



**Indigenous Peoples' Initiative
Media Toolkit for the replacement
Of
Columbus Day with Indigneous Peoples' Day**

FOR IMMEDIATE DISTRIBUTION

How to use this toolkit:

The purpose of this toolkit is to align members across the network to have consistent messaging and a unified voice across email and social media. Graphics, links to calls to action, and auto-posting to social media are all below. Copy and paste across your respective email and digital platforms.

What is happening:

The Indigenous Peoples' Initiative (IPI) was established to educate on behalf of marginalized communities to all people to ensure that educated policy decisions are made by lawmakers and other individuals in power and secondly, to advocate and lobby for marginalized populations such as Indigenous Peoples'. Due to the current political changes and social changes occurring within the United States, the IPI believes it is the best time to capitalize on these changes and environments to work to abolish Columbus Day. While the United States has come a long way within the past couple of centuries, Native Americans are often an ignored or forgotten piece of American history. It is time that Indigenous Peoples' are represented accurately.

How you can support:

The Indigenous People's Initiative (IPI), is focused on helping all marginalized communities, to educate and support. However, our primary project right is to abolish Columbus Day, and replace it with Indigneous Peoples' Day. Since our primary focus is to pass Indigenous Peoples' Day, we hope to gain traction for this movement, and you can help by sharing online. Down below there are links on what sites to visit to support our organization, a well as resources to learn more about what we're doing. Some sample post templates can be

found below to share, to educate others and encourage them to visit our links below. The Link Tree has our Website, Go Fund Me, and Petition all on the same link for simple access.

Links to use:

- Indigenous People's Initiative Website
[Indigenous Peoples' Initiative Website](#)
- Change.org Petition for Indigenous Peoples' Day
[Petition to Replace Columbus Day With Indigenous Peoples' Day](#)
- Go Fund Me for Indigenous Peoples' Day
[Go Fund Me to Replace Columbus Day With Indigenous Peoples Day](#)
- Instagram (@AZIPDI)
[Instagram for The Indigenous Peoples' Initiative](#)
- Facebook (@IndigenousPeoplesInitiative)
[Facebook for The Indigenous Peoples' Initiative](#)

Hashtags:

Please use the hashtags listed below for our campaign. Please be sure to use #IndigenousPeoplesInitiative in every post. Please feel free to include others in your post as well.

#IndigenousPeoplesInitiative

#IPI

#Policy

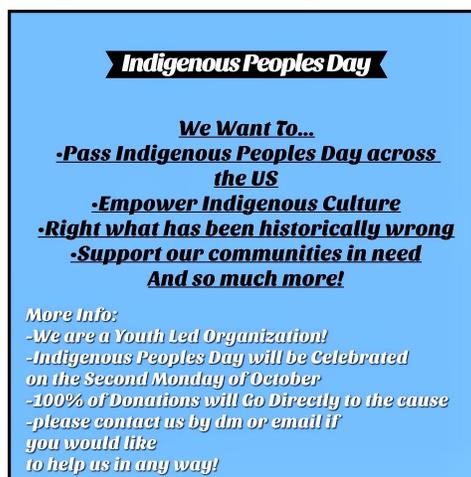
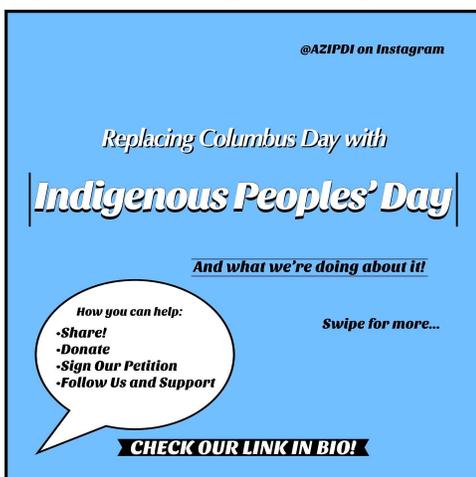
#IndigneousPeoplesDay

#AbolishColumbusDay

Shareable Content by The Indigenous Peoples' Initiative:

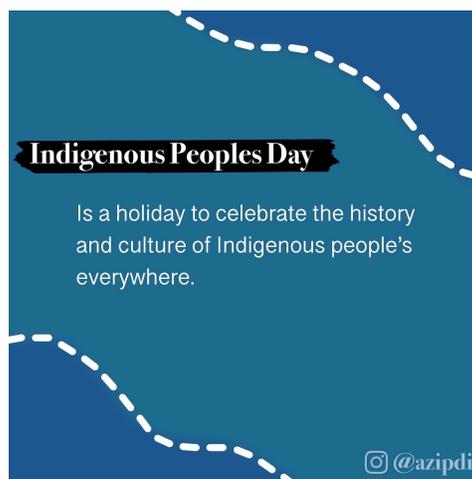
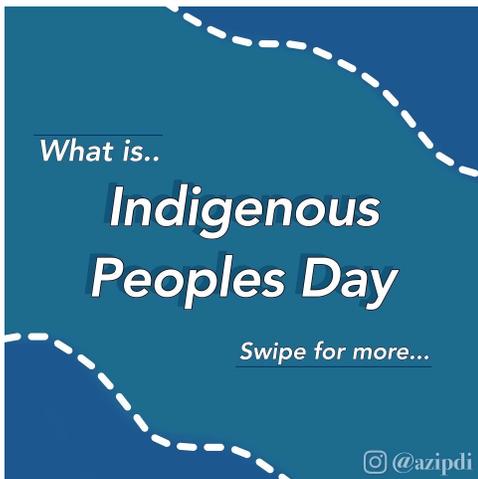
Replacing Columbus Day with Indigenous Peoples' Day

<https://www.instagram.com/p/CDvMsY3Jw62/?igshid=1weki9c9o0qz4>



What is Indigenous Peoples Day

<https://www.instagram.com/p/CDKwIMapdCM/?igshid=68y1jcddy7n>



Meet Our Team!

<https://www.instagram.com/p/CEX-8JxJ97x/?igshid=gvdldj0mwz4>



Did You Know?(Indigenous Statistics and Info)

<https://www.instagram.com/p/CEfnEdmpEvF/?igshid=m7gnldly86hv>

Did You Know?

In The United States alone there
are 573 Federally Recognized Tribes,
Plus 634 First Nations in Canada!

(not even including the hundreds not "officially" recognized)

Every Tribe and Nation has their own
Traditions, Languages, Cultures, etc.

Cultural appropriation of Indigenous people such as
costumes or offensive phrases and using the term
"Indians" aren't accurate representations
of our culture and are disrespectful

Let's Celebrate our Differences
while appreciating what Connects Us!

Learn More About Indigenous Peoples by Following
Our Instagram @azipdi

Help us Pass Indigenous Peoples Day!
Link In Bio To Support and at indigenuspeoplesinitiative.org