

# LEVERAGING THE SHIFT

This election has opened a door of opportunity.

But... are you unsure how to engage Black & Brown communities?

We can help!



*As your team leads the transformative effort to revamp the Department of Education (DOE) and decentralize its authority, Kevin McGary and Neil Mammen bring invaluable expertise to ensure the success of this historic initiative. Their leadership as men of color with decades of national-level consulting, writing, and advocacy uniquely positions them to connect with key demographics, build sustainable community engagement, and support the implementation of reforms.*

**Leveraging the Shift in Black Voter Engagement** The 2024 presidential election demonstrated a significant shift in Black voter support, particularly among Black men, for conservative values and leadership. Donald Trump secured 21% of the Black male vote nationally, with even higher support in key states like Georgia.

- McGary and Mammen are uniquely suited to engage this demographic, authentically addressing their aspirations for economic stability, family empowerment, and educational choice.
- Their ability to translate conservative principles into actionable strategies resonates with Black and Brown communities, aligning with your goal of inclusive and effective education reform.

**Proven Track Record in Parent Training and Advocacy:** McGary and Mammen, through their extensive work with organizations like Every Black Life Matters (EBLM), have empowered thousands of parents to address and combat divisive educational initiatives, including Diversity, Equity, and Inclusion (DEI) and Critical Race Theory (CRT). Their efforts have had measurable impact in communities across Wisconsin, Indiana, Sunnyvale, and San Jose, CA.

- **Parent Training Success:** Delivered training and educational resources to parents, equipping them to advocate effectively within their local school districts.
- **Community Mobilization:** Organized grassroots efforts to promote transparency and accountability in education, empowering families to reclaim control over their children's learning environments.

## KEY CONTRIBUTIONS

Key Contributions We Can Bring to Your Efforts

### 1. Staff Training to Address Liberal Ideologies

- Equip staff with the tools to engage Black and Brown communities constructively, fostering discussions that counter liberal ideologies and promote family-first, values-driven solutions.

### 2. Parental Education on State-Led Education

- Develop training programs for parents, helping them understand the advantages and challenges of state-led

## Engaging Underserved Communities

Through their work addressing systemic racism, wokeism, and family stability, McGary and Mammen have built trust and credibility in underserved communities. Their books, consulting, and advocacy provide a strong foundation for navigating complex cultural dynamics: (2 of their many books on AMAZON)



**Kevin McGary:** *WOKEd UP!: Finally Putting an Ax to The Taproot Of White Supremacy And Racism In America* critiques divisive ideologies and offers practical solutions for unity and empowerment.



**Neil Mammen:** *How to Stop Racism in America: A Real Solution for African American Plight* outlines actionable, community-driven approaches to address systemic challenges and promote resilience.

education and empowering them to advocate for their children.

### 3. Strategic Partnerships to Build Capacity

- Leverage partnerships with organizations like EBLM and the Foundation for Defense of Freedom (FDF) to mobilize support systems on the ground. Engage churches, local groups, and community leaders in reclaiming education at the state level.

### 4. Community-Centered Service Model

- Provide virtual and on-the-ground training, education, and advocacy services to ensure long-term sustainability without reliance on federal handouts.

### 5. Free Racial Unity Training Access

- Offer free access to McGary and Mammen's racial unity training, equipping communities with the tools to foster collaboration, understanding, and resilience.

### 6. Addressing School Safety and Racial Disparities

- Collaborate with groups like Moms for Liberty to address critical issues such as school safety and racial disparities, with a focus on solutions tailored to Black and Brown communities.

## CONCLUSION

Kevin McGary and Neil Mammen have a proven track record of equipping parents, building community trust, and providing actionable strategies to address the most pressing challenges in education today. Their leadership is critical to engaging the shifting Black electorate and ensuring that decentralization efforts result in sustainable, values-driven reform.

We welcome the opportunity to collaborate with your team to advance this shared vision for empowering families and strengthening communities through state-led education reform.

## CONTACT

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