Take the next  
step** personally.



It's overwhelming.

And somewhere between  
*giving up* and *guilt* is  
**conviction.**

II.

**Take the next  
step** personally.



There is no *woke scorecard*.  
But consider...

Awareness  
Relationships  
Commitment

**Read:** *The Color of Compromise*  
by Jemar Tisby



## II. Take the next step organizationally.



Invite your leadership team to answer:

1. *Where do we stand?*
2. *What are we going to do about it?\**

**Unsure?** Start by instituting accountability.

III.

**Expect that it  
will cost you.**



**Time**

**Emotional toll**

**Resources**

**Relationships**

**Strategic plans**

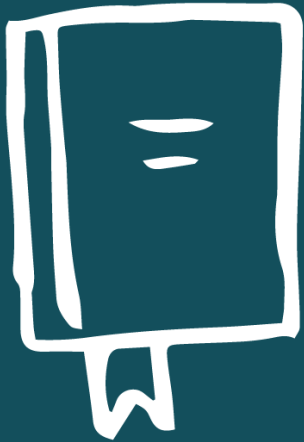
**etc.**

**Remember:** Justice requires sacrifice.

**03**

# **Lori's Perspective**

# I. Check your filter.



Get clear on your...

**Vision**

**Mission**

**Values** (especially)

Compare to...

Love **God**

Love **Your Neighbor**

## II. Get clear on what NOT do.



Don't...

**Deny**

**Dismiss**

**Defend** (your own perspective)

The remedy...

**Be quick to listen;** slow to speak.

### III. Keep the end in mind.



This is not just the **right** thing.

It is how God depicts heaven with every **tribe, tongue, and nation.**

When aligned, we can truly **flourish.**



## 03 Q&A

# Racial Justice Resources



## Read

**The Color of Compromise** - Jemar Tisby

**Divided by Faith** - Michael Emerson, Christian Smith

**Unsettling Truths** - Mark Charles

## Listen

**Pass the Mic** (podcast)

**Truth's Table** (podcast)

## Training

**Arrabon** - *Becoming a Reconciling Community Workshop*

Visit [arrabon.com](http://arrabon.com)

## Watch

**13th**

**Just Mercy**

(streaming free June '20 on Netflix + other services)

## Build Relationships

**Be the Bridge** (Facebook Group & Local Groups)



# Series Preview Marketing & Brand



# Series Preview

## Marketing & Brand



### June 23, Noon EST

#### Reaching Donors in the New Normal

As we all navigate the new normal for our organizations, we want to share with you some insights we are learning to reach donors through multi-channel marketing. We also want to address how to maintain and build relationships with your donors.

*Guest Speaker: David Seibert, The Lukens Company*

### June 30, Noon EST

#### Marketing Moving Forward:

#### 2 Questions Every Ministry Leader Must Answer

In times of change, every ministry and Christian nonprofit leader must be able to answer the following two questions:

1. How are you measuring success?
2. What are the needs of your audience?

We will unpack how to approach these questions and the impact on your marketing and branding efforts.

*Guest Speakers: Dan Kennedy, Kumveka | Jen McHugh, Water Mission*

# Fall Preview OneAccord



**September/October 2020**

**OneAccord 2020**

*Audience: Accord Members Only*

We'll feature several series of virtual content on:

- Member Care
- Marketing
- Research
- WASH
- Leadership



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## **Communication & Racial Justice**

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