Impact Report
February 2016 - January 2018

Impact evaluated from social media metrics, donor analyses, and survey responses from national partners

Know Your Neighbor: Multifaith Encounters is a program of

ing educating for cultural literacy and mutual respect
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Executive Summary

This report evaluates the impact that the Know Your Neighbor: Multifaith Encounters (KYN-ME) program has had on the community and our national partners, based on social media metrics, donor analyses, and data from an online survey completed by half of our 97 partnering organizations in which anonymity was encouraged. All results and responses from this survey can be found in this report.

The report draws attention to several findings:

- Our social media campaigns had a combined reach of over 5 million, with 10 million impressions.
- Donor analysis by the Silicon Valley Community Foundation found that our campaigns had an efficacy rate of 98%.
- 92% of our partners participated in at least one social media campaign.
- Over 80% of participants believed that their participation in campaigns was beneficial to their organization.
- 77% of organizations indicated interest in organizing local grassroots events.
- Many survey participants made suggestions for improving KYN-ME campaigns, which we intend to implement.

Based on these findings, we will pursue the following changes in our program:

- Exploring the creation of an independent digital presence for KYN-ME, including an independent website
- Supplementing our social media campaigns by promoting face-to-face grassroots events across the nation

We encourage you to look through this report to learn more about the effectiveness of the KYN-ME campaigns and to help chart our course for the future.
Overview of Know Your Neighbor: Multifaith Encounters

Know Your Neighbor: Multifaith Encounters (KYN-ME) is a national grassroots interfaith program that is the outgrowth of the Know Your Neighbor coalition of around 15 groups that was launched at the White House in December 2015 to work on policy concerning civil rights.

Founded on American values of religious freedom, pluralism, and inclusion, and motivated by a desire to build peaceful communities at the grassroots level through community engagement, the KYN-ME program was created by Islamic Networks Group (ING) in February 2016 to promote understanding and mutual respect among Americans of diverse religious and ethical traditions.

KYN-ME has grown into a collaborative effort of 97 partners with diverse missions and objectives who work together on campaigns that push back against bigotry and discrimination while promoting civil dialogue across differences, building relationships and peaceful communities, and advancing human rights and justice.

In 2016, we built KYN-ME’s online digital presence and expanded the network to include partners of various sizes, locations, and missions. We worked with these partners to find commonality in the needs and overall objectives of the interfaith community and to learn how KYN-ME could help support these goals. We also held monthly webinars on topics of relevance to the interfaith community and issued regular newsletters that publicized events of KYN-ME partners.

In 2017, KYN-ME started to launch online social media campaigns that focused on encouraging dialogue across differences, raising cultural awareness and understanding, and increasing mutual respect. Each campaign had a different theme:

- **Summer Campaign** (June 8th-August 30th, 2017) shared ways that adults, youth, and communities could get to know people of various backgrounds and ideologies through a variety of resources and tools created by our national partners.
• **Share Your Story** (July 20th-27th, 2017) presented simple yet impactful tools for dialogue and encouraged participants to share stories and information about themselves and their faith tradition that they wanted their neighbors and fellow Americans to know about. For examples see Appendix A, page 24.

• **Back-to-School** (September 7th-15th, 2017) shared best practices to help educators, students, and parents counter bullying and exclusion at school and encouraged individuals and organizations to share their success stories, concerns, and best practices and resources for countering bias and bigotry and creating more inclusive classrooms and schools. For examples see Appendix B, page 25.

• **Aggregated Content for Educators and Communities** (October 30th-November 6th, 2017) presented curated resources from both the Back-to-School and Share Your Story campaigns. The shared curricula and videos aimed to help educators supplement social studies content standards relating to religion and to help community leaders facilitate conversations among adherents of different religious and ethical traditions.

• **New Year’s Resolutions** (January 8th-15th 2018) called participants to focus on one simple resolution: to get to know our neighbors and encourage mutual learning and understanding among diverse Americans. Individuals and organizations were invited to share on social media their plans to better their community this year. For examples see Appendix C, page 26.

After two years’ worth of effort among KYN-ME partners, we decided to evaluate those efforts, receive feedback from our partners, and on that basis decide where to take the program next.
Campaign Social Media Metrics

The graphic below gives the combined social media metrics for KYN-ME’s five campaigns.

- People Reached: 5,219,600
- Impressions Online: 10,200,000
- Social Media Posts: 2,000+
- Media Articles Audience: 236,000
- Retweets and Shares: 1,124
- Participating Accounts: 796
- Hours of User Video Submissions: 2.4
- Engagement Rates: 4.9% 1.5%
- Extra Visitors to KYN Pages: 5,000
Donor Analyses

Islamic Networks Group (ING): Know Your Neighbor-Multifaith Encounters

**Outcomes**

**Primary Outcome:** Cultural Tolerance
This outcome is satisfied if an individual has achieved all of the following within the past year:
- Benefited from institutional protections (e.g., constitutional provisions, laws, etc) against religious discrimination
- Demonstrated a desire to understand one's own and other's cultures
- Demonstrated tolerance towards ethnic/religious groups

**Secondary Outcome(s):**
- Societal Participation, Active Participation, Cultural Educational Experiences, Cultural Tolerance, Cultural Traditions and Heritage, Ethnic or Religious Pride, Protect the Freedom of Religion, Design New or Improved Products/Services, Organizational Effectiveness, Organizational Reach, Scale Effective Strategies

**Impact Metrics (Self-Reported)**

<table>
<thead>
<tr>
<th>Efficacy Rate</th>
<th>Program Reach</th>
<th>Actual Outcomes</th>
<th>Cost per Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>100%</td>
<td>5,000,000</td>
<td>5,000,000</td>
<td>$0.04</td>
</tr>
</tbody>
</table>

**Level of Evidence**

- Level 1: RCT or quasi-experimental
- Level 2: Pre-post or cross-sectional
- Level 3: Point-in-time study
- Level 4: Performance metrics / stats
- Level 5: Anecdotal evidence

**Genomic Imprint™ (Immigration)**

**Most Emphasized Efficacy Genes for this Program**

1. Engages social service organizations in advocating for social justice issues
2. Collaborates with community members / partner organizations to understand needs of the community
3. Creates an online / social media platform connecting community (events, public campaigns announcements)
4. Disseminates / shares ideas / resources for public campaigns
5. Hosts community events aimed at organizing people of different religious backgrounds

**Impact Genome Analysis:**
The program falls within the second quartile of effectiveness across the portfolio based on efficacy rate and quality of evidence. This program provided sufficient and reliable evidence to support its effectiveness in providing access to services. Measuring outcomes of individual cases could improve understanding of the program's impact. The program utilizes genes that appeared in programs with mid-range efficacy rate and evidence quality across the portfolio.

**Portfolio Benchmark Data**

<table>
<thead>
<tr>
<th>Program Name</th>
<th>Efficacy Rate</th>
<th>Cost Per Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>Islamic Networks Group (ING): Know Your Neighbor-Multifaith Encounters</td>
<td>100%</td>
<td>$0.04</td>
</tr>
<tr>
<td>IGP Sector Benchmark for this Outcome</td>
<td>90%</td>
<td>$130</td>
</tr>
</tbody>
</table>

The data above was reported by Islamic Networks Group in December 2017.
KYN-ME Partner Feedback
Which campaigns did you or your organization participate in?

Share Your Story: 50%
Back-to-School: 47%
New Year’s Resolutions: 44%
Aggregated Content for Educators: 34%
None: 8%
How did your organization participate?

KYN-ME partners participated in the following ways:

- Posting on Facebook: 68%
- Posting on Twitter: 68%
- Posting on Instagram: 68%
- Encouraging individuals to participate: 23%
- Creating videos: 19%
- Sharing with networks or through newsletters: 19%
- Providing materials and resources for campaigns: 17%
- Writing blog posts about the campaigns: 13%
Reasons for participating in some but not all campaigns

The following reasons were cited by organizations for participating in some campaigns but not all of them:

*We don't have a lot of contact with educators.*

--American Ethical Union

*We came on at the end of the year and only knew about the New Year's resolution campaign.*

--Americans United

*The back-to-school campaign didn't fit as well -- the resources we provided are the areas we focus on in that arena.*

--Baptist Joint Committee

*Dealing with a large case load.*

--Becket Fund

*Your campaigns are wonderful, but we found ourselves too preoccupied by local initiatives.*

--Bridges of Faith Trialogue

*Weren't a good fit for our function.*

--Center for Inquiry
Others explained why they didn’t participate in any campaigns:

*We invited members of our community to participate in the campaigns/shared campaign images and videos but our staff did not feel we had the bandwidth to put together our own.*

--Euphrates Institute

*Seriously, it’s just a lack of staff resources to work on it (or even think about it) while also doing our own projects.*

--Interfaith Ministries of Greater Houston

*We haven’t taken the time to participate yet.*

--Anonymous

*Often, notification of these campaigns comes rather late. In this case, it came just as our organization was shutting down for the holidays. It gave us very little time to prepare anything.*

--Anonymous

*We joined recently so we weren’t able to participate in past campaigns.*

--Anonymous
Was your participation in these campaigns beneficial to your organization's mission? How?

80.5% of respondents stated that their participation in these campaigns was beneficial to their organization's mission:

Yes. I think it helped amplify our schools work and connected us with like-minded sister organizations.

--ACLU

Yes, we share many moral commitments with KYN, and the campaigns also gave us a shared space in which to promote those commitments more broadly outside of our member meetings.

--American Ethical Union

Yes, we want to give our faith leaders opportunities to engage in actions that are consistent with ensuring that religion not be used to harm others.

--Americans United

Yes, most of the ones we participated in had a direct relation to religious liberty and the need to know others to combat bigotry and hatred.

--Baptist Joint Committee

Yes, it lent national cred' and helped to leverage our local work.

--Bridges of Faith Trialogue

Yes. The #KnowYourNeighbor campaign is a helpful frame for what we talk about -- connecting people across difference. #KnowYourNeighbor makes it personal.

--Civity

Yes. We have an intersectional approach to LGBTQ support, which includes the understanding that our LGBTQ students and educators also have identities around faith and spirituality.

--GLSEN

Yes, because pluralism is part of HAF’s mission. It was good to be a part of a broader effort at inclusion.

--Hindu American Foundation
Yes, the whole idea of "Know Your Neighbor" fits right in with the mission and values of our organization, which is focused on understanding, respecting, and cooperating with people of all different faith backgrounds. Getting to know each other through educational events, conversations, and service is what we do.

--Interfaith Community of Greater Richmond

It was useful to be seen as a part of a larger national movement and to give our network members opportunity to take short-term action.

--Interfaith Youth Core

We actually get quite a lot of engagement with KYN content because KYN content addresses broader diversity while we mainly focus on Sikhism. The broader focus of KYN enables it to have broader appeal.

--National Sikh Campaign

It was great to raise the visibility of resources that we’ve created for the public. It was a good opportunity to join a larger network of organizations working in this field. Hopefully new people were introduced to our work for the first time because of these campaigns.

--Religious Freedom Center

There is much work to be done. It is helpful to have ready-made, quality media resources to share with others.

--Anonymous

Very useful, I was already doing a lot to get to know people who are not just like me. This initiative just nudged me to encourage others in the same way.

--Anonymous

A part of our organization’s mission is to promote pluralism and diversity and KYN's campaigns fit perfectly within that mission.

--Anonymous

Yes. We work with interfaith allies who are seeking more tools, resources, and action steps.

--Anonymous
The remaining **19.5% of respondents** stated that they were unsure that their participation in these campaigns was beneficial to their organization’s mission:

> Knowing about resources is a plus, but we didn't engage the campaigns in a way that had a strong benefit.

--- Center for Inquiry

We are always interested in building community--across communities--and combating bigotry. We appreciate the chance to do both here. However, most of the materials focus heavily on educators, which is important, but not really our constituency. Our field focuses community relations and policy advocacy. I'd love to see more resources for community groups to start dialogues or host educational forums locally.

--- Jewish Council for Public Affairs

Our missions are pretty closely aligned. However, I'm not sure how our participation directly impacted us.

--- Se7enfast

Not sure, our posts received an average amount of engagement.

--- Anonymous

The content campaign was the only one which fit our mission, we don’t work to educate the community about religion specifically

--- Anonymous

We really didn’t see any noticeable benefit but I suppose it was good to simply be viewed as aligned with the campaign.

--- Anonymous

It could be but we’re focused on immigration.

--- Anonymous
In order to continue and grow your participation, what would you like to see?

Here are some responses that came up repeatedly:

More diversity in campaign topics
--Diversity in faith traditions
--Immigration issues
--Current events
--Ways to deal with threats from law enforcement
--Politics
--How to live with difference
--How to be an ally

More focus on higher education
Less focus on educators
Having national organized events one day each year
More interaction among Know Your Neighbor partnering organizations
Making participation simpler
More diversity in campaign posting materials
Improving the quality of posting materials
More focused ways of addressing problems
More resources for community groups
Focusing on in-person events more than social media
More notice before campaigns to facilitate better planning
Less frequent campaigns

Many people indicated that their reasons for non-participation were based on work overload and limited resources and staff rather than issues they found with the campaigns themselves.
Here are some unique responses we found worth considering:

The main thing I think KYN can address is being stronger with digital content. People across the country, year by year, and month by month are getting more information through their phones and through social media. I think KYN would benefit heavily from having separate branding and a heavy digital presence.

--Anonymous

It would be helpful to receive updates on the landscape of Islamophobia in the country, so that we might report back to congregations.

--Anonymous

The main thing that KYN can do to facilitate maximum participation is to have a separate brand and to have separate digital properties. Right now, it is hard to digitally participate in KYN since it is completely digitally hosted on ING properties. If KYN had its own social media and web pages, it would be easier to push my organization’s fans and allies to KYN properties. My fans are more interested in interfaith engagement on the whole compared to ING’s other missions and it would be easier to participate in future KYN campaigns and endeavors if it had its own brand.

--Anonymous
Future campaigns might emphasize face-to-face events. Does your organization have the capacity to hold this type of event?

Yes: 47%
Possibly/Pending Circumstances: 30%
No: 23%
Future Direction of the KYN Program

Bringing diverse Americans together for face-to-face dialogue, for mutual learning and encounter, is more urgent than ever in a worsening climate of political polarization and of manifestations of bigotry against religious and cultural minorities. To give but a few examples of the situation we face:

- The number of anti-Muslim hate groups in the US grew by almost 200%, from 34 to 101, between 2015 and 2016, according to the Southern Poverty Law Center, and grew an additional 15% in 2017.
- The Anti-Defamation League has reported that anti-Semitic incidents increased by 57% in 2017, the largest yearly increase on record.
- Anti-Muslim hate crimes spiked 91% in the first half of 2017 as compared with the corresponding period in 2016, which itself saw a 44% increase in anti-Muslim hate crimes over the previous year.
- The current Administration continues to press for a “Muslim ban” on entry to the US and has appointed notorious Islamophobes to prominent positions, including, most recently, the nominations of Mike Pompeo for Secretary of State, and John Bolton as National Security Advisor. Both have a long history of anti-Muslim sentiments.

KYN-ME’s efforts thus far have aimed at reaching as many Americans as we can, and we have successfully reached millions of Americans with messages of understanding and peace.

Given the success of our social media campaigns, we plan to continue these efforts over the upcoming year to share the importance of getting to Know Your Neighbor with millions of fellow Americans. Our campaigns this year will involve two to four of the following topics:

- **Being an Upstander** (April 2nd-4th, 2018). This campaign focuses on the importance of standing up for our fellow Americans, highlighting strategies and resources on how to effectively and safely respond to bigotry and hate. (The campaign responds to the “Punish a Muslim Day” hate campaign that may or may not make its way to the United States.)
• Why we’re proud to be Americans (July, 2018). This campaign will highlight what it means to be an American living up to our ideals and our common values, and why we are proud to be a part of this nation.

• Creating inclusive schools and classrooms (September, 2018). This campaign will be similar to the 2017 campaign, highlighting resources for educators and students to use to create more inclusive schools and classrooms.

• My immigrant story (November, 2018). This campaign will be similar to the 2017 campaign, but will focus on immigrant stories that humanize people from diverse backgrounds. Immigrant and those who know an immigrant will be invited to share stories.

While our campaigns have been successful, we have learned a lot about ways to be more effective in achieving our goals. After analyzing feedback from our partners, we have decided to make two significant changes to the KYN-ME program that will hopefully enhance its success:

• Exploring the creation of an independent digital presence for KYN-ME, including its own website
• Supplementing social media campaigns by promoting face-to-face grassroots events across the nation

In April, 2018, we will pursue the hiring of a consultant to help us create an independent digital presence for KYN-ME. Besides the website, this may include a variety of social media platforms.

Secondly, we will continue with our campaign efforts on social media platforms, but will also work to implement the KYN-ME program on a grassroots level, bringing community members face-to-face for dialogue and building mutual understanding. Social science has long established that personal contact with members of another group is the most effective way to dispel prejudice. There is nothing more powerful than authentic encounters with people different from ourselves to put faces and stories together with their diverse religious political, ethnic, racial, or gender identities. We have to find a way to move past the stereotypes in the media and in our minds and replace them with a deeper understanding of our shared humanity.
In order to do this, KYN-ME is encouraging our national partners to create events in their communities that build relationships among people of diverse backgrounds. We have created several event templates, including the following:

1. **Halal/Kosher Cook Off**
2. **Tea Party**
3. **Open Mic Night**
4. **Debate Night**
5. **Story-Telling Night**

KYN-ME plans to provide both the tools and resources that community leaders can use to bring people together to get to know and learn from one another, the most powerful antidote to polarization, prejudice, and stereotypes.
Appendices

Highlights of Social Media Campaigns
Appendix A: “Share Your Story” Campaign

July 20th-27th, Highlights from social media posts from partner organizations
Appendix B: “Back-to-School” Campaign

September 7th-15th, Highlights from social media posts from partner organizations
Appendix C: “New Year’s Resolutions” Campaign

January 8\textsuperscript{th}-15\textsuperscript{th}, Highlights from social media posts from partner organizations