

EVENT PLANNING TOOLKIT

Rally to Promote Stronger Bullying Prevention Legislation

Join the Movement: Unite for Improvement of Your Community's Bullying Prevention Law!



PACER's National Bullying Prevention Center®
PACER.org/Bullying

Rally to Promote Stronger Bullying Legislation

Join the Movement: Unite to Improve Your Community's Bullying Prevention Law!

An event planning toolkit designed for students and community members who wish to organize a bullying prevention rally in their community.

PACER's National Bullying Prevention Center

8161 Normandale Boulevard

Minneapolis, MN 55437

952-838-9000 | Toll-free 888-248-0822

PACER@PACER.org

PACER.org/Bullying

PACERTeensAgainstBullying.org

PACERKidsAgainstBullying.org

Paula Goldberg, PACER Center, Executive Director

Julie Hertzog, PACER's National Bullying Prevention Center, Director

Audrey Berdahl-Baldwin, Student Writer

Special thanks to Audrey Berdahl-Baldwin, who along with authoring this toolkit, organized a student rally with three other students from Mounds Park Academy. The group called, Students Demanding Change, hosted the event at the Minnesota State Capitol, in St. Paul, Minnesota in February 2012.

Founded in 2006, PACER's National Bullying Prevention Center unites, engages, and educates communities nationwide to address bullying through creative, relevant, and interactive resources. PACER's bullying prevention resources are designed to benefit all students, with an emphasis on students with disabilities.

PACER is the founder of [National Bullying Prevention Month](#), held annually in October since 2006, which unites communities nationwide to raise awareness of bullying prevention through events, activities, and education. During National Bullying Prevention Month in October – and throughout the year – the community is encouraged to use these creative resources to educate and inspire others to join the movement. PACER also offers individual assistance by phone and e-mail to students, parents, and professionals to address bullying-related situations.

Whether you are an educator, student, family, or individual who cares about students, PACER offers the tools you need to address bullying in your school, recreational program, or community organization.

©2012, PACER Center, Inc. All rights reserved. No portion of this book may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without express written permission of PACER Center, except for brief quotations or critical reviews.

Table of Contents

Rally to Promote Stronger Bullying Legislation

Join the Movement: Unite to Improve Your Community's Bullying Prevention Law!

Hold a Rally In Your Community!	2
Form a Committee	3
Task 1: Choose a Date, Time and Location	5
Task 2: Research and Connect	6
Task 3: Promote Your Rally.....	6
Task 4: Analyze Your Budget and Seek Funding	6
Task 5: Attract Media Attention	7
Task 6: Create a Schedule for Your Rally	8
Task 7: Think Through Day-of-Event Logistics	9
Task 8: Hold Your Event	9
Task 9: Complete Post-Event Activities	10

Appendix

Appendix A: Other Ways To Be A Champion Against Bullying	11
Appendix B: Sample Promotion for Event	15
Appendix C: Contacting Bullying Prevention Leaders	17
Appendix D: Sample Press Release	18
Appendix E: Run of Show	19
Appendix F: Further Activism Ideas	20
Appendix G: Sample Chants	21

Hold A Rally In Your Community!

Be a Champion Against Bullying!

PACER's National Bullying Prevention Center believes that every child has the right to a safe learning environment. That's why we are encouraging schools, businesses, organizations, students, teachers, parents, and other concerned community members around the country to plan a bullying prevention event. By doing so, groups can raise awareness and advocate for a stronger bullying prevention law.

Who should organize a bullying prevention rally?

Students, educators, parents, and other concerned community members who wish to improve the bullying prevention policy in their state, district, or school may consider planning a bullying prevention rally. A rally is an effective way to call your community to action.

Plan a bullying prevention rally in your community!

In your community alone, how many students stay home from school from fear of being bullied? Even just one is too many. You can show them you care while raising awareness about the urgent cause of bullying prevention. Gather community support for your cause, and show your legislators and policy makers that you value the safety of all students in your community by rallying for an improved bullying prevention law. You can change lives – let students know they are not alone!

Make this event your own! Whether you anticipate 50 participants or 500, this toolkit will help you get started. You'll find basic tips, ideas, and resources to design your own event, but the toolkit is not meant to be a comprehensive blueprint. Event organizers are encouraged to add their own innovative ideas, such as incorporating pledges for bullying prevention efforts. Organizers will also need to set timelines, gather volunteers, make assignments, create checklists, and consider other ideas to incorporate into the event.

Can't wait to get started?

Once you have decided to organize your own bullying prevention rally, **please let us know by e-mailing Julie.Hertzog@PACER.org**. We will post information to PACER's National Bullying Prevention Center website and Facebook pages to help promote your event.

Form a Committee

Assign a lead organizer and committee

Assign a “point person” who will be the lead organizer to manage the event. While it is possible to organize this individually, it is very challenging to manage all of the details on your own. It is *highly recommended* that the lead organizer create a small committee to assist with the logistics of this event. The lead organizer will be responsible for coordinating the individual tasks of the committee members and ensuring that the committee remains on track.

Sub-committees/individual responsibilities

Consider assigning committee members to be individually responsible for specific activities/tasks or to lead sub-committees in charge of these components in planning your event. These different committee roles can include:

- Choosing a location, date, and time
- Applying for a permit
- Identifying volunteer roles
- Recruiting and coordinating volunteers
- Researching your topic
- Connecting with bullying prevention leaders in your community
- Promoting your rally
- Analyzing your budget
- Educational materials (visit PACER.org/bullying for handouts, flyers and bookmarks)
- Seeking funding
- Attracting media coverage
- Creating a schedule (run of show) for the rally
- Thinking through event logistics
- Completing post-event tasks

In-depth descriptions of the tasks are described in the following pages of this toolkit. Also think about other people whose help you might need for the rally, such as a photographer, videographer, people who will help with technology and audio, someone to organize media requests at the rally, and other volunteers who can troubleshoot issues.

Collaborate with local organizations

Research and connect with local advocacy, human services, or educational nonprofits to support your event.

Consider using positive language

When promoting your event and educating others about bullying prevention, consider using language that is positive and describes the behavior versus labeling the individual. Recommendations for your bullying prevention vocabulary:

- Target of bullying, rather than victim or bullied child
- Individual engaging in bullying behavior, rather than bully
- Bullying prevention, rather than anti-bullying

Focus on what you hope to achieve: develop a mission statement and title for your rally

An important first step in planning your rally is creating its mission statement and title. Here are some ideas to keep in mind that may help you form a concise call to action:

- Who is involved in organizing this event? Students? Educators? Parents? A partnership of different community members? How could this inform your mission statement and title?
Select something that is succinct and shows your commitment to change.

Example from a student rally in Minnesota:

Title: Students Demanding Change

Other ideas for titles include “Champions Against Bullying” or “Parents Calling for Reform”

Statement: “We are a team of four high school students working to dramatically improve our state’s bullying prevention policy.”

Audience: Students

- Why are you holding a rally? What change do you wish to see? What is your call to action? In your mission statement, clearly explain who you are and what your motivations are for organizing a rally.

Example from a student rally in Minnesota:

The appendix contains an example of Students Demanding Change’s mission statement.

We believe that everyone has the right to go to school and be safe. It is our responsibility as students to stand up for our peers and ourselves. We are a team of four high school seniors working together to organize a rally at the State Capitol February 11th, 2012 to express our support for bullying prevention legislation. This rally will be a political statement by students for students.

Have tenacity

Planning an event can be challenging at times. Your first attempt to complete a task may not be successful, but keep persisting. It often takes many tries to get your permit for a location or a meeting with an individual. It is helpful to partner with a local nonprofits, such as PACER’s National Bullying Prevention Center, as they can often help with raising awareness, promotional outreach, securing speakers, and mentorship.

Create a timeline

After assigning the tasks to different members of the committee, create a timeline to help keep your event on track. The timeline should include the activity to be completed, the person leading the task, and the start and end date. Using your timeline as a checklist is a great way to make sure every item has been taken care of.

Wear orange!

The official color of the bullying prevention movement is orange. Please consider using and wearing orange colors for your event and encouraging participants to do so as well.

Task 1: Choose the Location, Date, and Time

Factors to consider include:

- Indoor or outdoor
- Available dates
- Time frame; such as morning, afternoon, or evening – and length of event
- Accessibility
- Parking
- Transportation
- Restroom facilities
- Food and beverage policy
- Outlets, Wi-Fi
- Other technology needs, such as on-site tech support
- Number of participants that can be accommodated
- Permits needed

It is also a good idea to keep in mind the availability and schedules of people attending the event. For example, if you are hoping to have many students at this event, consider their school schedules.

Think about possible activities or components of your event so that you can determine the best space for your rally. Will you have tables people will visit? Will a movie be shown? Will there be guest speakers?

If needed, meet with city officials to discuss their permit process, as well as police and traffic control requirements. Often the contact person for a location will know if permits are needed and what, if any, steps are required to access these.

When planning a rally, consider the political climate, such as if a legislative session is in progress or if there is an upcoming election. In addition, think about which location would be best for your political statement.

Often, state capitols require a permit to hold a rally. The application process will vary from state to state. To start the process, contact your state's Department of Administration or Sergeant at Arms.

Task 2: Research and Connect

Become educated on the topic of bullying in your community. Use statistics to support and promote your cause, as well as to show that you take the issue of bullying prevention seriously. A powerful statistic, for example, is that the U.S. Department of Justice states that 37 percent of all students don't feel safe at school.

Make connections with people involved in bullying prevention, such as your state legislators or leaders of organizations whose work is relevant to the cause of bullying prevention. If they meet with you, do your research about the subject prior to the meeting and come prepared.

Send these leaders a thank you after your meeting. Perhaps invite them to attend or speak at your event. *A business letter format for contacting these individuals is provided in the Appendix, as well as tips for your meeting with them.*

It is important to think about potential opposition you may face in planning your rally. Brainstorm organizations and individuals who may not support a change in your community's bullying prevention law and list reasons why they may object. Consider counter viewpoints that you can present when faced with those who don't support the cause.

Task 3: Promote Your Rally

Explore how the event will be promoted. Will it be online, will there be flyers, e-blasts (a mass e-mail communication), postcards, or brochures? What graphics will be used? How will you create and distribute these materials?

It is very important that many people come to the rally – this demonstrates to your lawmakers that many of their constituents want a stronger bullying prevention policy. The person responsible for promoting the event may also visit schools, businesses, and organizations to invite community members.

Creating a Facebook page and a Facebook event page is a great way to promote your rally. If you meet people who support your work but may not be able to commit to being on your committee, ask them if they would like to be representatives that could promote your rally at their school, business, or organization.

Refer to the Appendix to see examples of brochures and flyers.

Task 4: Analyze Your Budget and Seek Funding

Determine how costs and income will be tracked. What needs to be paid for in order for the event to be possible? Is a bank account needed? How will costs be paid?

Seek sponsorships for monetary support for the event. Decide what sponsors will receive in return. Approach a school or community sponsor to see if they could support your rally. Perhaps host a fundraiser.

Task 5: Attract Media Attention

Media attention is vital for communicating your message about bullying prevention to your community. Having press coverage of the rally is critical in raising awareness throughout the community and showing your legislators that many of its constituents view the topic of bullying prevention as urgent and in need of a stronger policy.

- Write a press release, and two to four days before your event, send it to your local, or even national, news organizations. Remember to include newspapers, radio stations, magazines, online publications, and television news channels. *A sample press release is included in the Appendix.*
- If you are planning a rally at your state capitol, contact reporters who focus on news related to the state capitol.
- Designate spokespeople who can be interviewed. It is recommended that these spokespeople are educated on the topic of bullying prevention in order to speak knowledgeably and confidently about the topic. These spokespeople may even want to practice main points they can talk about in interviews. Be prepared to speak about the current bullying prevention policy and why it needs to be improved. In order to make it as easy as possible for the media to identify you, wear some sort of identification that indicates you are a person to interview. If possible, carry a business card or some form of contact information that you can hand out to reporters.
- Assign “scouters” who can look for people from the press and lead them to the spokespeople.
- Consider creating a “media table” where reporters can go to find information and spokespeople.
- Assign a photographer for the rally, and ask people to take photos and videos that will provide a record of your event. You can also share the photos and videos with the media and PACER’s National Bullying Prevention Center.
- Consider a web-based location or an e-mail address where people who attended the rally can share their photos and videos.

Task 6: Create a Schedule for the Rally

Plan the activities, or “run of the show,” for your bullying prevention event.

See the Appendix for an example “run of the show.”

Sample ideas:

- Invite speakers such as a student, politician, celebrity, or bullying prevention leader. Consider including a speaker who may help attract people to your event. It is recommended that for a rally that lasts approximately one hour to have three to four speakers who speak for about three to five minutes. Consider having a diverse group of speakers who can each add a different aspect to your rally. If someone cannot attend the event in person, he or she may be able to use Skype to address the audience.
- Offer ways for students and other community members to further their activism, such as; letter writing, planning their own event, educating others, signing a petition, etc. A further activism table could be a “station” at your rally. *A sample “further activism” sheet, a petition, and information handouts are included in the Appendix.*
- Provide signs that people can hold at the rally. This provides an interesting visual aspect for the media to photograph or video, and also gives your event a chance for better press coverage. It is easiest on the day of the rally to have these signs made ahead of time, but you could also have a poster-making table at the rally. If you make the signs prior to the event, you may also consider having a rally promotion night at a local school or organization to get community members involved before your rally. Ask these community members to promote your upcoming bullying prevention rally at their own school, business, or organization. Think carefully about the messages on your signs. We suggest using positive language that focuses on behavior and a safe school climate, such as “All students deserve to feel safe!” instead of messages that are negative toward the individual, such as “Down with the bullies!”
- Use technology to make a political statement. Have a massive Facebook post or Tweet occur at your rally.
- Create a banner that people can sign or write a message on to show their support for bullying prevention.
- Present a movie or PowerPoint on bullying. Logistically, this may require a projector, screen, computer, sound equipment, or television.
- Distribute bracelets, stickers, buttons, shirts, and other items that show support for bullying prevention. (Check to see if this complies with your location’s regulations.)
- Offer resources from PACER’s National Bullying Prevention Center, PACER.org/Bullying, such as handouts, bookmarks, and flyers
- Have stations or booths that spread awareness about bullying prevention, with various ways to become involved.
- Lead chants related to bullying prevention. Provide a copy of the chant – or the chorus – to the participants. This is a great way to conclude a rally with lots of energy. *Sample chants are included in the Appendix.*

Task 7: Think Through Day-of-Event Logistics

Decide how parking, transportation, setup, cleanup, and questions will be handled. Will there be any information tables, refreshments, or activities (such as picture taking) available?

Think through what items are needed and which tasks must be done in order for the different aspects of your event to be successful.

Examples:

- If people are signing a banner, where will they sign it? Who will supply the markers? Is this allowed in your location? (If you are not sure if it is allowed, contact the individual in charge.)
- Do you need sound equipment? Who will be setting it up? Does it comply with regulations of your location?
- If there are speakers, where will they speak? Who will direct and coordinate the guest speakers?
- Will they have a podium? How will they be heard? Would you like a poster by the podium that promotes bullying prevention (this is a good visual for media to photograph and video)?
- Where will you direct people if they want to become involved in your organization?
- How will those in attendance be greeted? What can be done to create a welcoming atmosphere? Will you have a map? Will there be a written guide with things they can do?
- Who and how will volunteers be organized? Will there be a point person? Will there be a table?
- How will educational materials be distributed?

Helpful Tip

*Reread and reread the rules pertaining to your location – they can be very specific. For example, at the Minnesota State Capitol, no stickers are allowed in the building and all cords must be taped on the floor using 3M #471 tape.

Task 8: Hold Your Event!

- Event coordinators should arrive one to two hours before the event.
- Set up tables, food, and other logistic items.
- If video or audio is being used, test the systems
- Organize volunteers.
- Welcome the participants.
- Share information about activities, such as signing a banner, creating a sign, and more.
- Start the event on time.
- Be enthusiastic.
- Enjoy!
- Celebrate your accomplishment!
- Clean up.

Task 9: Complete Post-Event Activities

Congratulations on completing your bullying prevention rally! Thank you for recognizing that bullying is a community-wide issue that must no longer be ignored or thought of as a rite of passage. Thank you for making a difference in the lives of the people in your community.

By organizing this event, you have shown your community that silence is no longer an acceptable response to bullying. You are creating change and empowering others by increasing awareness of the lifelong impact of bullying and giving people the tools they need to respond effectively. You are showing that you value the well-being of all students in your community.

Once the event is over, it's time for a few follow-up tasks:

- Post photos, videos, and news stories on your website or Facebook page.
- Send your photos, videos, and news stories to PACER's National Bullying Prevention Center (e-mail bullying411@PACER.org), and we'll post them on our websites.
- Send thank you letters to sponsors, donors, volunteers, and speakers.
- If applicable, assess overall budget with costs generated and proceeds received.
- Visit PACER.org/BULLYING for more bullying prevention ideas.

Appendix A

Other Ways To Be A Champion Against Bullying

PACER offers digital resources for parents, schools, teens, and youth, including:

PACER.org/Bullying: This is the portal for parents and educators to access bullying resources, including educational toolkits, awareness toolkits, contest ideas, promotional products, and more.

PACERTeensAgainstBullying: Created by and for teens, this website is a place for students in middle school and high school to find ways to address bullying, take action, be heard, and “own” an important social cause.

PACERKidsAgainstBullying: A creative, innovative, and educational website designed for elementary school students to learn about bullying prevention, engage in activities, and be inspired to take action.

Classroom Toolkits

- [Digital Petition Toolkit](#)
Hold an “End of Bullying Begins With Me” petition signing event at your school.
- [Introduction to Bullying Prevention](#) – *School-wide, all ages and grades.*
Looking for a way to introduce bullying prevention and awareness into your classroom, school, or community organization? The Bullying Prevention Month Introductory Toolkit contains daily learning opportunities and engaging activities to start students talking about bullying. The toolkit provides the basics about bullying and sets the stage for student-supported initiatives.
- [Elementary School, Educational Lesson Plan](#)
Use the KidsAgainstBullying.org website as a resource tool in your classroom. The site is appropriate for elementary school students with a suggested audience of 10-25.
- [Elementary School, Starting the Discussion](#)
A complete classroom tool kit for discussing bullying prevention during National Bullying Prevention Awareness Month. It features free downloads of daily activities, games, and contests.
- [“Spookley” The Square Pumpkin, Classroom Education Resources \(PreK – Grade 3\)](#)
Spookley the Square Pumpkin is a square pumpkin who lives in a world of round pumpkins. In “The Legend of Spookley the Square Pumpkin,” a perennial fall favorite children’s story, Spookley helps children understand how the things that make them different are what make them special. This resource is presented in collaboration with Holiday Hill Enterprises, LLC.
- [Middle and High School, Starting the Discussion](#)
Promote bullying awareness in your classroom by using the activities and resources in this day-by-day toolkit. Whether you have just a few minutes or you can devote 15 to 30 minutes a day to this important issue, you’ll find everything you need – links to informative websites, materials for download, interesting activities, and a powerful video project called “Rewind.”

Coloring Books

PACER's [coloring book](#) offers teachers and students a fun activity and a great opportunity to talk about bullying. Each page includes an important message about respecting others, valuing differences, and being a friend. Download these pages and discover how kids and crayons can help prevent bullying.

Petition Signing

Unite with others and add your voice to the online petition, "The End of Bullying Begins With Me." When you sign this [petition](#) (only your first name, age, and state will be shown), you will:

- Strengthen the cause.
- Show those who are being bullied that people do care.
- Unite others who are willing to stand up against bullying.
- Create schools that are safer for all students.
- Influence legislation to protect students.
- Receive bullying prevention updates via e-mail (optional).

Want To Do More? Encourage Others to Sign the Petition

Hold a petition-signing event at your school. It's easy, it helps raise awareness, and it makes a difference.

1. Print the
 - [Petition guidelines](#)
 - [Elementary or middle or high school](#) flyers
2. Bring the petition and support materials to your school or organization.
3. Talk with teachers, guidance counselors, or the principal.
4. Set up a location with the materials.
5. Encourage others to sign the petition.
6. Send the signed petition forms to PACER and the names will be added to the national petition.

Sharing Stories

Personal stories are a powerful way to share experiences and provide others with information and hope, and create unity. Submit a video, story, poem, artwork, or audio clip expressing how you feel about bullying, how you think it affects students and schools, what you have done to prevent bullying, or what others can do to prevent bullying. E-mail materials to Bullying411@PACER.org

National Bullying Prevention Month (October) – *Special events in October include:*

Run, Walk, Roll Against Bullying – Communities nationwide are urged to join forces with PACER's National Bullying Prevention Center by coordinating a Run, Walk, Roll Against Bullying in their community as a kickoff to National Bullying Prevention Month. PACER provides a free toolkit that can be used as a guide for organizations, schools, and individuals to design their own community event.

Unity Day – Make it orange and make it end! Unity Day is a day for communities to come together and show their support against bullying. The call to action is wearing orange. In 2012, Unity Day is Oct. 12.

What are your true colors when it comes to bullying? If you care about students who are bullied and want bullying to end, make your color **ORANGE** on **Unity Day**. That's the day everyone can link together – in

schools, communities, and online – and send one large, **ORANGE** message of support to students who have experienced bullying.

Unity Dance – Dance, unite, and make a statement against bullying by joining PACER’s Unity Dance. Join schools, students, and community organizations around the world, in conjunction with PACER’s National Bullying Prevention Center, using music and dance to bring awareness to bullying prevention.

You can dance to a song of your own selection or use the song selected for the event, “You Can’t Take That Away From Me,” which was created by Nashville songwriters Tim Akers and Libby Weaver. Akers, the father of a child with a disability, has seen first-hand the struggles and frustrations that some children deal with because they are viewed as “different.” The song speaks about the importance of teaching children to recognize that personality and character are more important than popularity and outward appearances. The song is performed by 11-year-old Nashville singer Tristan McIntosh, and choreographed by local teens.

Information Handouts

PACER’s National Bullying Prevention website has numerous resources to help educate your community on bullying prevention. Below are just a few of the handouts PACER offers. Depending on your motivations for holding a bullying prevention event and the intended audience, you may want to offer other handouts and bullying prevention resources than the ones listed below. To explore these additional options, click [here](#).

FOR EVERYONE

Student Action Plan Against Bullying

As a student, bullying is something that impacts you, your peers, and your school – whether you’re the target of bullying, a witness, or the person who bullies. Bullying can end, but that won’t happen unless students, parents, and educators work together and take action.

The first step is to create a plan that works for you and your situation. This student action plan is an opportunity for you – either on your own or with your parents and teachers – to develop a strategy to change what’s happening to you or someone else. It’s your chance to make a difference.

The Student Action Plan Against Bullying is a great place to start if you are:

- an educator working with a student being bullied
- a parent looking for ways to help your child change his or her behavior
- or a student who wants to take action against bullying

To get started:

Step one, download the [Student Action Plan](#) and learn more about developing a plan.

Step two, download [My Personal Plan](#) to develop your own student action plan.

Common Views about Bullying

In spite of the significant impact that bullying can have on a target, it often continues to be viewed as acceptable behavior. There are many misperceptions that adults may have about bullying, all of which can lead to minimizing the behavior. Learn more about responses such as “boys will be boys” or “it’s only teasing” [Learn more](#).

FOR STUDENTS

Drama: Is It Happening to You?

Drama. Bullying. Teasing. Harassment. No matter what you call it, it hurts. If you're pushed, hit, or your things are ripped off or trashed, it can hurt physically. If you're ignored by friends or cruel things are posted about you online, it can hurt emotionally. If it happens to you, you've probably asked yourself, "Why me?" You know how painful it is to be treated this way. So seriously, what can you do? A lot! [Learn how](#).

FOR PARENTS

Steps To Take If Your Child Is Being Bullied At School

This [guide](#) offers three steps to take when your child is being bullied at school: work with your child, work with the school, and work with district administration.

Notifying the School About Bullying – Using a Template Letter

Parents should contact school staff each time their child informs them that he or she has been bullied. PACER Center has created template letters that parents may use as a guide for writing a letter to their child's school. These [letters](#) contain standard language and "fill in the blank" spaces to customize for your child's situation.

Appendix B

Sample Promotion for Event

How can I join this important cause?

Join us at the State Capitol on February 11th for a rally to promote stronger bullying legislation.

This is a student-led event, however, parents and concerned citizens of MN are welcome to come and stand up for the protection of students from bullying as well.

The most valuable thing you can do is **ATTEND**. You can make a difference.

STUDENTS MUST STAND UP AND PROTECT EACH OTHER!

*The bullying prevention color is **orange**. Please consider wearing orange to this rally.



Photo Credit: http://www.mnpublicradio.org/digital/2011/02/04/mnpublicradio/ http://www.mnpublicradio.org/digital/2011/02/04/mnpublicradio/ http://www.mnpublicradio.org/digital/2011/02/04/mnpublicradio/ http://www.mnpublicradio.org/digital/2011/02/04/mnpublicradio/ http://www.mnpublicradio.org/digital/2011/02/04/mnpublicradio/ http://www.mnpublicradio.org/digital/2011/02/04/mnpublicradio/ http://www.mnpublicradio.org/digital/2011/02/04/mnpublicradio/ http://www.mnpublicradio.org/digital/2011/02/04/mnpublicradio/ http://www.mnpublicradio.org/digital/2011/02/04/mnpublicradio/ http://www.mnpublicradio.org/digital/2011/02/04/mnpublicradio/

Speakers at the Rally

- Colin Ford, one of the stars from Fox's current film, *We Bought A Zoo*, will Skype at our rally to show his support.




- Julie Hertzog will be speaking on behalf of the PACER Center, a nationally prominent advocacy group that expands opportunities and enhances the quality of life of children and young adults with disabilities and their families and is also a champion of bullying prevention.
- Representative [Name] will be speaking as an expert on the Minnesota anti-bullying bill for the Minnesota House of Representatives.

S.D.C.

Join the Movement

SAMPLE STUDENTS DEMANDING CHANGE

A Rally for the Prevention of Bullying at the State Capitol
February 11th, 2012
10:00 a.m. – 1:00 p.m.



Mission Statement:

We are a team of four high school seniors at Mounds Park Academy who are working to dramatically improve Minnesota's bullying policy. Our organization, Students Demanding Change (SDC), asserts that the core issue of bullying prevention legislation is the right for every student to feel safe and be safe in school. We feel both compelled and responsible to take action and stand up against bullying for our peers and ourselves. In response to this critical need in our state, Students Demanding Change is organizing a **rally** at the Minnesota State Capitol to **promote** legislation on **February 11, 2012** with the support of [Name] and [Name]. This rally will be a **political statement** by students, for [Name] and [Name] in this cause.

Bullying Affects Everyone.

"Bullying is the most common form of violence in our society; between 15% and 30% of students are bullies or victims."
*National Association of School Psychologists

Bullying affects many students in our environment. Minnesota's current law is completely inadequate and does not even provide a definition of bullying.

Current MN Bullying Law: Just 37 words

"Each school board shall adopt a written policy prohibiting intimidation and bullying of any student. The policy shall address intimidation and bullying in all forms, including, but not limited to, electronic forms and forms involving Internet use." (passed in 2005, amended in 2007).

The Problem:

- An estimated 160,000 children miss school every day due to fear of attack or intimidation by other students. *National Education Association
- Minnesota has the fifth lowest amount of restrictions in their bullying policy, according to Bully Police USA. The group, which grades state bullying laws, gave Minnesota a C-, the lowest grade in the nation. *Minnesota Public Radio
- 37% of all students don't feel safe at school *U.S. Department of Justice

An Ideal Bill Would:

- Define bullying by establishing what constitutes a bullying incident and explaining that bullying can affect any student regardless of circumstance.
- Work to prevent bullying through [Name] and [Name]ers,
- handle bullying occurrences.
- Establish a system for reporting bullying incidents to track bullying in Minnesota.
- Provide services for targets of bullying to receive support.

SAMPLE SPEAK UP!



Rally to Promote Stronger Bullying Prevention Legislation

**at the State Capitol
Saturday, February 11
12:00 p.m. – 1:00 p.m.**

We are a team of four high school seniors at MPA who are working to dramatically improve Minnesota's bullying prevention policy. *Minnesota's current bullying prevention law has only 37 words and is one of the weakest in the nation: "Each school board shall adopt a written policy prohibiting intimidation and bullying of any student. The policy shall address intimidation and bullying in all forms, including, but not limited to, electronic forms and forms involving Internet* **SAMPLE** *define bullying or outline what the policies should include. The results, stating effects. In the last two years, there have been eight suicides in the Anoka-Hennepin school district in response to horrific bullying. An MPR story reported, "13 percent of Minnesota 6th, 9th, and 12th graders are bullied regularly, once a week or more. If that 13 percent held for the state's entire student population, it would mean that more than 100,000 students are bullied on a regular basis." The tragic costs of our current policy dramatically highlight the urgent need for changes that can protect the safety of all the students in our great state.*

Our organization, Students Demanding Change (SDC), believes very strongly that the core issue of bullying prevention legislation is the assertion that every child has the right to feel safe and be safe in school. We feel both compelled and responsible to take action and stand up against bullying for our peers and ourselves.

A variety of good work has already been done to combat bullying in Minnesota, but successful legislation has proven elusive so far. *We feel that a student voice will play an important role in getting progressive legislation enacted.* **SAMPLE** *could be valuable in forming the best anti-bullying legislation. A student presence is issue, facilitating a bipartisan consensus to enact bullying prevention legislation that would protect the lives of many students and families, enhance the educational experience of all students in our great state, and make Minnesota a national leader on this critical social and moral issue.*

In response to this incredibly urgent need in our state, Students Demanding Change is organizing a rally at the Minnesota State Capitol to promote stronger bullying prevention legislation on February 11, 2012, with the support of PACER Center, a national leader in this cause. **This rally will be a political statement by students, for students.**

Students must protect each other!

SAMPLE

StudentsDemandingChange.org

Appendix C:

Contacting Bullying Prevention Leaders

A sample letter, using business format, for contacting individuals involved in bullying prevention.

If you are contacting a politician, begin your letter using their title. (Dear Governor/Senator/ Representative/Mayor, etc.) Here is an example of a letter that the organization Students Demanding Change used when contacting a representative (who we will call Jane Doe).

Dear Representative Doe:

We are high school seniors in Saint Paul, and we are interested in the topic of bullying policy in Minnesota. We are aware that you were a chief author of the recent bill to reform Minnesota's bullying policy. We support and are very passionate about your stance on bullying, and we hope to arrange an appointment with you, preferably in the next two weeks, to discuss the current situation of bullying in Minnesota and the best direction to focus our energies toward this cause. Sometime after 2 p.m. would be best for us if you are available.

We hope to hear from you at your earliest convenience. Thank you for your input.

Sincerely,

First and Last Name

(111) 111-1111

Students Demanding Change

email@email.org (email preferred)

The following are tips for meeting a leader in person:

- Remember to turn your cell phone off.
- Look professional (business casual is usually appropriate).
- Introduce yourself confidently and give the person a handshake.
- Bring something to take notes with. This shows that you value their advice, while helping you remember information gained from your meeting.
- Come prepared with a list of questions and/or talking points.
- Make sure to make eye contact with the leader.
- Thank the person at the beginning and end of your meeting.
- Send a thank you note afterward.

Appendix D:

Sample Press Release

February 8, 2012
FOR IMMEDIATE RELEASE

Contact: Julie Holmquist 952-838-9000, julie.holmquist@PACER.org

Join the Bullying Prevention Movement with Students Demanding Change!
Rally at the State Capitol on Saturday, Feb. 11 from 12 p.m. to 1 p.m.

MINNEAPOLIS: Minnesota's 37-word bullying prevention law is considered one of the weakest in America and **Students Demanding Change** is working hard to change that. The Twin Cities-based, student-led organization will hold a rally at the Minnesota State Capitol on Saturday, Feb. 11, 2012, from 12 p.m. to 1 p.m.

This is a student movement, but parents, teachers, and concerned citizens are invited to join the students as they stand together and demand change. Participants in the rally are encouraged to wear orange, the color of the bullying prevention movement.

"This is about students protecting each other," said Sydney Eberwein, one of four Mounds Park Academy students leading Students Demanding Change, with the support of **PACER's National Bullying Prevention Center**. "The students' voice isn't really heard on the issue of bullying prevention. It's usually just legislators talking about it. We wanted to have our voice out there because it is a student issue."

More than 160,000 children miss school every day out of fear of attack or intimidation by other students. Children who are bullied are more likely to develop depression and anxiety disorders that do not disappear at the end of the school year. Doctors say the effects of bullying can last a lifetime. In some cases, bullying can even lead to suicide.

Students Demanding Change organized the rally to promote stronger bullying prevention legislation in Minnesota. The organization believes that a student perspective is vital if the State Legislature is going to successfully write a new law to prevent bullying, both in schools and in social media. Students Demanding Change is taking action and standing up against bullying for the sake of Minnesota's students.

"It's not just about statistics. It's about us as students," said Audrey Berdahl-Baldwin of Students Demanding Change. "We feel very strongly that every student has the right to go to school and feel safe, the right to be safe."

PACER's National Bullying Prevention Center provides creative and interactive resources that are designed to benefit all students, including students with disabilities. It offers educators, students, families, and individuals the tools they need to address bullying in schools, recreational programs, or community organizations. For more information, visit PACER.org/bullying or call 952-838-9000.

Appendix E

“Run of Show” for a One-Hour Rally

Pre-Event (15 minutes)

Allow for the attendees of your rally to arrive at your location, gather signs, and visit the different stations/activities you have available. This will also be a great time for the spokespeople to be interviewed by the media and for the other organizers to finish any last-minute setup needs.

See Task 6: Create a Schedule for Your Rally for ideas for what activities to have at your rally.

Opening Comments (3 – 5 minutes)

Introduce your event, explaining who you are and why you are there. Thank and welcome the people who have come to your rally.

Main Event (30 minutes)

This is an opportunity to have some sort of presentation, performance, or speech. A musician could perform a song related to bullying prevention; a student, educator, parent, legislator, or other bullying prevention leader could give a speech or could join you via Skype at your rally; or a video or other presentation on bullying could be shown at this time. Think about engaging the audience that will be attending your rally.

Concluding Comments

Thank the people involved in your rally’s main event, the attendees, and the people who were involved in making the rally possible. After this, a good way to end the rally with energy is using chants to engage the participants of your rally. *Refer to the Appendix for chants.*

Here is a sample “Run of Show” from Students Demanding Change’s Rally, which ran from noon to 1:00 p.m.

Noon – 12:15	Interviews with the press. Hand out signs to attendees, allow for attendees to sign a banner that says “Bullying Affects Everyone,” and handout further activism sheets and information on PACER’s National Bullying Prevention Center.
12:15 – 12:20	Student speaker talks about personal bullying experience
12:20 – 12:25	Speaker Representative Jim Davnie
12:25 – 12:30	Speaker Julie Hertzog, Director of PACER’s National Bullying Prevention Center
12:30 – 12:37	Skype with Colin Ford, one of the stars from Fox’s current film <i>We Bought a Zoo</i> .
12:37 – 12:40	Thank speakers and attendees
12:40 – 12:45	Chant
12:45 – 1:00	Greet people who came to your rally, finish interviews, and provide information on further involvement with bullying prevention

Appendix F

Further Activism Handout

Let your **legislators** know that you are a concerned citizen who wants to prevent bullying.

1. Find the legislators that represent your district:
Locate the website where people can find their legislators, and insert here.
2. Send your legislators an e-mail. An example is shown below.

Subject: Constituent Against Bullying

Dear Representative/Senator _____:

I am a student, concerned citizen, etc. who has experienced/witnessed the detrimental effects of bullying. optional personal message. It is urgently necessary that your state's bullying prevention law be improved. Please enact legislation that will protect the students of your state. Students deserve to be safe and feel safe in their school.

Best,

Your name (first and last)

- Stay connected with a community of students, concerned citizens, etc. against bullying.
 - Like your organization's Facebook page.
 - Become involved with **PACER's National Bullying Prevention Center**

<http://www.pacer.org/bullying/>

- Sign an online petition.
- Discover bullying prevention resources.
- And much more!

Appendix G

Sample Chants

Chants are a great way to energize and inspire people to take action.

To do this, a chant leader shares a chant listed below and the participants in the event respond with a specific saying. The saying could be one of the chants or a statement such as “We demand change!” or “Safe schools for all!”

Listed below are chants that were used at Students Demanding Change’s rally. Use these chants, or create some of your own. Keep in mind the language suggestions listed earlier:

- Target of bullying, rather than victim or bullied child
- Individual engaging in bullying behavior, rather than bully
- Bullying prevention, rather than anti-bullying

Chants from “Students Demanding Change” rally

- Legislation is the key to letting students live safely!
- Students need a place to learn where safety’s not a grave concern.
- When students learn and know their worth, they change our state and save our earth!
- We’re the future, and we say make our schools safe today!
- When your state begins leading, bullying will be receding!
- Students seeking better rules can bring healing to our schools.
- Students speaking with one voice will help our leaders make the choice.

PACER's National Bullying Prevention Center®

PACER.org/Bullying

PACER's National Bullying Prevention Center.
The End of Bullying Begins with You.

About Us | Contact Us | Search

Donate | Facebook | YouTube | Twitter

National Bullying Prevention Month | Videos | Stories | Resources | Get Involved / Sign The Petition | Sites for Teens And Kids | News

Notify the School About Bullying—Using a Template Letter

Parents should contact school staff each time their child informs them that he or she has been bullied. PACER Center has created template letters that parents may use as a guide for writing a letter to their child's school. These letters contain standard language and "fill in the blank" spaces so the letter can be customized for your child's situation. [Read More](#)

Features

- Sign the Digital Petition**
- Kids Against Bullying Color Book**
- Bullying Prevention Videos for Teens**
- New Audio CD Supports PACER**

I Care Because

when i was in year 5 everyone was jealous of me so i got bullied i thought i couldn't be stopped and i got really mean messages i heard about demi and i thought if she could overcome it i could and i couldn't tell any one because i got threatened i love demi lovato and she is my idol thank you for listening to me
rachael, 16, england, london

In The News

"All About Bullies...Big and Small" CD
nominated for Grammy Award
Posted: Monday, December 05, 2011
A children's CD that is donating 100 percent of its proceeds to PACER's National Center for Bullying Prevention has been nominated for a Grammy Award. The CD was created on a volunteer basis and produced by East Coast Recording Company and Cool Beans Music of Bucks County, Penn. Learn more at: www.allaboutthebulliesandsmall.com

Minnesota to Form Task Force to Review

PACER.org/Bullying

This is the portal for parents and educators to access bullying resources, including educational toolkits, awareness toolkits, contest ideas, promotional products, and more.

PACER CENTER'S TEENS AGAINST BULLYING

HOME | IDENTIFY | RESPOND | LISTEN | ACT | RESOURCES

Bullying Feels...

when you're bullied it feels like everything was taken away from you. That's your self confidence. Bullying also makes you feel stupid and awkward even though you're not the only one to think that at struggle.

Creative Writing

- Cliques
- I Am Unique
- Bullying Feels - 2
- No! Okay
- Bullying Feels - 3
- Bullying Feels - 4
- Chelsi's Story

DEMI LOVATO IN THE NEWS SIGN THE PETITION DONATE AWARENESS MONTH

Contact Us | Your Opinion Counts | Site 4 Kids | PACER's National Center for Bullying Prevention | Accessibility | Privacy Statement | Site Map

PACER Teens Against Bullying

Created by and for teens, this website is a place for students in middle school and high school to find ways to address bullying, take action, be heard, and “own” an important social cause.

KIDS AGAINST BULLYING

SPOT | STOP | SHARE | OWN | PLAY

BULLYING CAN BE PREVENTED

I CARE BECAUSE...

I know how hard it is to be bullied and have to face the same people day after day. I know how hard it is to have to start over completely. But I also care because I know it gets better, however hard that might be to accept at the time.
Aria, 14, Cyprus

Everyday in my school discriminating words are thrown around the room or in the hallway.

ADD A COMMENT | READ MORE

TAKE THE PLEDGE

CAST YOUR VOTE!

YOUR OPINION COUNTS | SIGN THE PETITION | STUFF FOR ADULTS

Contact Us | Accessibility | PACER's National Bullying Prevention Center | Donate | Privacy Statement

National Bullying Prevention Center

PACER Kids Against Bullying

A creative, innovative, and educational website designed for elementary school students to learn about bullying prevention, engage in activities, and be inspired to take action.