



Centering the Margins in Outreach Work

Marchaé Grair, Director of Public Relations & Outreach
Anna Bethea, Outreach Specialist



uua.org

Who are we?



Anna Bethea
Outreach Specialist
abethea@uua.org

Marchaé Grair
Director of Public Relations &
Outreach
mgrair@uua.org



A Reframe of Outreach

Kindness

by Naomi Shihab Nye



scarcity

urgency

saviorism

beacon on a hill

appreciation

transformation

Needs of Marginalized Communities

partnership

cooperation

like-minded people

numerical growth

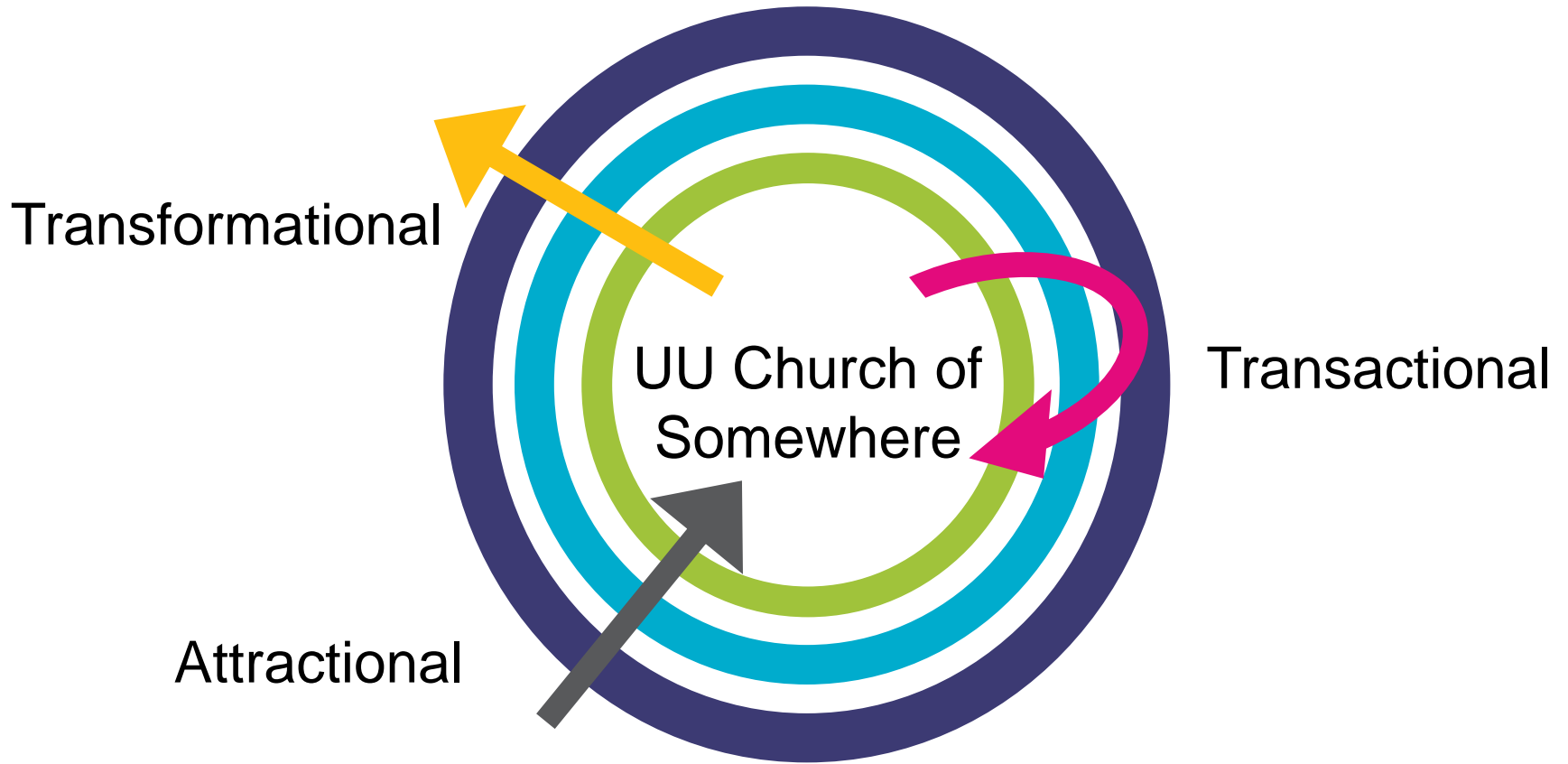
assimilation

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?



Do I understand if I am entering the conversation as an ally or impacted person?

	Ally (Those with privilege)	Impacted (Those who are marginalized)
Positioning	Support System	Out Front
Messaging	Listening to the Impacted, amplifying voices.	Storytelling, first-person experiences.
Listening	Challenge privilege in self & others.	Challenge inner group marginalization.
Social Media	Do emotional labor on problematic posts, share stories of impacted people.	Finding support/seeking accountability in private groups.
Avoid	Tokenizing, Tone policing.	Calling out when you could call in.



IMPACTED

ALLY

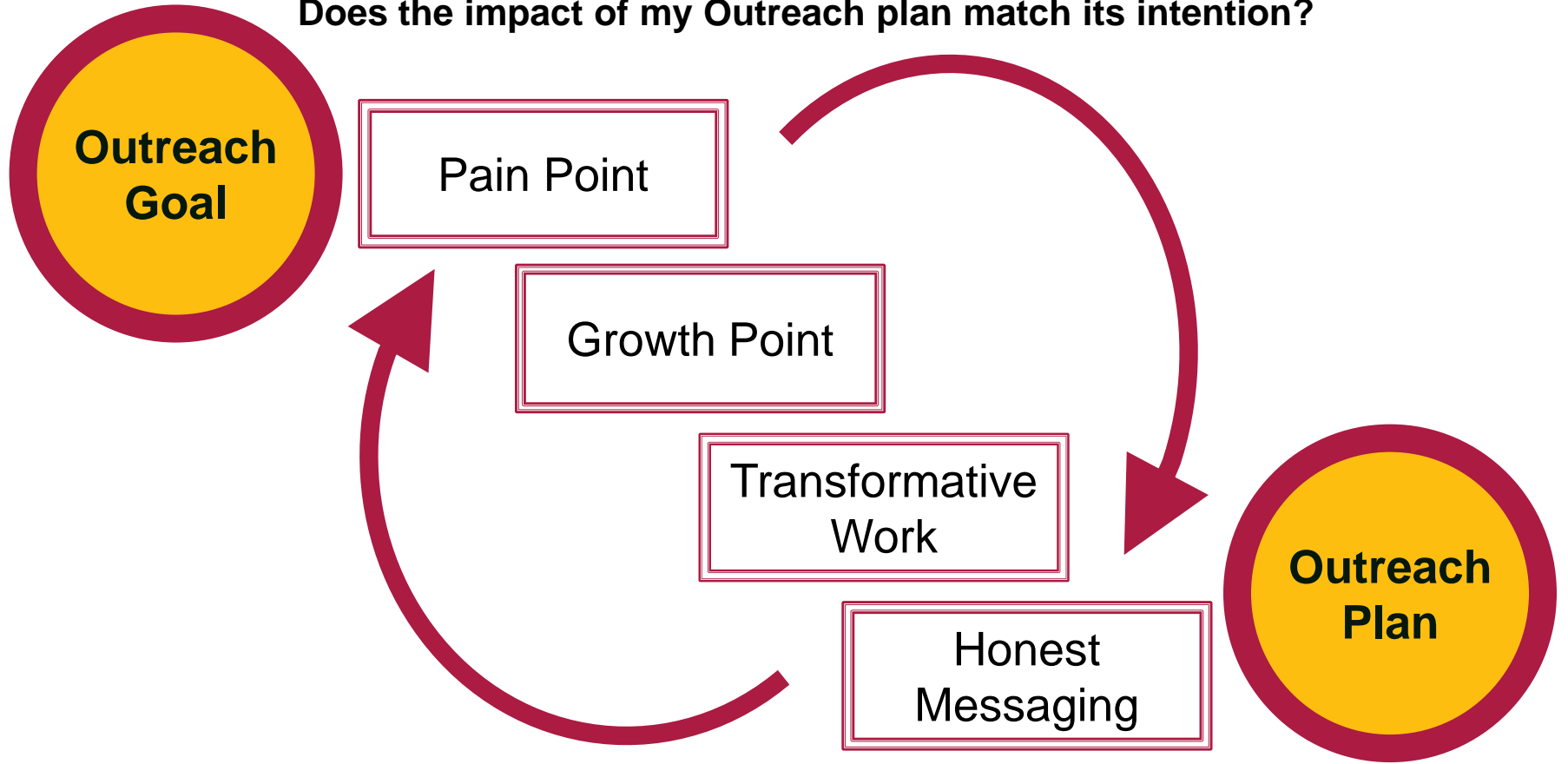


SHOWING UP FOR RACIAL JUSTICE

GET CONNECTED TO A CHAPTER!

HELP END FAMILY SEPARATION!

Does the impact of my Outreach plan match its intention?



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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