

Collective Good Communications Toolkit

Thank you for your interest in amplifying Collective Good: Recommendations for Philanthropy on Racial Solidarity & Asian American, Native Hawaiian, and Pacific Islander Communities! It is through partnerships like yours that we can transform philanthropy.

Below are sample messages for amplifying Collective Good. Please be sure to tag @AAPIP or @Asian Americans/Pacific Islanders in Philanthropy on social media and use #CollectiveGood.

Access the MS Word [version here](#).

Graphics and visual assets can be [downloaded here](#).

Short-Form Messaging (Twitter)

- *Proud to be part of #CollectiveGood, @aapip's philanthropic organizing effort, offering recommendations to #philanthropy to deepen its #racialequity & #racialjustice work.*
- *Achieving #racialjustice means all communities are thriving, including #AANHPI. @aapip's #CollectiveGood offers recommendations to #philanthropy to deepen its #racialequity & #racialjustice work.*

Long-Form Messaging (Facebook, LinkedIn, Instagram, E-Mail, News)

- *I am/We are proud to have contributed to Collective Good, the result of AAPIP's philanthropic organizing effort in response to the tragic shooting of eight individuals - including six Asian women - in Atlanta, GA in March 2021. Collective Good is an invitation, offering 10 recommendations across 3 key areas (Community Ecosystems, Data Equity, and Narrative Change), to philanthropy to deepen its racial equity and racial justice strategies. With only [20 cents of every \\$100 awarded by philanthropy making its way to AANHPI communities](#), the time for change is now.*
- *Racial justice can only be realized when all communities are allowed to thrive, including AANHPI communities. Collective Good is an invitation, offering 10 recommendations across 3 key areas (Community Ecosystems, Data Equity, and Narrative Change), to philanthropy to*

deepen its racial equity and racial justice strategies. With only [20 cents of every \\$100 awarded by philanthropy making its way to AANHPI communities](#), the time for change is now.

- *Collective Good recognizes that we are interconnected—that the fights against anti-Blackness, erasure of Native Americans, and vilification of Latinx communities are essential to AANHPI communities in dismantling white supremacy and patriarchy. We reject the “Model Minority” myth and “perpetual foreigner” racist tropes.*

Sample Messaging for partners already living into the recommendations outlined in Collective Good

- *We are proud to be living into the recommendations from AAPIP’s Collective Good and advancing racial justice work by supporting AANHPI communities. Our work includes...(fill in the blank with examples from your work)*
- *We are proud that our work lives into the recommendations for (pick one...) Community Ecosystems/Data Equity/Narrative Change from AAPIP’s Collective Good. We invite the sector to work with us to deepen our work in this area in service to advancing racial equity and racial justice.*