



A PROJECT OF STOP AAPI HATE

# Storytelling Guide

## ABOUT THE CAMPAIGN

[Spread AAPI Love](#) is a project of Stop AAPI Hate that amplifies the voices and perspectives of Asian Americans and Pacific Islanders through **stories of resilience, celebration, solidarity, and resistance shared by everyday people.**

Amid the rising tide of anti-AA/PI hate, there's a real need to remind the world that **we are more than just victims. There is so much strength, resilience, and cultural pride** to be found across our communities— and we want to spotlight this side of Asian and Pacific America because we recognize that the first step to Stop AAPI Hate is to Spread AAPI Love.

## HOW TO TELL YOUR STORY

1. Capture a video, record a voice note, take a picture, or create art that answers this question: **How do you show love for your Asian American and/or Pacific Islander heritage/identity?**
2. Upload your story to the [Spread AAPI Love website](#) and share it with your social networks, using the hashtag #SpreadAAPILove

## STORY STARTERS

Your story must revolve around one of four content themes: resilience, celebration, solidarity, or resistance. Here are some guiding questions to get you started. Or check out our [Explore Stories](#) page to see what other people have shared.

## RESILIENCE

- Do you have a story about resilience and healing in your family or in yourself as it relates to your identity as an AA/PI? What is it and how has it impacted the way you live and relate to others?
- Examples might include:
  - An experience with racism and what you did to overcome it
  - Your (or your family's) immigration story: their strength and tenacity in moving to the United States and building a life here
  - Your experience, growing up and unlearning internalized racism or race-based insecurities or shame you felt growing up

## CELEBRATION

- What makes you proud to be an AA/PI? This can be a tradition, a holiday, a form of expression (like a dance or a piece of writing), or a simple act of love and kindness that you have witnessed from the people in your life
- How do you celebrate your culture and/or ethnic identity?
- Examples might include:
  - Celebrating a holiday, cooking a recipe, following a tradition or ritual, practicing an art, or learning a language
  - A description or a commemoration of the people, places, or actions that make you feel the most connected to your identity

## SOLIDARITY

- How do you practice solidarity with or show support for your and other communities?
- Can you name a memory you have of people from other communities showing up for you or extending you support during a time of need?
- Examples might include:
  - Hosting a fundraiser, attending a protest, joining a campaign, organizing an event, or engaging in other support activities for communities that are not your own
  - Words of encouragement, acts of kindness, and other examples of support that you received from other communities as needed

## RESISTANCE

- When and how have you resisted against racism and other forms of discrimination in your life?
- Examples might include:
  - An instance in which you organized your colleagues, classmates, or neighbors to drive change in your school, workplace, or community
  - An instance in which you used your platform to raise your voice against injustice against AAPI communities