

RISE AGAINST HATE

Rise Against Hate Media Kit Portfolio

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CC347 Tactical Writing

Dec. 13, 2021

RISE AGAINST HATE

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RISE AGAINST HATE

Rise Against Hate Writing Style Guide

Rise Against Hate

Official Names and Titles:

Benjamin A. Shore – Co-Founder and Executive Director

Second Reference: Ben A. Shore

DeOnte Hannah – Co-Founder and Director

Second Reference: Hannah

David Hetzell – Director

Second Reference: Hetzell

DeCarla Scott – Director

Second Reference: Scott

Dr. Jessica Shore – Director

Second Reference: Shore

Dr. Rev. Margret A. O'Neill – Director

Second Reference: O'Neill

Dr. Rume Joy Azikiwe – Director

Second Reference: Azikiwe

Jeremy Ward – Director

Second Reference: Ward

Andrew Jung – Advisor

Second Reference: Jung

Dr. Tameika Minor – Advisor

Second Reference: Minor

Tamar Oded – Advisor

Second Reference: Oded

Laurance (Nick) Runyon – Deputy Director

Second Reference: Runyon

Zoe David-Lang – Deputy Director

Second Reference: Lang

Lucas Rooney – Videographer/Film Editor

Second Reference: Rooney

Anjali Ofori – Youth Empowerment Board Advisor

Second Reference: Ofori

Ebele Azikiwe – President of Youth Empowerment Board

Second Reference: Azikiwe

Zachary Schreiber – Youth Empowerment Board Advisor

Second Reference: Schreiber

Mailing Address: 12 Manor House Court, Cherry Hill, NJ 08003

– MORE –

RISE AGAINST HATE

Social Media :

- Social Media Handles:
 - ✧ Facebook: @riseagainsthateorg
 - ✧ Instagram: @riseagainsthateonprofit
 - ✧ Youtube: @RiseAgainstHate
- Social Media Hashtags:
 - #RiseAgainstHate
 - #RAH
 - #blm
 - #civilrights
 - #EqualityMatters
 - #newjersey
 - #theyarepeople

Logo:

RISE AGAINST HATE

Logo Colors:

- Red: RGB (236, 25, 33), CMYK (7, 96, 90, 0)
- Orange: RGB (250, 182, 158), CMYK (1, 39, 34, 0)
- Pink: RGB (219, 170, 149), CMYK (17, 40, 38, 0)
- Grey: RGB (180, 181, 184), CMYK (34, 27, 24, 0)
- Dark Grey: RGB (121, 124, 126), CMYK (60, 50, 47, 0)

Voice:

Voice should be informative, positive and motivational depending on the content.

Boilerplate:

Rise Against Hate (RAH) is a registered 501(c)(3) nonprofit organization founded in 2020. Striving to combat racial injustice, RAH actively works with local, state, police departments and federal officials, investigates racial disparities and provides anti-discrimination training to help raise awareness about racism and civil rights thus empowering marginalized communities.

###

RISE AGAINST HATE

Backgrounder

About RAH

Founded in 2020, Rise Against Hate (RAH) is a registered 501(c)(3) nonprofit organization that raises awareness about racism and civil rights, investigates racial disparities and provides public awareness in law. RAH's outstanding work against racism, discrimination and social injustice help it become widely recognized in communities across New Jersey. In addition, it strives to combat racial injustice by virtue of pioneering research and investigations, making the organization distinctive from other non-profits. By sharing research results, offering comprehensive bias training and free mental health services to the public, RAH intends to unfold the complex modern world thus further raising public awareness and incentivizing positive changes.

RAH's Mission

With a shared commitment to social justice, RAH's mission is "to create a better future that is free from all forms of racism and hate." The organization identifies civil disparities, raises public awareness and empowers marginalized communities while it also actively works with local, state, police departments and federal officials to help improve the quality of life in minority communities.

RAH's History

Rise Against Hate was founded in July of 2020 by Benjamin A. Shore with his friend Deonte Hannah. As a young advocacy nonprofit, Rise Against Hate, however, expanded with a "rapid-fire growth" in only a few short months: Ben A. Shore, the co-founder and executive director, took the advantage of his legal and political connections and invited more than 10 of brightest and talented members to his board and 50 volunteers signed up in the first week. The organization has a board consisting of several influential psychiatrists, healthcare professionals, public servants, researchers and forensic accountants. Additionally, Rise Against Hate also welcomed 12 interns to join the organization in the past January.

RAH's Board

Ben Shore – Co-Founder and Executive Director
DeOnte Hannah – Co-Founder and Director
David Hetzell – Director
DeCarla Scott – Director
Dr. Jessica Shore – Director
Dr. Rev. Margret A. O'Neill – Director
Dr. Rume Joy Azikiwe – Director
Jeremy Ward – Director
Andrew Jung – Advisor
Dr. Tameika Minor – Advisor
Tamar Oded – Advisor
Laurance (Nick) Runyon – Deputy Director
Zoe David-Lang – Deputy Director
Lucas Rooney – Videographer/Film Editor

RISE AGAINST HATE

Anjali Ofori – Youth Empowerment Board Advisor
Ebele Azikiwe – President of Youth Empowerment Board
Zachary Schreiber – Youth Empowerment Board Advisor

Programs

Together with scholars from several universities including the University of Pennsylvania, Rise Against Hate developed a comprehensive bias program and a multitude of racial justice resources on its official website, sharing information and educating the public about important topics such as racial disparity, institutionalized racism and anti-racism. To further raise public awareness, Rise Against Hate held several virtual events including a virtual conversation celebrating the LGBTQ+ community with attorneys and members of the U.S. Equal Employment Opportunity Commission (EEOC), a discussion on discrimination against the Asian community with the Nava Center and AsianHateCrimes.org.

In addition to online resources and virtual events, Rise Against Hate also supports other institutions to together fight against social injustice. For instance, the Nava Center, an anti-racist research and mental health center, achieved rapid development under the auspice of Rise Against Hate and managed to offer free bias and sexual harassment workforce training to the public

Sponsorship

Rise Against Hate, unlike many other nonprofits, is entirely self-sustaining, earning funding through grants. The organization qualifies for \$120,000 in grants from Google alone.

Achievement

Rise Against Hate regards itself as a “full-service” organization as it not only identifies unjust issues but also brings actual improvement to communities:

- ✧ Endorsed, testified for, and successfully passed NJ State law “The Amistad Commission.”
- ✧ Endorsed Legislation including “The Breathe Act.”
- ✧ Presented data to NAACP at the state level.
- ✧ Produced a comprehensive study on police use of force and arrests for Cherry Hill Township.
- ✧ Completed use of force Data Sets for 5+ towns, including Pennsauken and Asbury Park.
- ✧ Published data at Harvard University making it accessible for researchers to use.
- ✧ Created an internship program that gave students opportunities in multiple fields of nonprofit activism.
- ✧ Met with Local NAACP Camden County Chapter president.
- ✧ Met with Cherry Hill Administration to discuss findings on the town and propose solutions.

Social Media Handles

- ✧ Official website: <https://www.riseagainsthate.org/home>
- ✧ Facebook: @riseagainsthateorg
- ✧ Instagram: @riseagainsthatenonprofit
- ✧ Youtube: @RiseAgainstHate

RISE AGAINST HATE

Media Contact

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Executive Director

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benshore@riseagainsthate.org

RISE AGAINST HATE

Fact Sheet

About RAH

Rise Against Hate (RAH) is a registered 501(c)(3) nonprofit organization that raises awareness about racism and civil rights, investigates racial disparities and provides public awareness in law. RAH strives to combat racial injustice and bring actual impacts in communities with its investigations and data-driven solutions.

Mission:

- ✧ Identify racial injustice and solve issues through research and data.
- ✧ Promote equitable rights, justice and fair police for all people.
- ✧ Create a better future that is free from all forms of racism and hate.

Achievement & On-going Endeavor:

- ✧ Passing new laws in nine states.
- ✧ Carried out research on police use of force and arrests for Cherry Hill Township.
- ✧ Investigated hate crimes against Asian Americans and African Americans in over 20 towns.
- ✧ Visited over 100 police departments for data collection.
- ✧ Built a website with tools and resources to combat racial injustice.
- ✧ Partnered with non-profit advocacy associations, including The National Association for the Advancement of Colored People (NAACP) and the Nava Center.
- ✧ Incubated and launched the AsianHateCrime.org, a non-profit organization dedicated to empowering the Asian community.
- ✧ Launched a RAH Bias program with scholars from several colleges, including the University of Pennsylvania.
- ✧ Providing bias training for companies of all sizes, including small family business and large corporation

Upcoming Studies:

The organization is having 10 new Harvard published studies coming, including:

- ✧ Statistical Reports on Hate Crimes in the state of New Jersey, January 2018 to May 2021
- ✧ Greener Alternatives in Policing: The Environmental and Financial Benefits of Implementing a Low-Emission Vehicle Fleet in U.S. Police Departments
- ✧ Criminal Justice Drug Charge Comparative Analysis in the state of New Jersey

Media Contact

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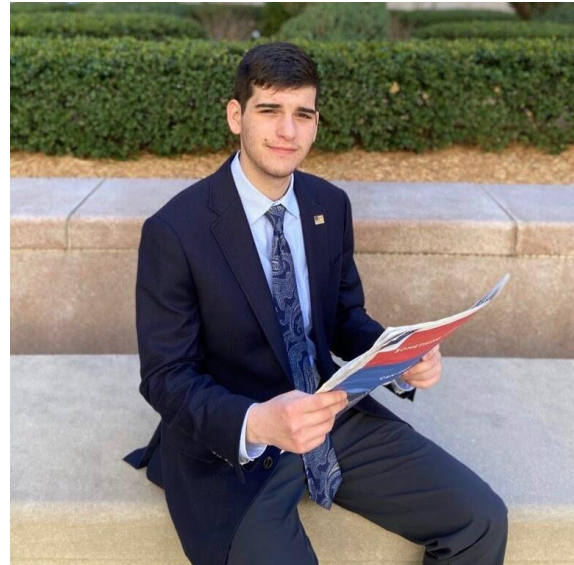
benshore@riseagainsthate.org

RISE AGAINST HATE

Ben Shore Executive Bio

Ben Shore, Co-Founder and Executive Director of Rise Against Hate, is a Finance and Business Administration major at American University and also a young activist.

Growing up in Cherry Hill, New Jersey and studying in Washington, Shore has been passionate about advocating for social justice since a young age. At 16, after witnessing Charlie, his service goldendoodle, being denied entry into an airport while assisting him, Shore testified in court for the “Charlie’s Law” to protect service dog’s access to public venues. During his stay at American University, Shore also served in the Executive Office of the President and is currently a sworn Court Appointed Special Advocate for abused and neglected children. Because of these experiences, Shore not only became the youngest person in the United States to do so but also accumulated extensive interpersonal relationships with local government and federal officials.



Noticing the rise in racism and hate crimes over the states, especially after the murder of George Floyd, Shore with his friend Deonte Hannah, together founded Rise Against Hate. To maximize the impact and help the organization develop at a rapid speed, Shore made the best use of his legal and political connections, managing to recruit a board consisting of over 50 professionals from a variety of fields, including psychiatrists, attorneys, researchers and politicians.

RISE AGAINST HATE

FOR IMMEDIATE RELEASE

Media Advisory

Stop Asian Hate: A Rise Against Hate Event

WHO: CJ Griffin, the director of the Justice Gary S. Stein Public Interest Center at Pashman Stein Walder Hayden, and Donald J. McCarthy, the managing attorney at the Law Offices of Eric A. Shore, offer professional insights in law as guests of the event. Meanwhile, Ashley Tan, an experienced media lawyer, together with Andrew Jung, founder of Rise Against Hate (RAH), unfold the racial disparity by sharing their personal experiences regarding racism against the Asian community.

WHAT: Noticing the rise in crimes against the Asian community, RAH together with the Nava Center and AsianHateCrimes.org hosts this virtual panel. The aim is to discuss the impact of discrimination against members of the Asian Americans and Pacific Islanders (AAPI) community, as well as the rights people hold. By having experienced attorneys and people from the Asian community share their perspectives and first-hand experiences, RAH hopes to combat certain misinformation and raise public awareness about racism and civil rights.

WHEN: Tuesday, April 13, 2021, 3 p.m.

WHERE: It is a virtual event hosted via Google Meet. Google Joining link: <https://bit.ly/3yjUmi1>

WHY: The COVID-19 pandemic propelled racism against the Asian community, leading to dreadful crimes including the 2021 Atlanta spa shootings and other racist acts. The AAPI community is facing unprecedented challenges in their rights and safety.

HOW: Interested participants can register for the event on Eventbrite through the link:
<https://bit.ly/3ENWTUd>

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RISE AGAINST HATE

FOR IMMEDIATE RELEASE

Virtual panel empowers oppressed ones while combating anti-Asian hate crimes

BOSTON (Oct. 13, 2021) — Rise Against Hate, an advocacy organization, holds a virtual event via Zoom to discuss the rise in hate crimes against the Asian community worldwide on Tuesday, April 13, 2022, from 3-5 p.m. Two professional attorneys CJ Griffin, Partner at Pashman Stein Walder Hayden, P.C., and Donald J. McCarthy, Managing Attorney at the Law Offices of Eric A. Shore, will share their views on the issue from a legal perspective.

According to the advocacy group Stop AAPI Hate, New Jersey ranks eighth in the number of hate crimes toward Asian Americans following the COVID-19 outbreak. Rise Against Hate partners with the Nava Center, anti-racist research and mental health center, and AsianHateCrimes.org, a non-profit Asian civil rights organization, to hold this virtual discussion. The intention of this event is to inform the public of their rights and raise public awareness about racism while speaking up for those being put down or oppressed. Aside from having views in law, the event also embraces voices from the Asian community as Ashley Tan, Former Assistant General Counsel, and Andrew Jung, Founder of Rise Against Hate Task Force, represent the community and share their experiences of encountering unjust treatment.

“Asians, along with other races, are now most vulnerable to hate crimes,” said Ben A. Shore, Co-Founder and Executive Director of RAH. “As a full-service advocacy organization, we not only identify issues but seek practical solutions to fix them. Having this event is one of the very first actions that we have to take to stop this abhorrence.”

This is not the first time Rise Against Hate has held such an event. Previous virtual events have been successful, attracting hundreds of views on its official Youtube account. By having leaders from different groups join the discussion, Rise Against Hate shares their voices to the broader community. This time with its partners, the Nava Center and AsianHateCrimes.org, the organization is looking forward to having more public participation and contributors to the discussion.

About RAH:

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RISE AGAINST HATE

FOR IMMEDIATE RELEASE

Research reveals that Black people are 8.9 times more likely to have force used upon them

Young activists found alarming Racial Disparity in the enforcement of force and marijuana law in New Jersey

BOSTON (Oct. 13, 2021) — Triggered by the murder of George Floyd and noticing the rise in racial injustice, Rise Against Hate (RAH) carried out a comprehensive study on police use of force and arrests for Cherry Hill Township. The study reveals that racial disparities prevail among the use of force during arrests, and arrests associated with marijuana.

The Township of Cherry Hill's population is 73.7% White, 13.6% Asian, 7% Hispanic, and 6.9% are Black or African American. According to reports provided by the Cherry Hill Police Department (CHPD), RAH discovered an alarming racial disparity; law enforcement force and/or violence is disproportionately aimed at people of color. Thorough data assessment shows that compared to white people, black people are 8.9 times more likely to confront force used upon them during police interactions. In terms of the enforcement of marijuana laws, Black people in Cherry Hill are also 12 times more likely to be arrested for marijuana possession than their White counterparts. In addition, such disparity subjects Black children to physical force at a much younger age, while making them confront a greater possibility of being tried as adults and sentenced to longer terms of imprisonment. "It really hurts to see people suffer while justice is not found," said Ben A. Shore, the co-founder and executive director of RAH. "Law enforcement is unequally exacted against Black individuals and steps must be taken to correct these prevailing disparities."

The use of force reports assessed for the study consisted of 519 reports filed by CHPD officers from February 2012 through December 2016 and from January 2019 through March 2020. Two thousand five hundred reports from 2015 through 2020 provided by the CHPD were used in the analysis for racial disparities in marijuana arrests in Cherry Hill Township.

About RAH:

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RISE AGAINST HATE

FOR IMMEDIATE RELEASE

Media Alert

Damaging Hurricane postpones Bias Training

BOSTON (Sept. 27, 2021) — Considering the adverse weather in New Jersey, Rise Against Hate (RAH) postpones the Bias Training to ensure the safety of all guests and participants.

Striving to combat social injustice by raising public awareness about civil rights and racial disparity, RAH aims to bring its unique Bias Training program to the public. According to the latest National Weather Service, the stormy weather brings heavy rain and strong winds to the state of New Jersey, causing major traffic jams, power outages and flooding inland in the city. Due to concerns over possible damages and inconvenience, RAH decides to reschedule the public Bias Training to ensure safe travel and the quality of the event for all guests and audiences. The organization is adjusting to adapt to the new circumstances and expecting to hold the event not until the hurricane passes. Virtual events and comprehensive resources are available on RAH's official website for the public to access.

About RAH:

Rise Against Hate (RAH) is a registered 501(c)(3) nonprofit organization founded in 2020. Striving to combat racial injustice, RAH actively works with local, state, police departments and federal officials, investigates racial disparities and provides anti-discrimination training to help raise awareness about racism and civil rights thus empowering marginalized communities.

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Media Contact

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RISE AGAINST HATE

To: Mary Ann Koruth (koruthm@northjersey.com)

From: Benjamin A. Shore (benshore@riseagainsthate.org)

Subject: Meet and see how our 12-year-old activist got Bill A3601 passed

Content:

Greetings Mrs. Mary Ann Koruth,

This is Ben Shore from Rise Against Hate, a nonprofit advocacy organization. Ebele Azikiwe, our 12-year-old president of the Youth Empowerment Board, successfully had Bill A3601 passed in the New Jersey Assembly early this year. As we found your coverage on students from New Jersey calling for reduced policing in schools shares a similar view with us, we want to invite you to come and spend one day with our student leader Azikiwe to get to know more about her and her experience in Rise Against Hate.

The one-day interview is on Friday, Dec. 17, 2021, from 10 a.m. to 4 p.m. EST. We can meet at Henry C. Beck Middle School where Ebele attends at 10 a.m.. There we have the president and also Ebele's friends who are willing to share their stories with Ebele. After the visit to the school is the lunch with Ebele's family at 12 p.m.. Ebele's mother has been one of the most supportive parents and talking to her helps you learn how the girl became a young activist. From 1-3 p.m. is a tour to the local police office. As our organization is currently conducting research on the enforcement of force and marijuana law in New Jersey, it is a great opportunity to know how our members collect data and communicate with public servants. We also have a board meeting at 3 p.m. where all the board directors and advisors attend.

Let me know if you are interested in anything else about the offer. I am going to follow up with you on Monday, Dec. 6, 2021, at 10 a.m.. Thank you for your time and consideration.

Best regards,

Benjamin A. Shore

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RISE AGAINST HATE

Feature Story (Print)

Twelve-year-old activist brings complete African American history into schools

By: Zijun Wu

People have long seen African Americans as victims of slavery or bystanders of social evolution, yet few people are truly aware of the population's accomplishment and contribution to American society. Nevertheless, for anyone who cares about this missing part of history, Jan. 7, 2021, must have been exciting as Gov. Murphy signed S-1028 into law on this day. The bill allocates the Amistad Commission, which requires public schools in New Jersey to integrate the history and contributions of African Americans into the social studies curriculum to unfold a more inclusive, accurate and comprehensive history to the younger generation. Behind this new law is actually a 12-year-old seventh-grader at Beck Middle School in Cherry Hill — Ebele Azikiwe.

Despite her young age, Azikiwe is clearly much more experienced in social advocacy than most people at her age. As the president of the Youth Empowerment Board of Rise Against Hate, a nonprofit advocacy organization, not only does Azikiwe know more about the racial disparities, but she also brings social justice work to life. When people were grieving and irritated about George Floyd's death, Azikiwe decided to take the burden and make some changes. She wrote a letter to the principal of her school, requiring the school to include African Americans' contributions to American society into its history curriculum since she believed that an essential step in making people empathize and feel for each other is to let them transparently understand each other. "Black history is history and it's a history that everybody should know," said Azikiwe. Having African Americans stand out as agents rather than victims plays a significant role in achieving such mutual understanding from both historical and cultural perspectives.

Under the support of her mother, Rume Azikiwe, Ebele's proposal successfully got legislators' attention as they asked her to share her story and testify for the bill at an Assembly Education Committee in October 2020. As somebody looking to make a difference in the community, Ebele is hoping to see more African American pioneers known to the world than just Martin Luther King, Jr., Harriet Tubman and Rosa Parks. By bringing the Amistad Commission to legislation, students are able to know and understand more about the great heritage of slavery and freedom, as well as the contributions that African Americans have made to all areas of American society throughout history.

The meaning behind the law and Azikiwe's effort goes beyond a more diverse history curriculum as it also includes powerful combat against racism and a call for racial justice, freedom and equality. For Azikiwe, this is only one small step closer to the world she pursues where there is no hate or inequality. There is still much to do to achieve justice while she together with her companions from Rise Against Hate are determined in this long-lasting fight.

RISE AGAINST HATE

Feature Story (Digital)

Student leader from Cherry Hill High School joined local nonprofit for advocacy

By: Zijun Wu

How much experience in advocacy can a high school student have? Gina Liu, a 17-year-old junior at Cherry Hill High School East, has the answer. As an intern in Rise Against Hate, a non-profit advocacy organization, “leader” and “activist” have been deeply embedded in her identity and life since a young age.

Growing up in a community with a large Asian population, Liu feels blessed to not be personally exposed to biased treatment. “The only things that had bothered me were that people sometimes make fun of my nasal bridge or ask me if I eat dog meat because of my race,” said Liu. While she encounters questions that demonstrate ignorance and a lack of understanding, Liu is appreciative that there are some inclusive environments of understanding. Because of the environment, the Asian girl grew up with a sense of leadership and determination to fearlessly pursue what she believed in.

Realizing the significance of empowering students’ voices, Liu is actively involved in student advocacy. During her freshman year, Liu earned the title of freshman class president. One of her objectives was to create a safer environment for students who walk home as she believed that students' safety outside school is just as important as their safety inside school. When students were overwhelmed by the pandemic, Liu took the lead and organized a student advocacy group to call for later school start times.

Her active engagement in student advocacy helped her gain trust and reputation from the student body and attracted extensive attention from the community. Rise Against Hate (RAH), as a young developing organization that welcomed people with similar interests to join, reached out following her speech on “Stop Asian Hate.” Hoping to get more advocacy experience off-campus and connect more with the local community, Liu joined the group as an intern.

According to Liu, the internship taught her a lot. “You do not experience much pressure as the only responsibility is to help your group mates,” said Liu, when introducing her experience as an intern in Rise Against Hate. Through various assignments, Liu learned about local policies and how to establish connections, maintain networks and get funding for nonprofit operations. Liu and other members of the group, recently, also published their research on racial justice. “I hope that through our effort, Cherry Hill will one day achieve true racial justice,” said Liu. With her experience in student advocacy, Liu, together with her peers from Rise Against Hate, is looking to change the community.

RISE AGAINST HATE

Opinion Editorial

On the road toward racial justice are myriad gaps to fill

By: Benjamin A. Shore

Co-Founder and Executive Director of Rise Against Hate

BOSTON (Nov. 29, 2021) — While the global COVID-19 pandemic resulted in a marked rise in both hate speech and hate crimes, the death of George Floyd also brought the movement for racial justice to a historic climax. Meanwhile, the 2020 United States presidential election also further galvanized the public's call for racial equality as the idea served as the pillar of President Joe Biden's campaign. Nevertheless, statistics show that bias incidents against minorities continue to plague the country, threatening people's lives and even aggravating hatred among races.

To get a deeper understanding of hate crimes and motivations behind them, Rise Against Hate collected police records from several townships under the State of New Jersey's Open Public Records Act, from which it shows that Jewish, Black and LGBTQ+ populations are significant minorities in New Jersey as they make up 62.6% of all bias incidents reported from 2018 to 2020. Take the Cherry Hill Township as an example, the number of bias incidents in 2020 doubled from 2018; about 27.3% of biases reported were anti-Black. What deserves caution is that Black residents only account for 6.6% of the township's entire population. In addition, anti-Semitism incidents account for the second most bias incidents as they make up 25.5% of all bias incidents. Anti-white incidents come third while 74.6% of the population in Cherry Hill Township are white.

Considering the fact that with 546,950 people, New Jersey has the fourth-largest Jewish population in the United States, it is worrying to see the number of incidents of hate and discrimination against this community keep increasing throughout the state. Besides, in townships such as Middlesex County, the LGBTQ+ population are also more likely to become victims of antagonism and hate crimes than other populations as anti-LGBTQ+ incidents make up 13.9% of all reported bias incidents. Therefore, the state has to take action to protect minority communities from unjust hatred and discrimination, thus promoting racial equality and civil justice.

As individuals who frequently access sources that promote misinformation and discriminatory ideas are prone to have a higher risk of committing acts of prejudice, the media should enforce rules that prohibit hate speech in any form. Besides, individuals should take the Harvard Implicit Association Test to learn about their attitudes and understanding of race and stereotypes. Government and police departments also need police records available to the public for scholars' further research. By working together to fill the myriad gaps, racial equality and social justice are within reach.

Source:

Shore, B., Lang, Z. D., Feliciano, N., Magat, K., Liu, G., O'Neal, C., Mulloth, R., Aquino, B., Sabah, N., Beauregard, J., Baer, C., Fasolo, M., Rukab, R., Liguori, G., Jiang, K., Jiang, L., Nguyen, J., & Crawford, C. (n.d.). Racial Justice Research Report: Statistical Reports on Hate Crimes in the State of New Jersey.

RISE AGAINST HATE

FAQ

These are the most frequently asked questions we have received:

- **What is Rise Against Hate?**

Rise Against Hate (RAH), founded in 2020, is a registered 501(c)(3) nonprofit advocacy organization that strives to combat racial injustice. It is committed to raising awareness about civil rights and existing racial disparities through research and investigation; meanwhile, it also provides public awareness in law and looks to bring feasible impacts in communities with its data-driven solutions.

- **What is Rise Against Hate's mission?**

With a shared commitment to social justice, RAH's missions are:

- ✧ Identify racial injustice and solve issues through research and data.
- ✧ Promote equitable rights, justice and fair police for all people.
- ✧ Create a better future that is free from all forms of racism and hate.

- **What does Rise Against Hate do?**

RAH seeks data-driven solutions to empower marginalized communities by identifying racial and civil disparities, raising public awareness through education and offering its free bias program to the community. We also actively work with local, state, police departments, federal officials as well as other non-profit organizations to help improve the quality of life in minority communities.

- **Where does Rise Against Hate get its funding?**

Rise Against Hate is currently self-sustaining, earning its funding through grants; yet we also welcome donations from anyone who wishes to support and together fight against racial injustice.

- **How can I make a donation?**

You can donate online through PayPal or mail a personal check to 12 Manor House Court, Cherry Hill, NJ 08003. Proof of donation is provided in the form of a receipt for your records.

- **How can I become a Rise Against Hate intern?**

We have developed an internship program for individuals who are passionate about social justice advocacy, interested in researching and data collection, and eager for more experience in the field to apply. Besides, various volunteer opportunities across the field are also open to applications of all ages from the public.

- **How can I work for Rise Against Hate?**

Rise Against Hate welcomes professionals from all fields to join. Vacant positions and job opportunities are available for application on HandShake.

- **How does Rise Against Hate spend its budget?**

RISE AGAINST HATE

To achieve its missions, Rise Against Hate spends all of its grants and donations on research, public education, internship program, social events, and also the general operation.

For more information, please email: Info@RiseAgainstHate.org

RISE AGAINST HATE

Rise Against Hate Talking Points

Instructions: executives in an organization can use the talking points to introduce the organization to the public. Each point is for reference and does not need to be memorized verbatim.

Rise Against Hate – Brief Introduction

- Rise Against Hate is a registered 501(c)(3) nonprofit organization.
- Triggered by the death of George Floyd, Ben Shore and Deonte Hannah founded the organization in 2020.
- The organization has its national headquarter in Washington D.C and several local chapters in New Jersey and Philadelphia.
- The mission of RAH is to create a better future that is free from all forms of racism and hatred.
- It is committed to educating and raising public awareness about racism and social justice

Necessities of Combating Racial Injustice

- Despite the unprecedented frequency of social movements, severe racial and civil injustices still exist in today's society.
- Increased societal and workplace discrimination further threatens individuals' equal rights.
- Hate crimes and police violence against racial minorities are also on the rise, intensifying hatred among races.
- The Asian community is facing unprecedented discrimination due to the outbreak of the COVID-19 pandemic.
- Noticing the facts, Rise Against Hate decided to use its power to combat racial and civil injustice, promote equal rights and empower minorities.

Research and Data-driven Approach

- Rise Against Hate is a full-service organization that looks to bring feasible changes.
- We identify racial disparities through comprehensive research.
- We successfully had our data on hate crimes published at Harvard University for scholars to study.
- Aiming to educate a wider population, we created our Bias Program with scholars from a variety of fields.
- We managed to have laws introduced and passed in nine states.

Professional Leadership and Partnership

- Rise Against Hate values social connectedness and believes in personal power.
- Our members range in age from middle school students to experienced activists.
- Our board consists of over 50 professionals from all fields, including psychiatrists, healthcare professionals, public servants, educators and researchers.
- Rise Against Hate also collaborates with several other organizations in the field, including the Nava Center and AsianHateCrime.org.
- The organization has close connections with police departments and local government.

How To Support:

RISE AGAINST HATE

- We are self-sustaining and our daily operation is highly reliant on grants.
- To support our work, people can donate through our official website.
- Individuals who are interested in joining can also check out jobs and volunteer opportunities on the website.
- Our internship program is also open for the public to apply.
- We welcome everyone who cares about racial equality to join, and we together fight for social justice.

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Rise Against Hate Social Media Strategy

Part I - Social Media Audit

Facebook: @riseagainsthateorg
(July 16, 2020 - Oct. 20, 2021)

- Followers: 408
- Total Posts: 150
- Likes: 1,576 in total; 11 on average
- Comment: 779 in total; 5 on average
- Share: 614 in total; 4 on average
- Target Audiences of Rise Against Hate's Facebook account are mostly Millennials and the Gen-Xers, which is in line with the platform's main users. Being passionate about learning and receptive to feedback makes the population open to critical content related to racial equality and civil rights, offering opportunity to Rise Against Hate to transmit appealing messages thus raising public awareness.
- The Rise Against Hate Facebook account does not have a continuous posting schedule but tends to update frequently as new events approach.
- The content for Rise Against Hate is broken into 34% information, 31% education, 32% promotion and 3% entertainment.
 - ✧ Among all informational posts, most contents are information on upcoming events, introduction of new members and links to news and resources related to social justice.
 - ✧ Educational posts are all facts, statistics and studies on racial disparity and historical social movements.
 - ✧ Information on donation, volunteer opportunities and recruitment are the main contents of Rise Against Hate's promotional posts.
 - ✧ The account involves few entertaining contents on Facebook.
- Content associated with the LGBTQ+ community is more favored and attractive to target audiences as the post on June 22, 2021, announcing its upcoming virtual pride event, obtained the most engagement with 809 likes, 733 comments and 66 shares.
- Video posts tend to generate more impressions in terms of the number of viewers as 5,868 people viewed the interview video posted on Oct. 20, 2020.
- Images used for both information and promotion are mostly designed posters with slogans and Rise Against Hate's official logo on them while educational posts often use infographics to show significant statistics and facts.
- To conclude, while the account has comprehensive information and resources related to racial injustice and civil rights, it still lacks content that can attract public attention in terms of impression and engagement, which can be the result of an insufficient amount of entertaining elements. Compared to research results and infographics, original video posts and virtual events drive more interest and sharing among audiences as they are more interactive, enabling individuals to actively learn and absorb. Promotions calling for donations and volunteers take a large portion of all posts, however, neither did they attract widespread attention because of the few engagements; in reality, though, they might be of help to raise money and attract potential

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members to join. Overall, while all these resources deserve broader notice, they are hindered by the lack of engaging elements and active interactions with the public.

Instagram: @riseagainsthateprofit

(Oct. 19, 2020 - Oct. 20, 2021)

- Followers: 39
- Following: 12
- Posts: 29
- Like: 145 in total; 5 on average
- Comment: 3 in total
- Target Audiences of Rise Against Hate's Instagram account are the younger Millennials and Gen-Zers who age between 18 to 24 years old. As the "digital natives," these generations are highly dependent and active on social media, especially on Instagram. They value diversity and are relatively more politically progressive; therefore, topics regarding racial justice and equality can be of their interest.
- Similar to its Facebook account, Rise Against Hate's Instagram account also does not have a continuous posting schedule and even posts fewer messages than on Facebook..
- The content for Rise Against Hate's Instagram account is broken into 41% information, 38% education, 18% promotion and 3% entertainment.
 - ✧ Most informational posts consist of introduction of members, upcoming events and advocacy quotes.
 - ✧ The organization shares a large number of facts and data found from various studies via educational posts, aiming to raise public awareness.
 - ✧ Promotional posts serve to call for action and attract interested people to join.
 - ✧ The account, which can be restrained by its data-driven approach, has few entertaining elements posted on the platform.
- The account had its highest engagement on Oct. 12, 2021, with 13 likes. The post introduces the publication of a racial justice research report that highlights trends of hate crimes in selected New Jersey townships.
- Few posts use relative hashtags while most posts have long descriptions below the images.
- All images published on the platform are self-designed. Infographics and statistics are common in educational posts while event posters and figures' photos make up a large portion of informational posts. There are also images of quotes posted on the account to raise awareness. Almost all images have the official logo attached on the top and also texts to introduce the core information.
- Content posted by Rise Against Hate on Instagram is consistent with that on Facebook, nevertheless, can be repetitive and less appealing given the potential overlap in the target audience and the content posted.
- In conclusion, same as its Facebook account, most posts on Rise Against Hate's Instagram account did not perform well because of the limited amount of likes and comments. As the number of followers is also a direct indicator of whether previous posts have attracted a broad audience, the current amount obviously shows insufficient public attention and engagement. While it provides comprehensive information and education, the lack of entertaining content

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makes the overall tone too serious to attract the younger generation's interest. Because of the single layout and use of color, the images posted are also less visually appealing while they are easy to understand.

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Part II - Strategic Calendar

(Jan.1, 2022 - Dec. 31, 2022)

January

- Jan. 1 - New Year's Day – general celebration and express expectation toward the new year
- Jan. 17 - Martin Luther King JR. Day – commemorate his achievements
- Jan. 21 - National Hugging Day – encourage people to hug each other regardless of race

February

- Feb. 1 - African American History Month – commemorate African American history
- Feb. 12 - President Abraham Lincoln's Birthday – commemorate his contribution
- Feb. 21 - John Lewis's birthday – cite his quote to commemorate his contribution
- Feb. 22 - International World Thinking Day – encourage people to think and be aware of injustice

March

- March 1 - Women's History Month – empower women and their contribution to the history
- March 8 - International Women's Day – general celebration
- March 16 - Freedom of Information Day – post educational content to inform audiences of racial disparity

April

- April 14 - International Moment of Laughter Day – post entertaining content and encourage people to laugh while being aware of the inequality
- April 20 - Chinese Language Day – celebrate the day and empower Asian community
- April 28 - Great Poetry Reading Day – post great poetry related to racial minority
- April 30 - International Jazz Day – celebrate the African American heritage

May

- May 1 - Asian American Month – empower Asian community
- May 8 - Mother's Day – celebrate and empower women
- May 13 - Joe Louis's Birthday – commemorate his achievements
- May 15 - National Police Week – inform the audience of police enforcement
- May 30 - Memorial Day – celebrate and mourn the U.S. military personnel

June

- June 1 - LGBTQ+ Pride Month – empower LGBTQ+ community
- June 19 - Juneteenth – celebrate and in memory of the history
- June 19 - Father's Day – general celebration

July

- July 2 - Thurgood Marshall's birthday – commemorate his contribution
- July 4 - Independence Day – celebrate

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- July 7 - Global Forgiveness Day – encourage people to forgive while empowering them
- July 18 - Nelson Mandela's Birthday – commemorate his contribution
- July 30 - International Day of Friendship – encourage people embrace each others' race

August

- Aug. 7 - Professional Public Speakers Day – post appealing speech related to racial equality
- Aug. 24 - Bayard Rustin Passed Away – commemorate his contribution
- Aug. 26 - Women's Equality Day – empower women

September

- Sept. 13 - Positive Thinking Day – some tips for people to combat racial injustice
- Sept. 18 - National Women's Friendship Day – empower women and racial minorities

October

- Oct. 1 - Awareness Month – post informational or educational content to raise awareness
- Oct. 10 - Columbus Day – celebrate
- Oct. 24 - United Nations Day – celebrate United Nations' endeavor in promote racial equality

November

- Nov. 11 - Veterans Day – celebrate
- Nov. 17 - World Peace Day – encourage racial equality and anti-discrimination
- Nov. 24 - Thanksgiving – celebrate

December

- Dec. 12 - International Children's Day – encourage people to help children have childhood that is free of discrimination or fear
- Dec. 15 - Bill of Rights Day – raise people's awareness about civil rights
- Dec. 31 - New Year's Eve – celebrate

Weekly Engagement:

- Monday: #MotivationMonday #MindfulMonday #MondayBlues #MondayMemories #MondayQuotes
- Tuesday: #TipTuesday #TopicTuesday #TuesdayTrivia #TuesdaysTogether #NewReleaseTuesday
- Wednesday: #WednesdayWisdom #WellnessWednesday #WomensWednesday #WebinarWednesday #WishingWednesday
- Thursday: #TBT #ThrowbackThursday #ThoughtfulThursday
- Friday: #FlashBackFriday #FearlessFriday #FridayReads #FridayFun FactFriday
- Saturday: #SocialSaturday #SaturdaySpecial
- Sunday: #SundayFunday #SundayRead

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Part III: Social Media Samples

● Facebook

Tuesday, Feb. 1, 2022

@riseagainsthateorg

“Won’t it be wonderful when black history and Native American history and Jewish history and all of U.S. history is taught from one book. Just U.S. history,” said Maya Angelou. For this year’s African American History Month, we do want to invite you to celebrate the African American History together with our mystery guests! #TuesdaysTogether More information coming soon.



Wednesday, Feb. 2, 2022

@riseagainsthateorg

Did you know that stand-up comedy is one of the most commonly-used arts to expose racism? If not, you must come and watch this clip of Trevor Noah’s appealing stand-up show. Click the link <https://bit.ly/3nyFGbf>, spend some minutes, in the laughter, learn more about racial disparities in police use of force. Together we fight racial injustice with positive faith!

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Thursday, Feb 3, 2022

@riseagainsthateorg

Donate and receive your custom badges and stickers from us! As a registered 501(c)(3) nonprofit, Rise Against Hate is fully funded by users like you. With your donations, we can take the best advantage of our resources to together combat racial and social injustice. To support us today, visit our website: <https://bit.ly/3Cpy5Qo> for donation or check out internship and volunteer opportunities at <https://bit.ly/3FqChRL>!



Friday, Feb. 4, 2022

@riseagainsthateorg

Peace can only be achieved once all people's rights are equally respected and protected regardless of their races, gender and sexuality. We are still on our way toward global peace, holding our mission and together combating for racial equality.

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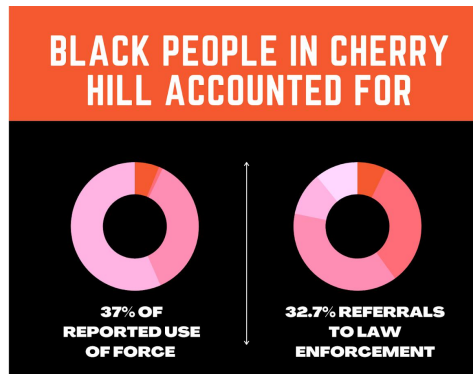
Diversity is not about how we differ.
Diversity is about embracing one another's uniqueness.

OLA JOSEPH

Saturday, Feb. 5, 2022

@riseagainsthateorg

Stop making children live in fear! According to our research, statistics show a major disproportionate use of force against Black children in Cherry Hill while Black children are also more likely to be treated unfairly because of the adultification. Bias needs to be diminished to create a truly carefree environment for children, we strongly recommend everyone to take the Harvard implicit bias task through <https://bit.ly/3coPuy4> and also learn more at : <https://bit.ly/3C1unw2>



DISPROPORTIONATE USE OF FORCE

- Black individuals were subjected to the use of force at as young as 8 years old while White individuals subjected to the use of force at as young as 14 years old.



MARIJUANA ARRESTS & CHARGES

- According to the 2018 ACLU report, Black people were arrested for marijuana at a rate of 3.45 times higher than White people in New Jersey.



ADULTIFICATION

- Black children are more likely to be tried as adults and people of color are often sentenced to longer terms of imprisonment as they are often perceived as older or more mature than they actually are.



USE OF FORCE & MENTAL ILLNESS

- White individuals were marked as emotionally disturbed twice as frequently as Black individuals.

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Sunday, Feb. 6, 2022

@riseagainsthateorg

#SundayReads Time for some readings! If you have ever been confused about how to start a conversation about race with your friends, come and read this — “So You Want To Talk About Race,” Ijeoma Oluo’s New York Times Best Seller, helps you out! Tips for having constructive conversations with friends and family as well as education on the racist heritage of the United States can all be found here.



Monday, Feb. 7, 2022

@riseagainsthateorg

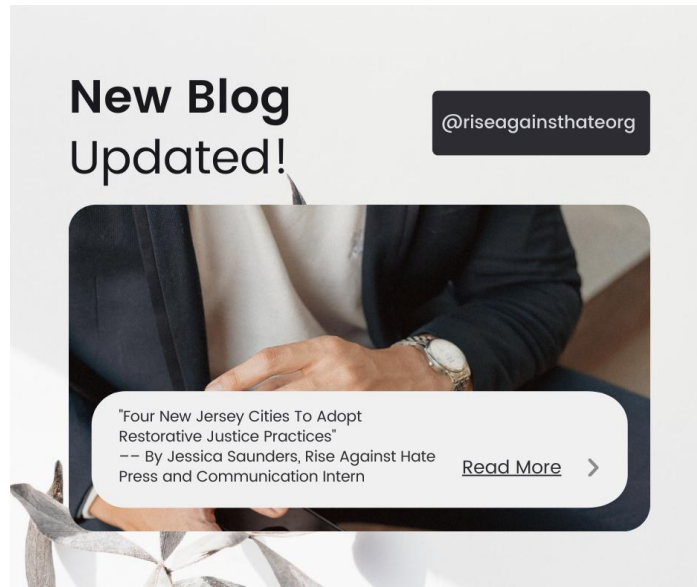
Sports are supposed to be universal, inclusive, and equal! They should never be RACIST! Read this article on racism in sports written by Rachel Anne Gillett: <https://bit.ly/30yTdpQ> and let's take action and stop judging athletes by their colors!

Tuesday, Feb. 8, 2022

@riseagainsthateorg

New blog coming! #NewReleaseTuesday Why not check out our newest blog during breaktime and learn more about the Restorative and Transformative Justice for Youths and Communities Pilot Program? Link to the blog: <https://bit.ly/3HzJFfm>

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Wednesday, Feb. 9, 2022

@riseagainsthateorg

Here we found you a relaxing smooth jazz list: <https://bit.ly/3DrCmnF>! Come and enjoy some music on #MusicWednesday, meanwhile, appreciate the precious artistic heritage that originated in African American communities.



Thursday, Feb. 10, 2022

@riseagainsthateorg

In Black History Month, we celebrate all leaders that have contributed to the community and social movement. On this #ThrowbackThursday, we want to introduce Shirley Chisholm, the first African American woman elected to the U.S. Congress, and her story to you. Click on the link <https://bit.ly/30ETg3Z> and learn more about Chisholm.

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Friday, Feb. 11, 2022

@riseagainsthateorg

It is never too young to learn anti-racism. While luckily, some of today's schools have already started teaching students to value differences, others remain silent. Please don't wait for racism to happen to you and then start learning from it, but be equipped with knowledge early so you will have the strength to push back against it. For more information on how to get prepared at home, click on the link: <https://wapo.st/3kMHBXw>

Saturday, Feb. 12, 2022

@riseagainsthateorg

Today is President Abraham Lincoln's Birthday. It has been 159 years since President Lincoln issued the Emancipation Proclamation on Jan. 1, 1863, which marked a turning point in the history of slavery. Today, we are still fighting against racial injustice and seeking for true equality and our steps will never stop until the day comes!



"We are not enemies, but friends. We must not be enemies. Though passion may have strained, it must not break our bonds of affection. The mystic chords of memory will swell when again touched, as surely they will be, by the better angels of our nature."

ABRAHAM LINCOLN

Sunday, Feb. 13, 2022

@riseagainsthateorg

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Looking for interns! For anyone who is interested in advocating for social justice and willing to gain more unique experiences in the field, do not miss this! We also work with schools to ensure students get college credit! For more information, visit <https://bit.ly/3FqChRL>.

WANTED



RAH INTERNSHIP PROGRAM

If you are:

- passionate about social justice
- enthusiastic about research, data analysis, marketing design, etc
- looking forward to getting involved in communities

Email Internship@riseagainsthate.org with your resume and optional cover letter and join us!

[@RISEAGAINSTHATEORG](https://twitter.com/RISEAGAINSTHATEORG)

Monday, Feb. 14, 2022

[@riseagainsthateorg](https://twitter.com/riseagainsthateorg)

Have you ever noticed that police departments in several regions across the country have recently transitioned their vehicle fleets from traditional gasoline-powered patrol vehicles to fully electric and/or hybrid-electric vehicles? It is found that electric vehicles are more cost-efficient and environmental-friendly than the traditional gasoline ones. Check out our research, and learn more about the environmental and financial benefits of implementing a low-emission vehicle fleet in U.S. police departments through the link: <https://bit.ly/3nsmwUa>

A graphic of a smartphone displaying a table titled 'Maintenance Needed per Vehicle Class'. The table compares maintenance tasks for Gas, Hybrid, and Electric vehicles. Gas and Hybrid vehicles require oil changes, fuel filters, spark plugs, and emission checks. Electric vehicles do not require these. Both Hybrid and Electric vehicles require brake checks and tire rotations, which are noted as 'RARE' for them. Brake fluid is required for all three.

	Gas	Hybrid	Electric
Oil Changes	✓	✓	✗
Fuel Filters	✓	✓	✗
Spark Plugs	✓	✓	✗
Emission Checks	✓	✓	✗
Brake Checks	✓	RARE	RARE
Tire Rotation	✓	✓	✓
Brake Fluid	✓	✓	✓

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Tuesday, Feb. 15, 2022

@riseagainsthateorg

#TipTuesday All children need to know their rights, yet it is never easy to talk to children about racism and social justice. Don't worry, we get your back. Here are some tips for you offered by Save the Children, the first global organization dedicated to advocating for children's rights. Read them through before starting the conversation, and together we protect children's rights. Link to the resource: <https://bit.ly/3Dujx35>

- **Instagram**

Wednesday, Feb. 16, 2022

@riseagainsthateorg

According to Mental Health America, individuals can experience racial trauma after encountering racism and hate crimes. Please do not hesitate to seek therapy from a multicultural or racial trauma-informed therapist if finding yourself suffering from such mental injury.



Thursday, Feb. 17, 2022

@riseagainsthateorg

#ThursdayThoughts Human lives are equal. It is media's responsibility to have equal coverage on all incidents, regardless of victims' races or gender. Learn more about Missing White Woman Syndrome: <https://bit.ly/30wkGbS>

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Missing White Woman Syndrome



The phenomenon where missing persons cases involving white women (especially well off and young white women) are extensively covered by the media

@riseagainsthateonprofit

Friday, Feb. 18, 2022

@riseagainsthateorg

#FearlessFriday Never be fear of speaking out for social justice! We are always by your side.



Saturday, Feb. 19, 2022

@riseagainsthateorg We want you! <https://bit.ly/3FqChRL>.

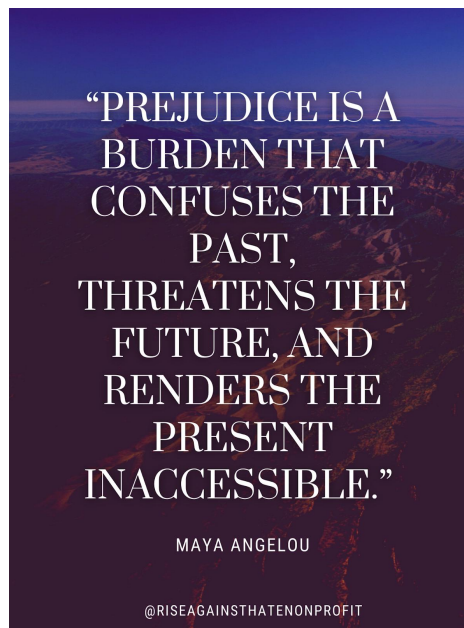
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Sunday, Feb. 20, 2022

@risegainsthateorg

#quotesdaily A quote a day, keeps ignorance away.

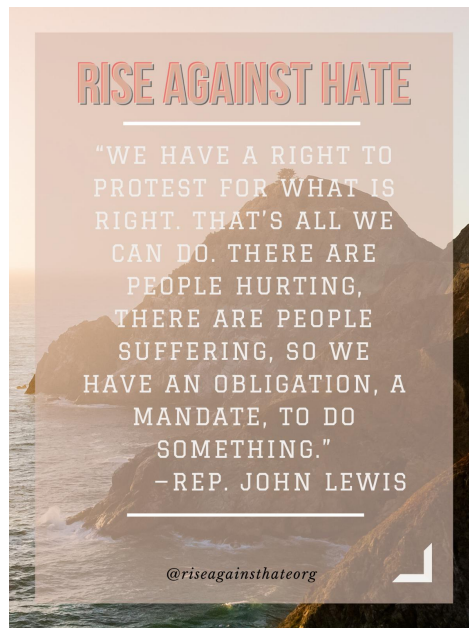


Monday, Feb. 21, 2022

@risegainsthatenonprofit

"We have an obligation, a mandate, to do something, " said former United States Representative John Lewis. While we have made progress along the path of change, there is still much work to accomplish to achieve social equality

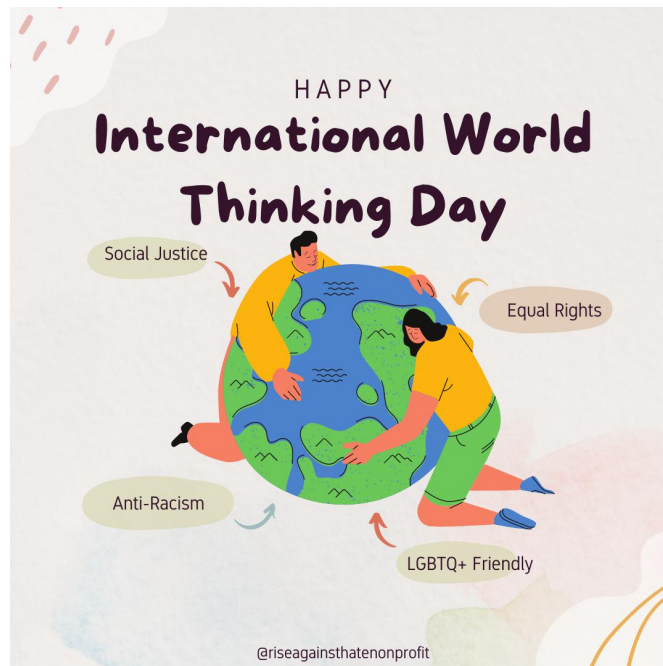
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Tuesday, Feb. 22, 2022

@riseagainsthateonprofit

Happy International #WorldThinkingDay!

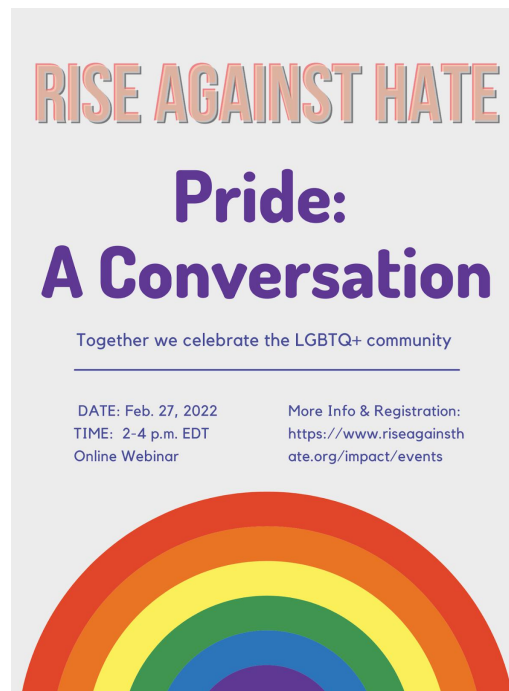


Wednesday, Feb. 23, 2022

@riseagainsthateonprofit

Love Wins! Check out more info at: <https://bit.ly/3IHsYiJ!> #riseagainsthate

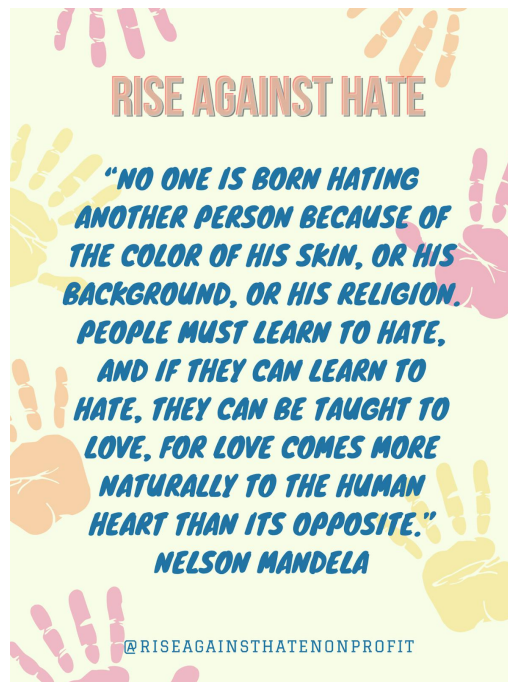
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Thursday, Feb. 24, 2022

@riseagainsthate

Spending all his life fighting for racial equality, Nelson Mandela, former President of South Africa inspired numerous people to speak out for social justice. Keep his quotes in mind and the day will finally come when there will be free of hatred or racism! #riseagainsthate



Friday, Feb. 25, 2022

@riseagainsthate

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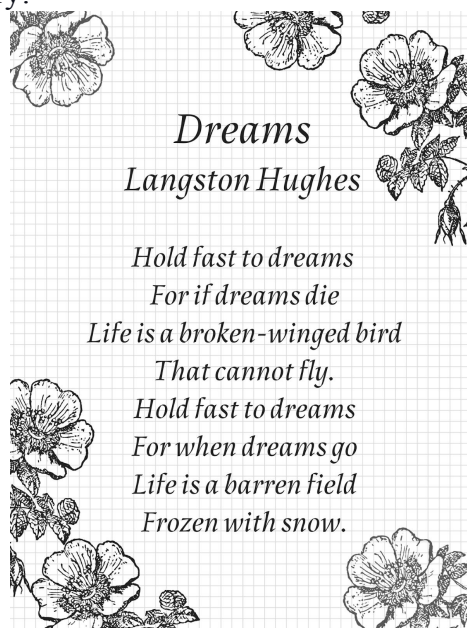
Did you know that the Jewish, Black and LGBTQ+ populations have become significant minorities in New Jersey? Our research found out that these populations are targeted for bias incidents at much higher rates than other populations in the state. Check out the full report through <https://bit.ly/3qplsCf> and together fight for #justice! #riseagainsthate



Saturday, Feb. 26, 2022

@riseagainsthate nonprofit

Start the week with great #poetry!



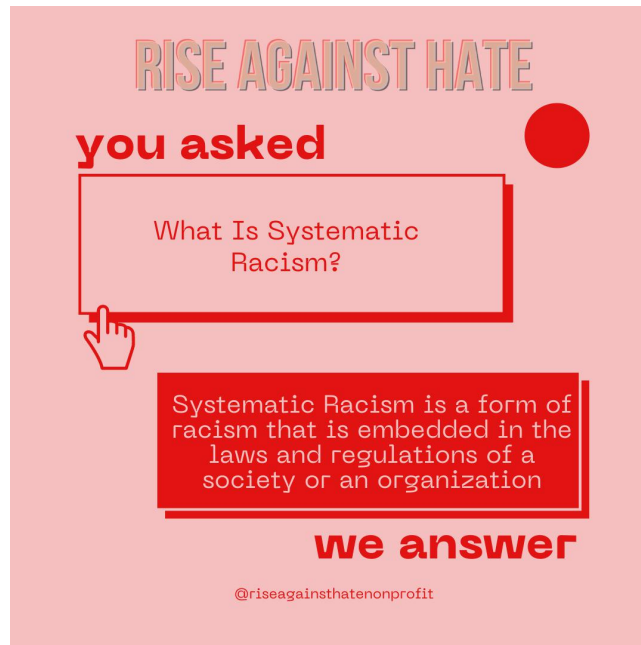
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Sunday, Feb. 27, 2022

@riseagainsthatenonprofit

Systematic Racism is commonly-observed in law enforcement, employment, health care, education, and political representation. For more resources regarding civil rights, visit <https://bit.ly/3cu5puJ>.

#riseagainsthate



Monday, Feb. 28, 2022

@riseagainsthatenonprofit

#MotivationMonday New week, new journey! Together we make difference. #riseagainsthate



RISE AGAINST HATE

Tuesday, March 1, 2022

@riseagainsthatenonprofit

It's Women's History Month! #TuesdayTogether with #riseagainsthate Let's celebrate!
#womeninhistory



Wednesday, March 2, 2022

@riseagainsthatenonprofit

Don't be so surprised! The probable reason why the growth rate of male employees' salaries is much slower than that of females' is because of the fact that male employees have much higher starting salaries compared to female employees. Get more #WednesdayWisdom by reading the full report: <https://bit.ly/3Fv8PKt> #riseagainsthate

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THE GENDER WAGE GAP

DATASET FROM (JANUARY 2010 - October 2021)

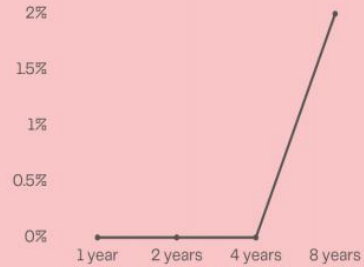
Average Salary Comparison



Female promotions by years of service



Male promotions by years of service



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www.riseagainsthate.org