



CREED MEDIA KIT

COALITION FOR RACIAL & ETHNIC EQUITY IN DEVELOPMENT

Objective

This document is intended to assist members, allies, and affiliates of the Coalition for Racial and Ethnic Equity in Development (CREED) and, especially, these organizations' communications specialists as they share CREED and racial and ethnic equity (REE)-related messaging. Such messaging is meant to further promote CREED and the efforts of these CREED organizations as they advance REE in their organizations and in international development more broadly.



The Pledge

CREED's Pledge for Racial and Ethnic Equity aims to create practical and quantifiable standards for advancing REE in our organizations and strengthen REE in the international development and humanitarian assistance sectors to build greater organizational effectiveness and a more equitable world for all.

About Us

Founded in February 2022, CREED is a collective of international development and humanitarian assistance organizations based in the United States committed to building racial and ethnic equity (REE).

Access the [Glossary](#) here

Access [Frequently Asked Questions](#) here

Contact us at CREEDinAction@gmail.com with questions or to get involved



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YOU'VE SIGNED THE CREED PLEDGE, NOW WHAT?

By signing the pledge, organizations become members of CREED and a part of the CREED learning community. We appreciate the efforts of CREED affiliated organizations in amplifying CREED's messaging.

What CREED members can do to spread the word & fuel engagement with CREED:

- Share our website with potentially interested parties.
- Follow Us on [Twitter](#) (@CREEDinAction), [Facebook](#) (@CREEDinAction), and [LinkedIn](#) (CREED in Action).
- Engage with CREED's social media content by liking, sharing, and posting your perspectives in the comments.
- If a signing member: Share a video and quote testimonial (guidance below) from your CEO or other organizational leader(s) telling us why your organization signed the pledge.
- Share resources for best practices and tools for building REE with CREEDinAction@gmail.com to include on the Learning Hub on the CREED website.



- Send representatives to virtual Learning Events (look out for emails with invitations to these closed events).
- Have internal conversations about how to best implement the pledge in your organization; CREED social media messaging can be a good source of resources for this endeavor.



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CREED LOGO & BRANDING GUIDELINES

The CREED logo conveys the diversity of backgrounds, perspectives, and realities that CREED recognizes and seeks to strengthen within its established and new member organizations. The dynamic nature of the logo communicates the ever-active, intersectional nature of efforts to boost racial and ethnic equity and their complexity.



When using the CREED logo,
please adhere to these guidelines:

- Do not reproduce the logo at less than 1.1" in size
- Do not place the logo too close to other visual elements on the page
- Do not place the logo on top of patterned or busy backgrounds that could interfere with its readability

Access
[CREED Branding
Guidelines](#)



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READY-MADE SOCIAL MEDIA CONTENT

Utilize / adapt these posts on your organization's social media channels.
Don't forget to tag us!

Twitter (@CREEDinAction):

- Call to Action: In February 2022, the Coalition for Racial & Ethnic Equity in Development, a collective of U.S.- based development & humanitarian assistance organizations, launched a PLEDGE to build RACIAL & ETHNIC EQUITY w/in our orgs! Visit the website <https://creedinaction.org> to view & sign.
- CREED's Pledge for Racial & Ethnic Equity (REE) invites executive leadership and organizational commitment to building REE in your organizations. Learn more about CREED and the Pledge at <https://creedinaction.org>.
- Is your organization passionate about advancing Racial & Ethnic Equity (REE) in development? Join the Coalition for Racial & Ethnic Equity (CREED), a group of U.S.-based development & humanitarian assistance orgs committed to REE. Visit our website <https://creedinaction.org> to learn more and have your CEO sign the Pledge
- Announcement: We have joined over 90 U.S.- based development & humanitarian assistance orgs to advance Racial & Ethnic Equity (REE) in development within (insert name of your organization) by signing the @CREEDinAction Pledge. Visit CREED's website <https://creedinaction.org> to learn more.



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ADDITIONAL SOCIAL MEDIA CONTENT

Facebook (@CREEDinAction)/LinkedIn
(CREED in Action):

- Calling all U.S.-based international development and humanitarian assistance organizations:
Have you heard about CREED? The Coalition for Racial & Ethnic Equity in Development is a collective of global development and humanitarian assistance organizations based in the U.S. committed to building racial & ethnic equity (REE) within our organizations. CREED launched the REE pledge to advance racial and ethnic diversity, equity, inclusion, and belonging in our organizations' policies, systems, and culture. Our efforts are tied to attainable and measurable goals. Visit CREED's website to review the pledge & prepare to join:
<https://creedinaction.org>.





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VIDEO & GRAPHIC IDEAS TO SHOWCASE YOUR COMMITMENT

We're excited to receive and share testimonials featuring organizations' leaders and teams sharing about REE, the Pledge, and your organization's commitment to advancing REE within your organization. Here are some ideas on how this can be done. We will tag your organization when sharing the testimonials on CREED's social media channels.

Testimonial Options

First, decide if you want to make a video or a static graphic. For the video, record your leader speaking for 30-90 seconds.

For the graphic, you can either create it by including a quote of no more than 50 words (1-2 sentences) and a headshot of your leader on your social channels. Or send us your text to CREEDinAction@gmail.com and we'll create it for you and share it on CREED's channels while tagging your organization.

Testimonial Topics to cover include:

- Explaining why your organization chose to sign the pledge.
- Detailing how your organization is committed to the pledge.
- Outlining what you have done since signing the pledge.
- Or something else you'd like to share . . .





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AMPLIFY YOUR COMMITMENT WITH THE CREED BADGE

CREED is pleased to share the CREED badge that asserts that your organization has signed the Pledge for Racial & Ethnic Equity in Development and includes CREED's URL.

Feel free to add the badge to a variety of digital properties, including:

- Your external website (in a footer, where you state your organization's Mission/Vision, share your approach to DEI, list affiliations, &/or in the Careers/Recruitment section of your site)
- Use it in internal messaging about your commitment to CREED
- Include it in your organization's next social media post about your involvement with CREED



**We've signed the
Pledge for Racial and
Ethnic Equity
creedaction.org**



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*Thank
you!*

Thank you for signing the pledge and committing to advancing REE in your organization.
We look forward to amplifying your work and your messages!

For further questions, please contact us at:

CREEDinAction@gmail.com