



RACIAL FAIRNESS AMERICA

[Home](#) [About](#) [Services](#) [Racial Fairness](#) [Local Affiliates](#) [Contact](#)

What Local Affiliates Do

Simply put, everything. RFA Inc. promotes the concept, and we can help you along the way. But bringing Racial Fairness to a community is something that can be done only at the local level. You and we are a team – we know what to do and, largely, how to do it, but only you can make it work where you live.

See our page on [Starting a Local Affiliate](#) for info about getting a local affiliate off the ground. But to start well, you need to know where you're going – what you'll be doing and how best to do it. Here's an overview of that topic:

- 1) Mind your OWN business first:** Make sure you have a well-functioning organization. Meet all the legal requirements for being in business (different for a non-profit than a for-profit organization). Have regular meetings of your Board of Directors, file mandatory federal and state reports, if you have employees make sure you handle payroll in the proper way, make sure your committees are functioning properly, make sure everyone is working together smoothly (your board and committees, your employees, your volunteers, the agencies you work with in your area, local influencers, the press, the public at large). Yes, put out the fires, but also think of ways to make people feel needed, because they are, and appreciated, because they should be.
- 2) Keep your efforts with the white communities in your area energized:** Half your mission is to solicit money, time, skills, physical goods, and other resources from white folks in your area. Keep doing the things that work, but keep them fresh. Don't do them the same way every time. Find new ways to reach out. Think about working with the organizations you serve to see if you can constructively work together, maybe jointly sponsor fundraising events. Also think about putting on events that are not fundraisers – build community support for what you're doing while you bring people of different colors together.
- 3) Keep extending your outreach to organizations serving people of color, including informal ones.** Don't stop asking the groups you already support what more you can do for them. Don't forget about the churches, the schools, the community groups, the religious or civil organizations, the sports leagues, the scouts, the music groups, and every other one you can think of. Even local neighborhoods with no formal organization often have influencers who know what's going on there and whether some local improvement is needed (for example, an old playground that needs to be reinvigorated). Reach out, reach out, reach out.

- 4) **Keep your organization in the public eye.** Don't forget the need for publicity – there are plenty of people you don't know out there who will help you or seek help from you if they learn about *you*. Get your group's name and story out there as much as you can, not to play the hero (which people resent), but to be more and more successful at your mission.
- 5) **Do the drudgery.** The essence of our model is that white people contribute various resources, and that groups representing people of color can put a claim on those things if they have a use for them. To really do this, you have to keep an inventory of what you have and what you've been offered, and have a way to display it to other groups. We offer an online app that lets you do that efficiently, but it still requires that new things be added as you obtain them, and that they are removed from the list when they are distributed to others. Of course you're free to use any method that works for you, but the work has to be done, or the whole thing falls into a useless mess.
- 6) **Enjoy the rewards.** There's great satisfaction for your team when this works, and for the individuals on their team. They can see kids on the playground, they can see the community farm that got started, they can see the progress of a minority business that you helped, they know high school students taking the next step because they took advantage of extra-curricular programs you helped to fund or staff or provide materials for, or scholarships you helped to fund. There are literally hundreds of ways to make a tangible difference, and when white people and People of Color cooperate, it happens.
- 7) **Stay in touch with us, in good times and bad.** We enjoy hearing your progress and your triumphs, but more important, we can often help when you hit a snag: give you advice, tell you how another local group solved a similar problem, maybe even be an intermediary to help resolve a dispute or misunderstanding. Mainly: the more we know about what local affiliates are experiencing – what they've done that's innovative or unexpectedly successful, and what's gone off the rails a bit and how it was dealt with – the more we can help other affiliates. The more we can help *you*.