



2024 WE DEMAND DIVERSITY!

Advocacy Toolkit

Active Campaign Dates: June 3, 2024 – until

POINT OF CONTACT: Campaign questions & support:

Toni Wiley, Senior Director of Advocacy, National Urban League at awiley@nul.org

OVERVIEW



SHAME ON YOU...

TEXAS GOVERNOR GREG ABBOTT!

On June 14, 2023, one of the nation's most **sweeping bans on diversity**, equity, and inclusion initiatives at public universities was signed into law by **Texas Governor Greg Abbott**! This bill—**Senate Bill 17 (SB-17)**—effectively jeopardized the future of inclusive learning in the state. The law prohibits universities from establishing or maintaining offices dedicated to DEI. This eliminates dedicated staff and resources focused on promoting diversity and inclusion on campus. The law restricts universities from considering factors like diversity in the hiring process. SB-17 also limits diversity training for faculty and staff, discussions on race, ethnicity, gender identity, or sexual orientation that could be considered DEI-related.

Imagine a campus where Black and other students of color lack support networks, where LGBTQ+ students feel unseen, where even exposure to diverse perspectives, concepts, and literature is limited or policed. For students (and faculty) from marginalized groups, university support

systems are instrumental for fostering a sense of belonging and successfully completing programs of study. Removing these havens for cultural expression and understanding stifles the potential of all students, hindering their intellectual growth, academic freedom, and weakening their preparation to thrive in a multicultural society and diverse world.

The impact on DEI bans is not limited to students. At the University of Texas, close to 100 DEI-related staff positions were eliminated. This decline in faculty and administrative diversity will hinder inclusivity and stifle critical discussions about race, gender, and identity.

While this campaign will focus on Governor Greg Abbott, **this isn't a Texas issue**—it's a dangerous precedent for education nationwide. A concerted effort to dismantle DEI initiatives and roll back decades of hard-won educational equity progress. As of April 2024, at least **8 other states** (Alabama, Florida, Idaho, Kansas, North Dakota, South Dakota, Tennessee, and Utah) have passed similar bans and lawmakers in at least 19 states are pursuing restrictions on diversity issues in time for next year's election cycle.

Let's be clear: the Texas ban on university diversity efforts is not unique to the "Lone Star State" but provides a bleak glimpse of the future of higher education and other institutions across the country if we do not **TAKE A STAND** to ensure our history, literary works, jobs, and voices are **NOT ERASED!**



TAKE ACTION: The National Urban League Movement stands in firm **solidarity against DEI attacks** in Texas and across the country! Collectively we will make our voices heard through a coordinated letter campaign, a Juneteenth call-in campaign to Gov. Abbott, and a petition campaign to express our strong opposition to the state's anti-DEI policies! **WE WILL NOT BE SILENCED!**

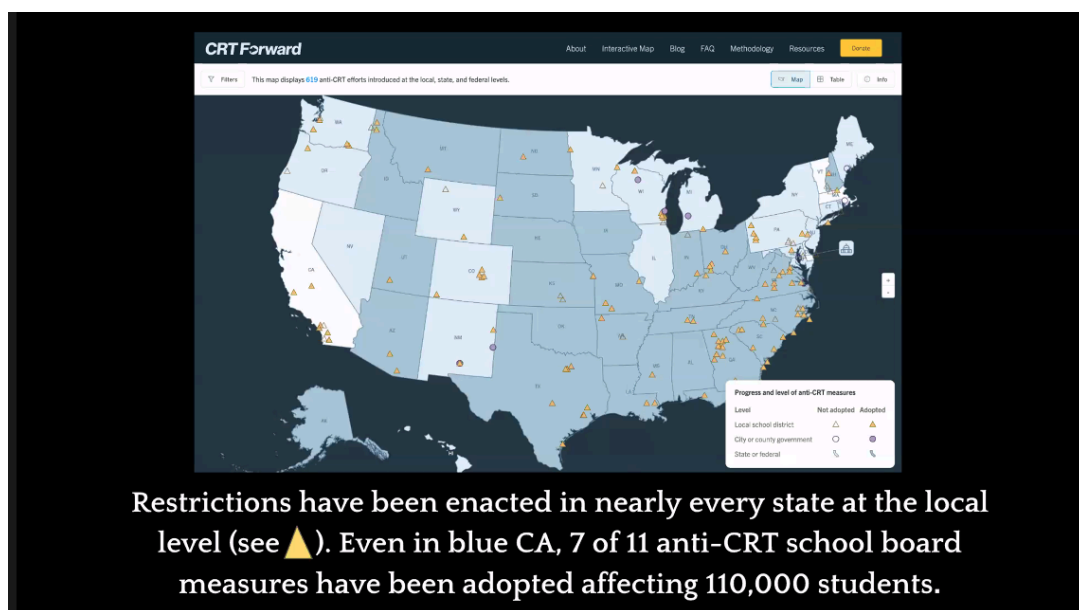
The purpose of the "**We Demand Diversity**" activation focused on *Texas Governor Greg Abbott* is threefold:

1. Engage directly with Governor Abbott to demand diversity initiatives remain intact in Texas public universities and institutions.
2. Raise public awareness about the reality of DEI attacks at public universities and other institutions across the country.
3. Provide a blueprint for action in other states and affiliate areas where DEI initiatives on public university campuses are under attack.

KEY TALKING POINTS:

- Earlier this year Texas Governor Greg Abbott signed Senate Bill 17 (SB-17) into law, one of the nation's most sweeping bans on diversity, equity, and inclusion initiatives in public universities.
- The state of Texas is not alone! This ban is a part of a concerted effort to dismantle DEI initiatives and roll back decades of hard-won equity progress. As of April 2024, at least **8 other states** (Alabama, Florida, Idaho, Kansas, North Dakota, South Dakota, Tennessee, and Utah) have passed similar bans and at least 19 additional states are pursuing DEI restrictions in their legislatures.

- The Texas ban on DEI at public universities isn't just an educational issue – it sets a dangerous precedent for inclusivity across the state in various industries.
- Adopting anti-DEI policies are just bad for business! Texas risks becoming an unattractive destination for top talent. Companies seeking a diverse and inclusive workforce environment may choose to locate elsewhere, costing Texas valuable jobs and hindering its overall economic potential.
- Silencing diverse voices in higher education weakens the foundation for a fair and equitable society, impacting everything from future workplaces to community engagement. We must act together to defend equity in education before it erodes progress everywhere!



CAMPAIGN

PRIMARY CALL TO ACTION:

- ☐ Engage Texas Gov. Greg Abbott by sending letters of opposition for the passage of Senate Bill 17 (SB-17).
- ☐ Raise public awareness about this problematic trend across the nation by consistently sharing information with your social media networks.
- ☐ Engage Governor Greg Abbott by calling his office and expressing your strong opposition to the anti-DEI policies he enacted at Texas public universities (script provided).
- ☐ Sign and share the petition calling for the repeal of SB-17.

TIMELINE FOR ACTION

June 3–30, 2024: **Engage** by sending letters to Texa Governor Greg Abbott sharing your opposition to Senate Bill 17 and similar bills. Let him know that we will hold the line against anti-DEI policies and **stand with students!**

June 3–30, 2024: **Amplify** our call to action by resharing information about the rise of anti-DEI policies and its implications in Texas and across the country! Post our “selected social media messaging” and graphics from our Toolkit on your social media platforms at least **THREE TIMES** this week!

June 14, 2024: **Engage** by flooding Governor Greg Abbott’s office with calls and social media with posts opposing his anti-DEI policies on the **anniversary** of his signing SB-17 into law! Continue to “Demand Diversity” and demonstrate that we will not be silenced!

June 19–30, 2024: **Sign-on** to our Juneteenth petition to **repeal Senate Bill 17** (SB-17)! Share with your networks...**our goal is 10,000 signatures!**

SEND EMAILS, CALL GOVERNOR ABBOTT, & SIGN THE PETITION!

- ☐ **Send letter:** Tap link to send a message to Governor Abbott: <https://bit.ly/ShameOnGovAbbott> or Text “**DEMANDDIVERSITY**” to 52886
- ☐ **Call-in:** Text “**DEMANDDIVERSITY**” to 52886 to get a script and be connected to Gov. Abbott’s office.
- ☐ **Sign petition:** Tap link to sign the petition calling for the repeal SB-17: <https://bit.ly/RepealSB17> or Text “**REPEALSB17**” to 52886

SOCIAL MEDIA HANDLES TO FOLLOW

[@naturbanleague](#) (Twitter, Facebook, Instagram & YouTube)

SOCIAL MEDIA HASHTAG: [#DEMANDDIVERSITY](#) [#REPEALSB17](#)

SELECTED TWEETS/ SOCIAL MEDIA MESSAGING:

Feel free to adapt and adjust the below messages to fit your voice when posting.

- SHAME ON YOU GOV. GREG ABBOTT! Signing Senate Bill 17 has led to the unrightful termination of DEI programs and staff across the Texas public university system. Students and faculty deserve better!

Demand action: <https://bit.ly/ShameOnGovAbbott> or Text “**DEMANDDIVERSITY**” to 52886

- Texas Governor Greg Abbott signed the most sweeping DEI bans for public universities **in the country** last year! Texas students deserve better! **Repeal SB-17!**

Take action: <https://bit.ly/ShameOnGovAbbott> or Text “**DEMANDDIVERSITY**” to 52886

- ⚠️ Do you know what today is? Today marks **1 year** since **Texas Governor Greg Abbott** signed Senate Bill 17 (SB-17). Let’s commemorate by sending him a strong message that all students deserve equal opportunity to succeed and **WE DEMAND DIVERSITY!**

It’s time to act: Text “**DEMANDDIVERSITY**” to 52886

- The Texas ban is a part of a larger effort to dismantle DEI initiatives and roll back decades of education progress. At least **8 other states** have passed similar bans! We must act together to defend equity!

Raise your voice: <https://bit.ly/ShameOnGovAbbott> or Text “**DEMANDDIVERSITY**” to 52886

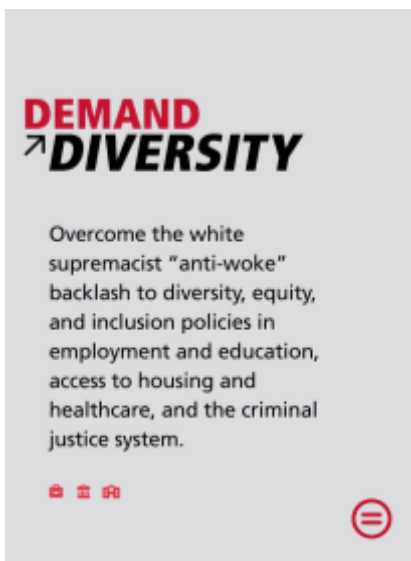
- DEI programs equip students with tools to navigate a diverse world, foster critical thinking and prepare for a successful future. They also provide services like tutoring, mentorship, and cultural experiences. Diversity matters!

Contact Gov. Abbott today: <https://bit.ly/ShameOnGovAbbott> or Text “**DEMANDDIVERSITY**” to 52886

GRAPHICS & OTHER DIGITAL ASSETS

LINK TO GRAPHICS FOLDER: 📁 2024 We Demand Diversity –Gov. Abbott Graphics

LINK TO CAMPAIGN QR CODES: 📁 2024 We Demand Diversity QR Codes



DEFEND
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What is SB-17?

A bill signed into law by Texas Gov. Greg Abbott that prohibits DEI programs, faculty, and curricula at Texas public universities.

Bad laws hurt good people.
Text **DEMANDDIVERSITY** to **52886**

DEFEND
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DEFEAT
POVERTY

SHAME

Text **DEMANDDIVERSITY** to **52886**

DEFEND
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Get ready.

This Friday, June 14 will mark one year since Texas Governor Greg Abbott signed a law that threatens DEI programs at public universities. Let's flood his phone line to **DEMAND DIVERSITY**.

Text **DEMANDDIVERSITY** to **52886** to get your script & be connected to Gov. Abbott's office.

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Did you make the call yet?

Today marks one year since Texas Gov. Greg Abbott signed a law that jeopardizes inclusive learning in his state and it's nothing to celebrate.

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JUNETEENTH

Juneteenth is supposed to celebrate the end of slavery in Texas.

It's also a reminder that present-day Texas is shackled with a dangerous law that bans diversity programs at public universities.

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Almost 160 years ago, Texas was the last state to free enslaved people, and now it's among the first to deny diverse students the freedom to learn fully and freely.

SB-17 must go.

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LETTER CAMPAIGN QR CODE



REPEAL SB-17 PETITION QR CODE

