Q: What is Stand Against Racism?

Founded by the YWCA Trenton and YWCA Princeton in 2007, Stand Against Racism is now a signature campaign of YWCA USA. This campaign is designed to build community among those who work for racial justice and to raise awareness about the negative impact of institutional and structural racism. Stand Against Racism is one part of our larger national strategy to fulfill our mission of eliminating racism.

Communities and organizations are invited to become a Participating Site by taking a Stand. Individuals can join existing events or take individual Stands. Between April 23rd and April 26th 2015, hundreds of thousands of people across the country will take a Stand Against Racism. Registration is now open!

Q: When is Stand Against Racism?

The official dates for Stand Against Racism are April 23-26, 2015. Thursday April 23, 2015, is the National Day of Action to end racial profiling. YWCA USA will host a briefing on Capitol Hill on the impact of racial profiling on women of color. Throughout the day, we will encourage Congress to pass the End Racial Profiling Act.

Q: Is there a registration fee for YWCA’s?

This year, there is no fee for local YWCA associations to host Stand Against Racism. In the past the fee was $975.00. Other community groups (Participating Sites) and organizations will be asked for an optional $15.00 or more donation when they register.

Q: Will community groups and local business be limited in their participation or registration based on their zip code or whether or not a local YWCA association is hosting Stand Against Racism?

No, any group or organization can register for Stand Against Racism regardless of their zip code.
Q: How will I know what Stands are happening in my area?

There are two ways. You can search the national map of public Stands, click the “Find a Stand” button to view Stands in your area on demand. In addition, all registered YWCA host sites will receive a weekly email with registration updates.

Q: Will we receive a toolkit in the mail that includes a limited number of t-shirts, wristbands, and buttons?

No. The toolkit is now completely digital. The following materials (instructional, promotional, and program) will be available as digital downloads that you can have printed locally:

- Instructions, General
- Instructions, National Day of Action
- Partner Invitation
- Customizable Posters
- Pledge/Bookmark
- Stickers (2 Slogan options)
- Social Media Toolkit
- Proclamation
- Press Release Template
- Theme (Racial Profiling) Related Factsheets/Resources

T-shirts, buttons, and wristbands are only available for purchase in the online store until April 1st.

Q: Why do some of the toolkit promotional items have two versions: “with bleed” or “no bleed”?  

A professional printer -- or even Kinkos/FedEx -- will want the version "with bleed". The "no bleed" versions are for personal printing.

Q: How do I print the Stickers?

The sticker templates are set up for the standard Avery label 6572 (15 per page) and can be printed in-house or by a print shop of your choosing.

Q: How do I purchase merchandise from the online store?

The merchandise button on the website will take you to the online store. The vendor is external to the YWCA, you will need to create a username and password for the vendor site (we suggest using the same ones you use for accessing the toolkit).

Q: Can we produce our own Stand Against Racism merchandise at the local level?
We urge you to use the materials provided such as bookmarks, customizable posters, and stickers available in the toolkit. Which can be downloaded and printed at your local print shop.

Additional for-purchase materials can be bought in our online store. Regal Awards is the official and exclusive vendor for t-shirts, buttons, and wristbands. Any Stand Against Racism merchandise sold by others is a violation of our contract with Regal Awards and the proprietor Tom Rice.

Stand Against Racism materials should not be sold for profit or as a fundraiser.

We are working this year to determine Stand Against Racism branding guidelines. We will provide branding guidelines for 2016. Please follow YWCA branding standards (ywcabrand.org) with any materials.

Q: Why does the online store close on April 1, 2015?

The store closes on April 1 so that all orders can have a guaranteed delivery date of no later than April 15, 2015.

Q: What are the new features for 2015?

- Stand Against Racism now occurs over four days: Thursday April 23 and Sunday April 26
- Theme: Racial Profiling (optional)
- Social media materials: icons, selfie sign, sample posts
- Electronic “National Pledge Against Racism”
- Completely digital toolkit
- Online deliveries are guaranteed no later than April 15th (store will close on April 1st)

Q: Where can I find more information?

- Email: StandAgainstRacsim@ywca.org
- Website: StandAgainstRacism.org
- Webinar: YWCA Intranet
- Social Media: Follow YWCA USA on FB (YWCA USA) and Twitter (@YWCAUSA)

Founded by YWCA Trenton and YWCA Princeton in 2007, Stand Against Racism is now a Signature Campaign of YWCA USA.