

FIGHTING FOR DEI

WHAT CAN WE DO NOW?

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

Financial

terrorism

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 institutions

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



**HOW CAN WE
FIGHT BACK?**



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.



HOW? USE OUR BUYING POWER

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





TARGET STOCK PRICE 2025
DOWN 26%



FEBRUARY 28TH
SALES
DOWN 9%





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



A close-up photograph of a person's hands counting several US dollar bills. The person is wearing a light blue shirt. The bills are being held and counted in a way that suggests financial activity. The background is blurred, focusing attention on the hands and the money. The image is framed by a vertical orange bar on the left and a vertical red bar on the right, with a horizontal orange bar at the top right.

We have power! Let's use it.
ANYONE CAN DO THIS!

Check organization web sites and
social media for updates

BUILD A “BIG TENT” MOVEMENT TO SAVE DEI

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



Dover Delaware



"STOP THE CUTS" RALLY HELD IN TARRYTOWN

