Centering the Margins in Outreach Work

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Who are we?

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A Reframe of Outreach

Kindness
by Naomi Shihab Nye
Needs of Marginalized Communities

- scarcity
- urgency
- saviorism
- beacon on a hill
- appreciation
- transformation
- partnership
- cooperation
- like-minded people
- numerical growth
- assimilation
- resource hoarding
From Transaction to Transformation
Planning for Accountable Outreach
Two Important Questions for Accountable Outreach Work

1. Do I understand if I am entering the conversation as an ally or impacted person?
2. Does the impact of my Outreach plan match its intention?
<table>
<thead>
<tr>
<th>Positioning</th>
<th>Ally (Those with privilege)</th>
<th>Impacted (Those who are marginalized)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Messaging</td>
<td>Support System</td>
<td>Out Front</td>
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<tr>
<td>Messaging</td>
<td>Listening to the Impacted,</td>
<td>Storytelling, first-person experiences.</td>
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<td></td>
<td>amplifying voices.</td>
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<tr>
<td>Listening</td>
<td>Challenge privilege in self &amp; others.</td>
<td>Challenge inner group marginalization.</td>
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<tr>
<td>Social Media</td>
<td>Do emotional labor on problematic posts, share stories of impacted people.</td>
<td>Finding support/seeking accountability in private groups.</td>
</tr>
<tr>
<td>Avoid</td>
<td>Tokenizing, Tone policing.</td>
<td>Calling out when you could call in.</td>
</tr>
</tbody>
</table>
WE SAY BLACK LIVES MATTER. THE FBI SAYS THAT MAKES US A SECURITY THREAT.

The government is labeling us as "black identity extremists."
Does the impact of my Outreach plan match its intention?

Outreach Goal

Pain Point

Growth Point

Transformative Work

Honest Messaging

Outreach Plan

Slide designed by Marchaé Grair
TRY IT OUT!

Choose an Outreach goal for a personal communications platform or for your congregation. Follow the Outreach process.
QUESTIONS OR COMMENTS?
Closing

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