



★ Toast to ★ Tenacity

TOOLKIT



Join VisionForward in a nationwide toast honoring Women's Equality Day and the trailblazers of the gender equity movement.



Two participants from VisionForward's 2021 Toast to Tenacity in Center City Philadelphia.

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About The VisionForward Toast to Tenacity

NOTE: Anyone hosting a toast should follow COVID-19 requirements/guidelines from the U.S. Centers for Disease Control and Prevention, as well as state and municipal authorities to maintain health and safety during in-person gatherings.

Women's Equality Day is August 26—the date the 19th Amendment to the U.S. Constitution was adopted in 1920, granting American women the right to vote.

VisionForward, a national, nonpartisan, nonprofit initiative headquartered at Drexel University in Philadelphia, celebrates the anniversary of this historic milestone every year with its Toast to Tenacity™. Historically, our organization has honored the suffragists in their fight for women's voting rights during this program. VisionForward is expanding the Toast to Tenacity, in which people come together and raise their glasses in a united salute to past, present AND future trailblazers of the gender equity movement.

The information in this toolkit provides guidelines for you to take part in this simple yet meaningful event. You can participate in Toast to Tenacity 2022 in several ways:

- 1. Host a Toast to Tenacity in your area if permitted under COVID-19 social distancing requirements.** *Due to the risk of coronavirus spread, this event must adhere to federal, state and municipal requirements regarding in-person gatherings to ensure health and safety. Pages 6-7 of this toolkit will help you plan and promote your event.*
- 2. Show your support on social media.** From anywhere at any time on Friday, August 26, post a photo or video of yourself raising your glass to gender equity trailblazers in U.S. history as well as in your life. What you toast with is up to you (coffee, juice, champagne). Just make sure you use the hashtag **#ToastToTenacity** to be part of the collective "cheers!" Pages 8-9 of this toolkit have a social media guide to help you spread the word.

By participating in the Toast to Tenacity, you will honor and raise awareness of those who persevered against the odds, enduring hardship to continue the advancement of gender justice.

Historical Context On Suffrage and Women's Equality Day

Let's talk a little bit more about how we got here and what Women's Equality Day means in the context of U.S. history.

When the U.S. Constitution was written in 1787, women were not given equal standing with men. One of the most fundamental rights in the United States—the right to vote—was only granted to women after a hard-fought campaign that lasted more than 70 years.

In 1848, women and men came together to write the Declaration of Sentiments in Seneca Falls, New York. This document concretely founded the women's rights movement and served as a rallying cry for equal rights to generations of women.

In the decades following the 1848 Women's Rights Convention, suffragists became divided in their opinions toward other important social justice issues. The movements to end slavery and, after the Civil War and Emancipation, to achieve Black male suffrage dominated the agendas of most reformers. By the 1910s, women were eager to fight for their own rights to full citizenship in the world's largest democracy, often through the organization of various women's clubs. In these clubs, women learned public speaking, organizing, advocacy and publicity skills.

On August 26, 1920, women gained the right to vote through the adoption of the 19th Amendment.

Though a monumental achievement, women's suffrage was not immediately universal:

African American and Native American women were still denied access to the vote and to a full claim on American citizenship. African Americans in many states were disenfranchised by state law and obstructionist practices. Native Americans could not vote in 1920 because they were not counted as citizens. Four years after the 19th Amendment became law, the United States granted Native Americans official citizenship status through the Indian Citizenship Act. Only then were Native Americans officially able to exercise their right to vote. But again, in many cases, even after 1924 they were prevented from voting by literacy tests, fees and other discriminatory and unconstitutional requirements. It was the 1965 Voting Rights Act that finally fully enfranchised African American and Native American citizens.

Likewise, the adoption of the 19th Amendment did not ensure Black women's right to vote. The 14th and 15th Amendments granted African Americans citizenship and suffrage after the Civil War, but those laws applied only to men. Many African American women and men, especially in the American South, were denied suffrage for decades through state Jim Crow laws, which enforced segregation—often through violence—and imposed poll taxes and literacy tests as prerequisites for voting. Though clearly a violation of several amendments to the Constitution, these wrongs were not legally righted until Congress passed the Voting Rights Act of 1965—100 years after the end of the Civil War.

Historical Context On Suffrage and Women's Equality Day

It is also important to note the racial divides that emerged within the suffrage movement. Many white suffragists excluded women of color, fearing that addressing racial inequality in addition to gender inequality would weaken their cause. In some cases, white organizers of suffrage marches and conventions outright barred African Americans from participating or made them walk in the back. Black suffragists persisted, and activists like Ida B. Wells, Adella Hunt Logan and Mary Church Terrell organized and fought for their rights as both women and African Americans.

Women's suffrage also varied by state. Although nationally women gained the right to vote in 1920 through adoption of the 19th Amendment, they actually gained and subsequently lost the right to vote on a state-by-state basis in the 150 years between the writing of the U.S. Constitution and ratification of the 19th Amendment.

See the appendix on page 10 for more information on when your state ratified the 19th Amendment.

In the 1970s, during another period of war and social upheaval, women were once again pushing for equal treatment in business and government. It is no coincidence that during this "second wave of feminism," Congress passed a resolution in 1971 to help Americans remember the hard work and the sacrifices that the suffragists made for gender equality. As a result, August 26 became an official national holiday known as Women's Equality Day.

Organizing Your Own **Toast to Tenacity**

Communicating with VisionForward

As you embark on planning your own Toast to Tenacity, don't forget to submit your event information to the VisionForward national team so that we can help you promote your toast! Please submit your event information using this [Google form](#).

Picking a Location

A VisionForward Toast to Tenacity can be held in a variety of locations depending on the size and scale of the event. The size of your event must adhere to federal, state and municipal requirements on social gatherings due to the risk of coronavirus exposure.

If you would like to host a larger event with social distancing, locations such as town halls, coworking spaces, historical sites, auditoriums or other community meeting areas work well. If you prefer to host a smaller, more casual event, ideal locations include a local park or even your own back yard, patio or living room.

Before selecting a venue, envision the size of the crowd you want to host and consider locations that are easily accessible to your anticipated attendees.

Invitations and Registration

Building an Audience

Once you have secured a space for your Toast to Tenacity, it's time to invite people!

It is best to invite more people than you anticipate will be able to attend, and account for a 20-30% drop-off rate the day of the event. People who cannot come may still support your event, helping to spread the word by sharing it with others.

When compiling your invitation list, consider the following groups of people:

- Family members
- Friends
- Neighbors
- Coworkers
- Regional officials, such as the mayor, city council members, local and state representatives, and members of your local chamber of commerce
- Women's organizations and [VisionForward Allied Organizations](#) that have a chapter in your area
- Local historical societies and clubs
- Members of the media who have an interest in gender equality and/or women's history (details on how to generate publicity can be found on the next page)

Handling Attendee Registration

If you plan to host a larger event, an online registration tool may be helpful to keep track of RSVPs. Platforms like Ticketleap, Eventbrite, Paperless Post and Evite can be used for this purpose. You may also want to create an event on Facebook, which can be easily shared among your network.

Organizing Your Own **Toast to Tenacity**

Building the Agenda

See the appendix on page 10 for a sample agenda to consider for your own event.

Publicity and Promotions

We encourage you to spread the word of your event through outreach to your local news outlets as well as promotional posts on social media platforms.

Getting Publicity for Your Event

Securing news coverage for your Toast to Tenacity can help increase awareness of the event and attendance the day of, as well as establish yourself and VisionForward as conveners, catalysts and rallying points for everyone committed to gender equity.

To generate publicity, you will need two things: a media list and a pitch to send to reporters.

- **Building a Media List** – Prior to your event, create a list of the news outlets in your area: your local ABC, CBS, FOX, NBC, PBS and NPR stations; local newspapers, community papers and news websites; and the local Patch.com page if your town or county has one. Once you have identified news outlets, begin researching which reporters will be most interested in the Toast to Tenacity; journalists who have covered gender equity, women's issues and history are a good place to start. Then, find their email addresses to add to your list.
- **Pitching Reporters** – Prior to your event, start reaching out to the reporters on your media list. Reporters tend to prefer an emailed "pitch" rather than receiving cold calls.

See the appendix on page 10 for a media pitch sample to tailor to your event and use in your email outreach.

Promoting Your Event on Social Media

Prior to your Toast to Tenacity, promote the event on Facebook, Twitter, Instagram and LinkedIn.

Use the hashtag **#ToastToTenacity** in your posts and tag VisionForward (@visionforwardatdrexel) so we can highlight your event and help you connect with other Toast to Tenacity participants across the country!

In addition to posting about your specific event, make sure to take part in the virtual toast on social media on August 26. If you plan to hold a toast, please complete this [Google form](#). View our Social Media Guide on pages 8-9 for more details.

Social Media Guide

Give those who have fought for gender equity a shout-out and show your support of the movement by posting on social media on August 26.

It's simple: At any time on Friday, August 26, post a photo or video of yourself raising your glass to trailblazers in the gender equity movement and in your life. Include the hashtag #ToastToTenacity in your caption so that we can all participate in a collective "cheers!" together.

What you toast with is up to you—your cup of morning coffee, your water bottle at the gym, your cocktail at happy hour with friends, a glass of wine with dinner, or something else.

For examples of Toast to Tenacity posts from past Women's Equality Days, simply search the hashtag **#ToastToTenacity**.

Help spread the word and encourage your friends and followers to participate in **#ToastToTenacity** using VisionForward's promotional graphics and captions for Facebook, Instagram and Twitter below.



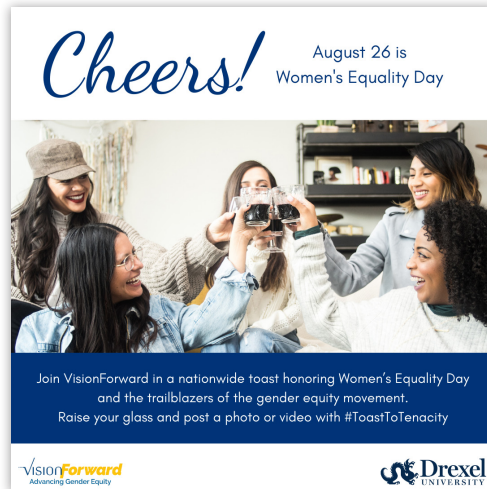
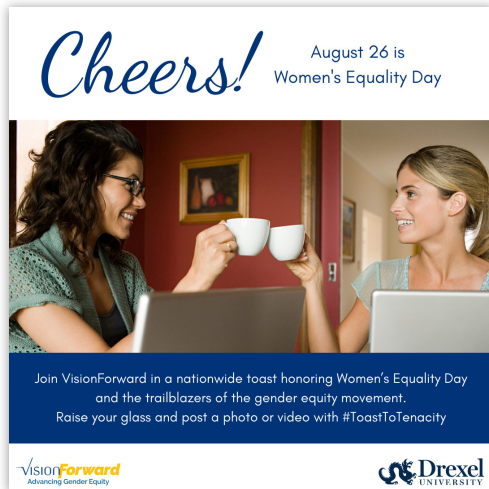
Facebook Post

[Click here to download these photos.](#)

Caption: Did you know that Women's Equality Day is August 26? Join me and @visionforwardatdrexel in a toast honoring trailblazers of the gender equity movement!

What you toast with is up to you (coffee, grape juice, champagne). Just use the hashtag #ToastToTenacity to be part of the collective "cheers!"

Social Media Guide



Instagram Post

[Click here to download these photos.](#)

Caption: Did you know that Women's Equality Day is August 26? Join me and @visionforwardatdrexel in a toast honoring trailblazers of the gender equity movement!

What you toast with is up to you (coffee, grape juice, champagne). Just use the hashtag #ToastToTenacity to be part of the collective "cheers!"



Twitter Post

[Click here to download these photos.](#)

Tweet: Did you know that Women's Equality Day is August 26? Join me and @vision_forward_ in a toast honoring trailblazers of the gender equity movement!

Appendix

You may download the following supporting materials from the [VisionForward Toast to Tenacity Dropbox folder](#):

- Sample event agenda
- Sample media pitch for email outreach to reporters
- "When Each State Ratified the 19th Amendment" document
- Social media graphics (seen on pages 8-9 of this toolkit)

If you have questions about the VisionForward Toast to Tenacity, please reach out to our national office team at visionforward@drexel.edu or [215.991.8831](tel:215.991.8831).