Rise Above Initiative

What is Rise Above?

Rise Above is a campaign to strengthen the ties that bind us as a country, by elevating the actions—big and small—people take every day to help neighbors and communities thrive.

Americans overwhelmingly believe diversity makes us stronger. It helps us innovate, solve problems, and navigate a complex world. Together we can rise above fear and division and use the strength of our diversity to create a more collaborative spirit among America’s communities.

Why is the Rise Above campaign important?

Every day, people experience toxic narratives that attempt to divide us from one another. We need an antidote to that environment.

A majority of Americans are concerned about the tone of politics, the level of respect for people of different backgrounds, and racial division and discrimination. And they want to address these issues head on.

Together we can build an accurate “Story of Us”—of who we aspire to be as a country. One that:

• Recognizes the strength in our diversity and accurately sees it as one of our greatest national assets.
• Has a place for every one of us, regardless of color, accent, or origin, orientation or affiliation.
• Brings our people together to tackle our challenges and generate real solutions.
How does the Rise Above initiative work?

The campaign provides tools and activities for people and organizations to encourage a larger share of Americans to “Rise Above” our racial and political differences, ignite problem-solving, and unite around a positive vision of our shared future.

We will share and amplify stories and actions that tap the strength of our diversity to build a common melody that elevates the ideal America represents, and serve as a source of inspiration for others seeking to do the same in their communities.

What can you do?

Right now, you can:
• Join in! Click here to sign up for the Rise Above national day of story-sharing and future activities.
• Visit and share the Rise Above campaign website with your family and friends.
• Help spread the word! Share the website in your social media channels, using #RiseAbove.

This month:
• Get ready for October 18 “Many Stories, One Nation”! Start saving stories of people, organizations, businesses, or agencies lending a hand to help communities thrive, create spaces for people to come together, or affirm the strength of our national diversity. It could be a story of something you have done, or something you have seen.
• On October 18, share your stories, articles, ads, using #RiseAbove. Find out more.

Go deeper:
• Strengthen our democracy! Register to vote and help eligible Americans register as well. This tool brings that power to the palm of your hand. Click here to start.
• Have a couple of hours a week? Volunteer with one of your local organizations—to tutor or coach kids, to help organize events that bring people together, to help immigrants learn English, and so many other things. If you need help getting started, you can find a list of UnidosUS Affiliates here.
• Stay updated! Find out about upcoming activities and resources to help your fellow Americans tap the strength of our diversity! Text RiseAbove to 62571 for updates.