Tips to amplify the Asian American Pacific Islander experience.
INTRODUCTION

Employee resource groups (ERGs) can play an important role in advocating for Asian American Pacific Islander (AAPI) community issues.

Since Stop AAPI Hate’s founding in 2020, we’ve worked with many ERG leaders, diversity councils, and corporate foundations. Many of our corporate partners have asked us:

- How do we bring our workforce along in learning about diverse AAPI histories, experiences and the current issues our communities face?
- What tools can you provide us to help our ERG do this work?
- How can you help us co-create events that are meaningful and impactful? What actions can we encourage our workforce to take to address anti-AAPI hate?

We offer this toolkit as a way to help you engage your workforce. If you seek additional resources, we can discuss other resources for longer-term engagement with your group or company.

- Stop AAPI Hate Team
Stop AAPI Hate was established in March 2020 and co-founded by AAPI Equity Alliance, Chinese for Affirmative Action, and San Francisco State University Asian American Studies Department. SAH advances equity, justice and power by dismantling systemic racism and building a multiracial movement to end anti-Asian American and Pacific Islander hate.
Asian Americans and Pacific Islanders are one of the fastest growing racial groups in the United States representing over 100 languages. According to the US 2020 Census, 24 million people identify as Asian and 1.6 million identify as Native Hawaiian or Pacific Islander. 3.5 million of them are self-mutiracial.

Other things to note:

- **We struggle with language access.** In 2019, about 3 in 10 Asian American adults and 1 in 8 Native Hawaiian/Pacific Islander (NHPI) adults had limited English proficiency. [Source: Urban Institute] That number is higher for seniors. 60% of AAPIs aged 65 years and older have limited English proficiency. [Source: US Office of Minority Health]

- **We are not a monolith.** AAPI communities consist of 50 distinct ethnic groups and over 100 different languages — and have unique histories, experiences, and needs.

- **Our numbers are growing.** AAPIs represent the fastest growing voter bloc, achieving record highs in the 2020 presidential election. [Source: APIAVote]

- **Despite doing well on economic indicators overall, income varies widely across AAPI communities.** For instance, Samoan Americans (17.9%) experience poverty at twice the rate of Japanese Americans (8.2%). [Source: Bureau of the Census] [Source: Pew Research Center]
GOING BEYOND AAPI HERITAGE MONTH

We often hear from AAPI ERG leaders that they want to make a longer-term impact and move away from only hosting annual cultural events during AANHPI Heritage Month in May. Some groups are ready to have discussions around systematic racism while others are not ready to have difficult conversations.

Regardless of where your company is in the DEI journey, we recommend an approach that allows for continuous, year-round conversations and engagement with your members. Allowing multiple touchpoints during the year signals to your workforce that your issues of concern are not limited to the month of May.

Recognize that there are other cultural moments that are inclusive of specific AAPI groups. For instance, October is Filipino History Month, Diwali is in October/November, and January/February is the Lunar New Year. These are moments to activate and build community year-round.

Identify opportunities for collaboration across ERGs which provides opportunity for rich dialogue and centers intersectionality with other ERG groups.

Extend ERG engagement beyond large events which occur only once or twice a year. Host listening circles, lunch and learns, or share resources on your internal communication channels.
PLAN THE YEAR

Creating an annual plan on how you will engage your workforce around AAPI issues is key to sustaining momentum and employee engagement. Here is a sample plan:

1. PLAN A STRATEGY
   1. Engage company leaders who will help champion your initiatives and events.
   2. Host monthly ERG membership meetings and identify which AAPI issues may be important to your members.
   3. Align on 1-2 focus areas based on input from your membership.

2. RAISE AWARENESS
   1. Invite your ERG members to learn about Asian American history and recent issues. Invite SAH to speak at an event and continue conversations by leveraging books and films.
   2. Launch an employee giving campaign.
   3. Encourage ERG members to get involved as volunteers in their local communities.

3. KEEP THE MOMENTUM GOING
   1. Broaden your conversations and events to include ERGs across your organization.
   2. Develop the leadership of your ERG members.
   3. Connect with other like minded ERGs with other companies.

4. AMPLIFY YOUR WORK
   Compile highlights (stories, event videos, and testimonials) to share on internal and external channels.
RAISE AWARENESS

Host a Fireside Chat or Panel Discussion

Fireside chats are an easy way to involve your executive sponsor of your ERG or other senior leaders who are allies. The invitation is usually welcomed by senior leaders. Stop AAPI Hate can be the keynote or participate in a panel discussion on any of the following topics:

Overview of the issue of anti-AAPI hate
- Impacts of hate and solutions based on community-reported incidents

A conversation with Stop AAPI Hate
- A look back and forward on Asian American activism with Stop AAPI Hate

The intersection of race and gender for AAPI women
- How our data on hate acts shapes our intersectional approach to ending hate

Education equity and ethnic studies
- How Stop AAPI Hate is catalyzing the movement to expand Asian American Studies across the country

Note - we tailor topics for your audience needs as well.
RAISE AWARENESS

Host a Book Discussion

Stop AAPI Hate Staff Picks

- Minor Feelings: An Asian American Reckoning by Cathy Park Hong
- The Making of Asian America by Erika Lee
- The Best We Could Do by Thi Bui
- American Born Chinese by Gene Luen Yang
- We are Here, Naomi Hirahara
- Rise: A Pop History of Asian America from the Nineties to Now by Jeff Yang, Philip Yu
- Desis Divided by Sangay Mishra
- Essential Labor: Mothering as Social Change by Angela Garbes

More book recommendations here

Share AAPI Films, Podcasts, and Music

Films Recommended by Asian Americans Advancing Justice

Music for Collective Healing by the Smithsonian Asian Pacific American Center

Podcasts recommendations by the Represent Asian Project
Many companies have added Stop AAPI Hate (SAH) to their giving and volunteer platforms such as Benevity. Here are the recommended steps to host an employee giving campaign.

1. Meet with your social impact team or foundation to share your interest in adding SAH or other AAPI organizations to the giving platform. This process may take 2-3 weeks with an application and approval process.

2. SAH can provide organizational information that is required to connect your company’s platform to our donation system.

3. Once SAH is in the system, you can share the link in your upcoming giving campaign.

4. Partner with your communications team to promote your campaign and include information about SAH. State whether there is a matching component.

5. A SAH representative can share a thank you video or write a post sharing how employee donations made an impact on the AAPI community to share on your internal communication channels.
GIVING TO THE AAPI COMMUNITY

SAMPLE GIVING CAMPAIGN COPY

Support the AAPI Community

We are excited to announce that [insert ERG Name] is launching an employee giving campaign to support Stop AAPI Hate, a national coalition whose mission is to advance equity, justice and power by dismantling systemic racism and building a multiracial movement to end anti-Asian American and Pacific Islander (AAPI) hate. Your donations will be matched through our employee matching program allowing your gift to make a greater impact on the AAPI community. We hope you will join us. Making a donation is easy. Sign on to [benevity or other donation platform] to pledge your support. The giving campaign will be available through December 31.
The reality is that hate is a persistent problem facing AAPI communities and members of our community will continue to read about and experience traumatic and harmful events. Although we do not facilitate healing circles or provide mental health advice, here are groups we recommend:

- **Anise Health**: offers mental health services tailored to the Asian community including therapy, coaching, and self-guided resources
- **Asian Mental Health Collective**: searchable directory of AAPI therapists in US
- **Asians for Mental Health**: searchable directory of AAPI therapists in US
- **BIPOC artEquity list of therapists/Healers**: a beginning offering for you to explore facilitated support as you process and engage your inner-work in response to your personal discoveries
- **Inclusive Therapists**: searchable directory of inclusive therapists
- **National Queer & Trans Therapists of Color Network**
# Reporting Hate Acts

How can victims and survivors of race-based prejudice find support?

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<tr>
<td>1</td>
<td>Report your experiences with race-based prejudice to stopaapihate.org.</td>
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<td>2</td>
<td>Seek mental and emotional support through friends, family, or AAPI serving organizations in your area.</td>
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<tr>
<td>3</td>
<td>If you experience employment discrimination or harassment by co-workers/supervisor: Reflect on what justice would look like for you e.g. get your company or organization to implement training, accountability of the harasser or perpetrator, investigation led by the company or government agencies.</td>
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<td>4</td>
<td>If you want to take an internal route, reach out to your HR department and document in writing. Report your incident and request the department to come up with the solution that you want.</td>
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| 5 | If you want an investigation by a government agency:  
   a. For non-California residents: Submit a complaint to the Equal Employment Opportunity Commission.  
   b. CA residents: Submit a complaint with the Department of Fair Employment and Housing |

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**REPORTING HATE ACTS**

Stop AAPI Hate ERG Toolkit

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HOW INDIVIDUALS CAN SUPPORT THE AAPI COMMUNITY

TAKE ACTION

• Share resources.
• Encourage friends and family members to report their experiences to StopAAPIHate.org.
• If you see an act of hate, whether it be a racist joke online, a derogatory comment by a friend, or a refusal of service, say something.
• Repost Stop AAPI Hate messages on Twitter, Instagram, Facebook, or LinkedIn.

VOTE

• Address scapegoating and anti-Asian hate at the ballot box.

GET INVOLVED IN YOUR COMMUNITY

• Find a local AAPI organization or community group to donate or volunteer with, starting with MovementHub.org.
• Support Asian American businesses

ADVOCATE FOR Change

• Reach out to AAPI friends, family, and colleagues and offer support.
OUR LATEST REPORTS

**RIGHTING WRONGS**
How Civil Rights Can Protect Asian Americans & Pacific Islanders Against Racism

**THE BLAME GAME**
How Political Rhetoric Inflames Anti-Asian Scapegoating

**TWO YEARS AND THOUSANDS OF VOICES**
What Community-Generated Data Tells Us About Anti-AAPI Hate
CONNECT WITH US

Contact us: community@stopaapihate.org
Visit our website: stopaapihate.org

Follow us on social media @stopaapihate