FIGHTING FOR DEI

WHAT CAN WE DO NOW?

HOW YOU CAN BE PART OF THE MASS MOVEMENT TO DEFEAT RACISM AND FASCISM

Financial



IS BEING USED TO STOP DEI INITIATIVES



The weaponization of federal dollars and power to advance racism

Equating DEI with incompetence and reverse discrimination

Removal of images and references of people of color from federal websites

Removal of DEI all Federal instutions

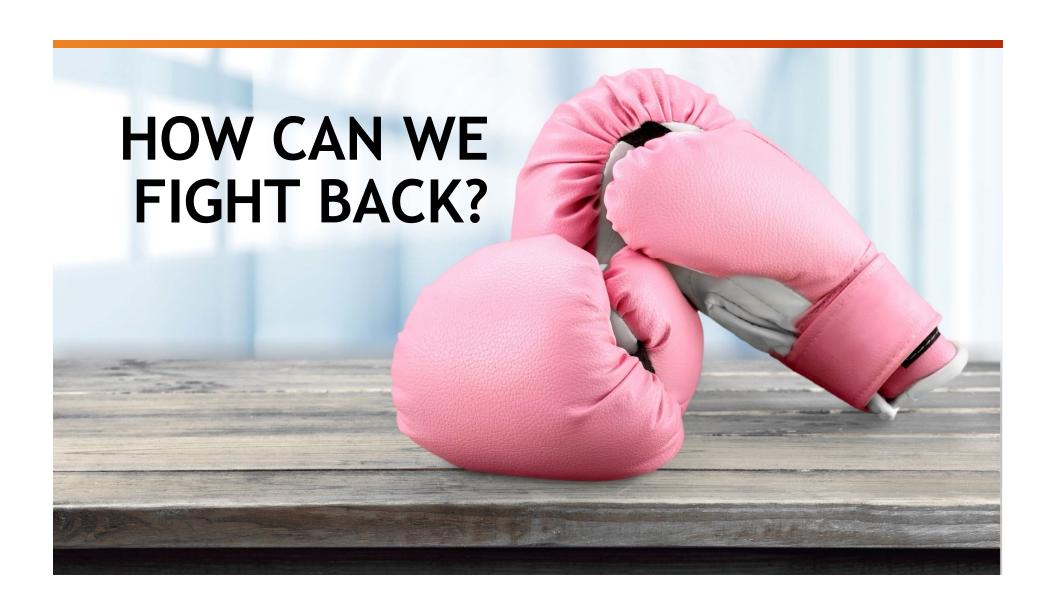
Threats to sue companies with DEI programs

Withholding funds from universities schools who teach DEI related topics

Financial threats to school districts with DEI programs

A partial list of companies abandoning DEI





STRATEGY: FIGHT MONEY WITH MONEY

- Let businesses know that there is a price for dropping DEI and supporting dismantling protections for minorities, women, the LBGTQ community and disabled.
- Create stockholder and consumer demands for reinstating those policies, company by company.
- Negotiate new agreements to insure fairness for all.



Let Businesses know that there is a price for their complicity

African American Spending Power is \$2 Trillion* Hispanic Spending Power \$2.76 Trillion in 2026* White progressive's Spending power (?)

A 40-day Target boycott starts today. It couldn't come at a worse time for the company



By Nathaniel Meyersohn, CNN

⊕ 4 minute read · Updated 9:13 PM EST, Wed March 5, 2025











THERE ARE ALSO
OTHER COMPANIES
DOING THE RIGHT
THING SUCH AS
COSTCO
SUPPORT THEM!





BUILD A "BIG TENT" MOVEMENT TO SAVE DEI

- MULTIRACIAL
- MULTI-TACTICAL
- MULTI-ORGANIZATIONAL AND COALITION BASED
- STRATEGIC
- LONG TERM









