

Cancel Student Debt: Build Black Women's Futures Campaign Impact Report



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WOMEN STRONG

ACLU

Who We Are

MISSION STATEMENT

1000 Women Strong is a national constituency that provides resources, recruits, trains, mobilizes, and organizes at the intersection of issues that impact Black Women and our extended communities. We aim to empower Black Women through a robust network that provides a platform for communication, networking, and information sharing to amplify Black Women's voices in their respective spaces.

VISION STATEMENT

To reclaim power for all Black Women, to create the future they want to see.



Overview

The national student debt crisis is widespread, but the impact of the crisis on Black women surpasses the standard experience with student loans. Two thirds of student debt is held by women, with Black women carrying the highest amount of student loan debt of any racial or ethnic group. Black women, on average, graduate with around 11K more in debt than white men, and Black women face a more challenging, unequal labor market after graduation.

Partnered with--ACLU national and affiliates (Georgia, North Carolina, Michigan, Ohio and California) we ran a hybrid digital/on the ground campaign with the goal of calling on the Biden Administration to cancel \$50K of federal student debt for every eligible borrower. The campaign is working to center the unique experience that Black women have in the student debt crisis, to provide safe spaces and resources for Black women to organize around student debt cancellation, and to collect 100K signatures, specifically coming from Black women and Black GNC community members, to deliver to the Biden Administration before the end of the federal loan moratorium.

Goals

Pressure President Biden and Vice President Harris to take bold executive action by cancelling 50K of federal student debt per borrower.

Center and highlight Black women's experiences in relation to the student debt crisis.

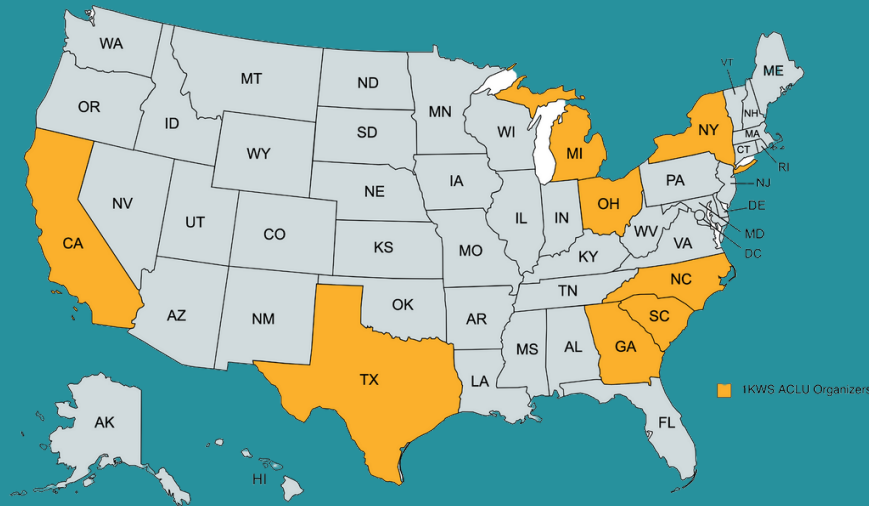
Collect 50,000 signatures from Black women who support cancelling 50K of debt per borrower.

Create spaces for Black women to tell their stories, organize with each other, and share community.



Strategy

1000 Women Strong worked with the ACLU to support organizers on the ground across the US.



- Organizers focused on working with existing community spaces and organizations to gather petition signatures, as well as to recruit volunteers.
- Organizers created relationships with community organizations that are crucial to the work.
- Organizers worked in spaces that already exist, such as community events and high traffic areas.
- Organizers created intentional space through listening sessions, designed to be a space for Black women to discuss the impact that the student debt crisis has had on their lives and the lives of others in their communities.
- Organizers facilitated relational organizing tactics with volunteers and campaign supporters.
- Organizers gained earned media and press around the work.

Additionally, 1000 Women Strong engaged in a national digital ad campaign where we also collected signatures

Tactics

Listening Sessions

- National and Regional based listening sessions were held weekly in communities across the country June through September.

51 Listening sessions

78 Guests from across the country

+6,000 registered participants

On the Ground Canvassing

- 1000 Women Strong lead with in-person events focused on gathering Black women and their larger communities around this issue. Organizers, also partnered with state and local organizations on collaborative outreach events.

49 events across 14 states

(TX, NC, SC, AL, FL, NY, PA, GA, MI, CA, MS, OH, LA, TN)

Distributions

1,953 T-shirts

4,437 Rally Signs

11,000 Palm cards



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WOMEN STRONG

NATIONAL STUDENT DEBT VIRTUAL TOWN HALL

TONIGHT! THURSDAY JUNE 24 8PM EST

YOU STILL HAVE TIME TO REGISTER AT
1KWOMENSTRONG.COM/EVENTS!

Supported by **ACLU**

#forgivethe50k

Tactics Continued

Volunteer Leadership

- Volunteers were encouraged to engage in their personal networks to sign the petition and to share their personal stories about the impact of student loan debt, but many have shown interest in doing more

758 people have identified that they want to volunteer for this campaign

Storytellers

- Willing supporters were trained in storytelling and comfortably shared their stories that we were able to capture in video and print

30 interviews were conducted with Black women experiencing student loan debt. Many of these stories can be seen on our social media channels and website.

11 additional Black women provided profiles for the ACLU portrait series

Direct Constituency Outreach

- Organizers conducted a multi-state texting campaign to progressive leaning Black women between the ages of 25-55.

Total Contacts: 60,000

Total Texts Sent: 105,000



Earned and Paid Media

In the News

Aug. 5, 2021: ABC News story featuring Executive Director, Shakya Cherry-Donaldson and Dr. Waajida L. Small

July 16, 2021: Fla Public News Service and news release picked up by 74 additional public news services outlets.

July 16, 2021: Harlemworldmagazine.com Good Trouble vigil & Student Loan Debt news release

July 2, 2021: MCJ News release: Cancel Student Loan Debt: Build Black Women's Futures

June 19, 2021: Blavity.com: Juneteenth Day weekend of action news release

June 10, 2021 ACLU Blog post by Executive Director, Shakya Cherry-Donaldson

June 4, 2021: Interview with Grio (story has not ran)

Social Media Highlights

196 posts using the
hashtag #forgivethe50k



Engagement:
808



Overall impressions:
103,258



Average reach per video:
69.57



Social Media Ads

Engagements: 16,510



Impressions: 366,250



Clicks: 11,888



Radio

STREETZ 103.3/100.5 North Carolina

1000 Women Strong received the following:

80 :60 SECOND COMMERCIALS for 10 days.
6am - 12midnight.

Nationally syndicated Streetz Morning Takeover w/Yung Joc, Su Solo, and Shawty.

Over 150,000 weekly listeners.

Banner Ad On STREETZ 103.3 & 100.5 website for duration of 10-day ad.

Target Audience: Adults 18-34; Urban Contemporary

Partners

1000 Women Strong, led by our amazing organizing team partnered with 120 organizations across the country to support our initial efforts including



Maximum Enterprises, INC
 Black Women Lead: 3 Sistas Theory
 Hustle 2 Business
 APRI -Grand Rapids Chapter
 LINKS

Remember the 400
 The Cool Girls
 9to5
 A. Philip Randolph

Notable Surrogates

RI Lt Governor Sabina Matos

NY Assembly Woman- Alicia Hyndman

Brother Yusef Salaam (Exonerated 5)

FL State Rep.- Angie Nixon

Wayne County Commissioner (MI)- Alisha Bell

TX State Rep.-Carl Sherman

GA State Rep.- CaMia Hopson

Ja'Net "Dream Girl" Adams

Forsyth County Commissioner (SC)- Tonya D. McDaniel

Apostle Dr. Edward Allen

Building a Broader Community

This campaign was Phase I of our larger focus on building a comprehensive directory of Black women who are engaged and organizing around issues that extend further than the ballot box. In their respective communities, Black women and our accomplices are building foundational relationships, furthering campaigns and initiatives as we are going forward. We have developed an Outreach Program that intersects with partners across the country to better Black women's lives through legislative and policy engagement.





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Paid for by 1000 Women Strong, a 527 political organization, and 1K Women Strong Inc., a nonprofit social welfare organization. PO Box 5651 Tallahassee, FL 32314. Contributions to either organization are not deductible for federal income tax purposes as charitable contributions.