



Narrative Toolkit

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I. THE MOMENT

[Grassroots Global Justice Alliance](#) (GGJ), [Climate Justice Alliance](#) (CJA [Our Power Campaign](#)), [Indigenous Environmental Network](#) (IEN), and [Right To The City Alliance](#) (RTTC) are teaming up for the **It Takes Roots to Grow the Resistance** Delegation and Translocal Actions in the first 100 days of the Trump administration.

Every day the landscape continues to change on a national level. The appointments Trump has made for his administration are clearly an assault on all the gains that people of color, women, immigrants, LGBTQ communities, and workers have fought for. This will have implications locally, nationally, and globally for years to come. Now is the critical time for a resistance movement to be visible and strong, on the defense and the offense.

The #ItTakesRoots to Grow the Resistance delegation is our response to this broader call to action. #ItTakesRoots comes out of previous delegations made up of Indigenous, people of color, women and queer, and frontline communities that have been at the forefront of fights against racism, Islamophobia, misogyny, and hate. It was originally named as part of collaborations between Indigenous Environmental Network, Climate Justice Alliance, and Grassroots Global Justice Alliance from the Peoples Climate March to Paris COP21 to the Caravan from the RNC to the DNC.

This is an opportunity to strengthen the grassroots organizing base-building organizations, and to also help us be in joint conversation and practice with those we want to build deeper relationships with in this moment.

The grassroots organizations who represented in our Mobilization to DC and our Trans-Local Actions during the first 100 days of the Trump Administration are intergenerational, comprising a mix of youth organizers and veteran community leaders, who hail from Indigenous, African American, Latino, Asian, Pacific Islander and rural white communities in the frontlines of movements for economic, racial, gender, and climate justice.

II. IT TAKES ROOTS TO GROW THE RESISTANCE

CORE NARRATIVE & TALKING POINTS

#ItTakesRoots | #GrowTheResistance | #GrassrootsFeminism

Core Messages

- Women of color are leading the struggle for liberation and justice for all. Join us.
- We are coming together in unity across struggles to #GrowTheResistance
- Trump and his corporate cabinet are a direct threat to our communities in particular (communities of color, women of color, working class, & poor people)

Expanded Messaging & Talking Points

Who We Are

- We are the roots of the resistance -- those who have been living and fighting at the frontlines of too many destructive systems. We are the defenders of water, land, and our homes.
- For the first time, the Climate Justice Alliance, Grassroots Global Justice Alliance, the Right To the City Alliance, and the Indigenous Environmental Network are uniting as an unstoppable force of nature.

What We Believe

- The Trump Administration poses a devastating threat to our communities, *and women of color in particular*. And we are bracing for attacks on our lives and our futures -- for our families to be torn apart, more violence and fear, poison in our water, and our freedoms stolen from us.
- We believe that ultimate power is not held by the government and corporate interests, that the greatest power always belongs to the people. *Trump wants to bury us, but we are the seeds!*
- **When history has tried to divide our communities, told us to hate and fear each other, it is the women who brought us together. They taught us that love was not something to mistrust, that we must fight for each other instead of against each other. A grassroots feminist world is a better world for all.**

Why We Are Here

- To boldly claim women of color leadership: those of us who have always resisted and reclaimed, those who have always been fighting for our lives.
- We, the roots, are combining our forces to declare that it is women of color who will build a world that secures water, land, home, and life.
- We are standing side by side across the U.S. in unity -- in defiance of the people who want to divide us. Women of color will not be sacrificed -- now is the time to fight for gender justice as it is key to our liberation and justice.

Our Ask

- To carry on the legacy of the women of color who fought for us: from Fannie Lou Hamer and Berta Caceres, to our aunties and our grandmas.
- To support the power of the people in community, the beauty in love & unity. For those who know what it's like to fight for your lives, we see you. Let's grow this resistance together.
- Take the Pledge of Resistance @ growtheresistance.org

The Pledge of Resistance

Sign The Pledge at: www.GrowTheResistance.org

I pledge to...

To stand for the rights, actions, and leadership of communities who are at the frontlines of fighting for water, land, and home. We are Indigenous Peoples, women, immigrants, working class families, poor people, & communities of color.

To fight for our freedom side by side, in power & for our lives.

To rise together, women, trans folks, men, all genders & sexualities.

To confront racism & police violence. Black Lives Matter.

To end the war at home & abroad. Our best security is our unity.

To resist corporate rule, and a world of injustice and greed.

To speak truth to climate deniers, to defend Mother Earth. Water is life.

To grow the resistance.

No more walls. No more hate.

For a feminist world, for liberation and justice for all.

Sign The Pledge at: www.GrowTheResistance.org

III. ADVICE FOR SPOKESPEOPLE

Telling Your Story, The Story of Us and The Story of Now
(Adapted From Center for Story-based Strategy)

It Takes Roots Core Messages

- Women of color are leading the struggle for Liberation and Justice for All. Join us.
- We are coming together in unity across struggles to #growtheresistance
- Trump and his corporate cabinet are a direct threat to our communities in particular (communities of color, women of color, working class, & poor people)

Who are spokespeople?

Spokespeople are people who are ready to deliver our collective message to the world and represent our mobilization in the public, the media and with each other. Spokespeople communicate our vision for a world with liberation and justice for all: one that is rooted in our analysis, and redefines the problem to our audiences.

Tell Your Story

The most powerful stories we can tell are our stories. We can have the best analysis, the strongest policy proposals or the greatest organizing strategy, but if we can't communicate it in a way that is grounded in our stories of self and the story of us collectively, it won't be as powerful. As you prepare to be a spokesperson take some time to reflect, write out and practice your story - the story of you and your community.

3 Elements Of A Story:

1. Me! Think about your own story.

- a. Who are you?
- b. Why are you involved?
- c. What are the ways you've been personally impacted by the injustices we are organizing to change?

Sample(s):

- My name is _____. I'm here today as an undocumented resident fighting for the liberation, dignity and rights of all people.

- My name is _____. I came to this work because my family was forced out of our home and community by landlords who care more about money and profit than the safety of our children.

2. Us! What is our story?

a. Who are we?

- We are the roots of the resistance -- those who have been living and fighting at the frontlines of too many destructive systems. We are the defenders of water, land, and our homes.

b. What are our values? What do we believe?

Some possibilities (go with what feels strongest to you and share these narratives in your way)

- The Trump Administration poses a devastating threat to our communities, and women of color in particular.
- We believe that ultimate power is not held by the government and corporate interests, the greatest power always belongs to the people.
- Trump wants to bury us, but we are the seeds!
- When history has tried to divide our communities, told us to hate and fear each other, it is the women who brought us together. They taught us that love was not something to mistrust, that we must fight for each other instead of against each other.
- A grassroots feminist world is a better world for all.

3. Now! What is our vision, what are we fighting for?

a. Why are we here?

We are bracing for attacks on our lives and our futures -- for our families to be torn apart, more violence and fear, poison in our water, and our freedoms stolen from us.

b. What do we want to win?

- To boldly claim women of color leadership: those of us who have always resisted and reclaimed, those who have always been fighting for our lives.
- We, the roots, are combining our forces to declare that it is women of color who will build a world that secures water, land, home, and life.
- We are standing side by side across the U.S. in unity -- in defiance of the people who want to divide us. Women of color will not be sacrificed -- now is the time to fight for gender justice as it is key to our liberation and justice.

c. Our Ask / what can you do?

- *To carry on the legacy of the women of color who fought for us: from Fannie Lou Hamer and Berta Caceres, to our aunties and our grandmas.*
- *To support the power of the people in community, the beauty in love and unity. For those who know what it's like to fight you lives, we see you. Let's grow this resistance together.*
- *Take the Pledge of Resistance @ growtheresistance.org*

8 Tips for Spokespeople

1. Take Control of The Narrative / The Story

Ask who the reporter is, what is the article about and who else they have interviewed. Reframe and challenge false assumptions they are making.

Pivot the reporters questions to tell your story! Your goal is to share our message and your story, not answer their questions. **When you get a difficult question or a question that is unrelated here's some sample "pivot" points you can use:**

"The real issue is..." "That's a myth, the reality is..." "The most important point is..." "In **my** experience / community / school..." "What we're here to say is..."

2. Tell The Story With Our Framing & Values

Clearly communicate the reason why you are involved. What's the problem, what's the solution, what's the action we want people to take?

3. This is Not A Conversation

Our message is most important. Don't answer reporters questions, respond with our message.

4. Stay on your message!

Practice your core message. Then repeat it, repeat it, repeat it! The clearer you are about your message, the more likely the story will reflect what the message we want to communicate!

5. ABC!

Acknowledge the question - *"That's an interesting question"*

Bring it back - *"but the real issue is..."*

Content - your message - *"Trump and his corporate cabinet are a direct threat to women of color, communities of color and working class people ..."*

6. Be Quotable!

Your story makes the message real and you are the connection to the issues we are fighting to transform. Be ready to tell your story and remember that TV info/sound bites are usually 5-13 seconds and print articles are usually 5-25 words

7. The Truth is On Our Side

It's ok to say "I don't know the answer to that question, let me find someone who does." Try to avoid saying "No Comment" - it makes us look like we have something to hide and we don't.

8. Don't Distract From The Message

Take a deep breath and try to relax. Be friendly but firm - you have a powerful story to tell. Use accessible language.

IV. SOCIAL MEDIA GUIDE: SAMPLE POSTS, LINKS & WHO TO FOLLOW

Hashtags

Main: #GrowTheResistance
#ItTakesRoots #GrassrootsFeminism

Links to use - Sign The Grow The Resistance Pledge at:

www.growtheresistance.org OR http://bit.ly/ITR_GTR

Who to follow:

Climate Justice Alliance

www.ourpowercampaign.org

Facebook: <https://www.facebook.com/OurPowerCampaign/>

Twitter: @CJAOurPower

Grassroots Global Justice Alliance

www.ggjalliance.org

Facebook: <https://www.facebook.com/Grassroots-Global-Justice-Alliance-111576575522611/>

Twitter: @ggjalliance

Right to the City Alliance

<http://righttothecity.org/>

Facebook: <https://www.facebook.com/righttothecityalliance/>

Twitter: @ourcity

Indigenous Environmental Network

www.ienearth.org

Facebook: <https://www.facebook.com/ienearth/>

Twitter: @IENearth

Sample Facebook Posts

For the first time, @Our Power Campaign, @Grassroots Global Justice Alliance @Right to the City Alliance and @Indigenous Environmental Network are uniting in D.C. this week as an unstoppable force of nature. Join us to #GrowTheResistance!

The #ItTakesRoots #GrowTheResistance delegation is going to D.C to fight the threat of the incoming administration. We pledge to continue to defend our water, land, home, families and the memories of our ancestors. We pledge to fight for liberation and justice for all. Pledge to fight with us at:

www.growtheresistance.org

#ItTakesRoots #GrowTheResistance

I stand by the leadership of women of color. When forces have tried to divide us, it was women have brought us together. We come together now to fight for dignity, liberation and justice for all. Take the pledge at

www.growtheresistance.org .

We are traveling to D.C. to support the power of the people in community, the beauty in love & unity. For those who know what it's like to fight for your lives, we see you. Let's grow this resistance together. #ItTakesRoots #GrowTheResistance #GrassrootsFeminism

I'm joining the #ItTakesRoots delegation in D.C to march in the #WomensMarch alongside the leadership of women of color and frontline communities. Im marching in defiance of the people who want to divide Women of color will not be sacrificed -- now is the time to fight for gender justice as it is key to our liberation and justice. #WhyIMarch #GrowTheResistance #GrassrootsFeminism

Sample Tweets

For the first time @CJAOurPower, @ggjalliance @ourcity and @ienearth are uniting as an unstoppable force of nature http://bit.ly/ITR_GTR

The #ItTakesRoots #GrowTheResistance delegation is organizing to fight the threat of the incoming administration http://bit.ly/ITR_GTR

#ItTakesRoots to #GrowTheResistance and build a new world. We pledge to fight for liberation and justice for all. http://bit.ly/ITR_GTR

We stand by the leadership of women of color. We fight together come together to fight for dignity, liberation and justice for all http://bit.ly/ITR_GTR

Im a #GrassrootsFeminist and I fight for _____.
#GrowTheResistance http://bit.ly/ITR_GTR

Join **#ItTakesRoots** to **#GrowTheResistance** to take action and march with frontline grassroots Women of Color leadership January 20th and 21st in Washington D.C.
Find out more: www.GrowTheResistance.org



1/20 @ 9AM
Direct Action at
U.S. Dept of
Energy & HUD

1000 Independence Ave SW

1/20 @ 12PM
#ITR Delegation at
Disrupt J20 March!
Union Station/Columbus Circle

1/21 @ 9AM
Women of color &
allies contingent
at Women's March
on Washington!
Meet at Garfield Park
(1st & F Streets SE)



JOIN US IN THE STREETS J20 & J21
WWW.GROWTHERESISTANCE.ORG

**"THE RESPECT
AND DIGNITY OF
AND IN OUR
COMMUNITIES IS
OUR SHIELD TO
BE ABLE TO
MAINTAIN THAT
STRENGTH
AND RESISTANCE
IN OUR
COMMUNITIES."**

**- SYLVIA LOPEZ,
MUJERES UNIDAS Y
ACTIVAS**



#GROWTHERESISTANCE #ITTAKESROOTS #GRASSROOTSFEMINISM