

Unity Day 2020 HIGHLIGHTS



UNITY DAY: OCTOBER 21, 2020

RESOURCES

5.7K+ Unity Day posters distributed
4.5K+ Official orange T-shirts and yard signs sold

"The poster was a great advertisement and helped increase participation in orange Unity Day! Thank you for offering that to schools for free!"

DIGITAL ACTIVATION

3.5K+ Individuals signed PACER's Pledge on Unity Day
3.6K+ Posts on Instagram to #UnityDay2020
(30% increase from 2019)

WHAT CHANGED FOR UNITY DAY 2020?

Of those who participated in Unity Day, 32% were learning in-person, 14% were learning through distance learning, and 52% were learning through a combination of the two.

"COVID have made Unity Day plans very challenging this year. My student leadership team and I are very grateful for all of PACER's support and innovation during this difficult time!"

!UnityDay Collage!



HOW WERE INDIVIDUALS CELEBRATING THIS YEAR?

Individuals celebrated Unity Day this year by:

- Wearing orange at home, in school, or in the community (93%)
- Participating in a school activity (60%)
- Engaging online or sharing on social media (56%)
- Involving the community (9%)

"We were completely virtual on Unity Day, so students dressed in orange and joined a virtual dance party! They had so much fun wearing their orange and jamming out. Our students created virtual unity hearts with positive messages, and I used them to create a Unity Tree in one of our hallways. It may have been one of the most successful years yet, despite the restrictions!"

WHAT IMPACT DID UNITY DAY HAVE?

PACER sent a post-Unity Day evaluation survey to every individual who ordered a Unity Day poster in which:

- 99% of respondents said that Unity Day helped raise awareness of bullying prevention in their school or community.
- 95% of respondents said Unity Day helped students and staff in their school or organization think about bullying differently.

"Because Unity Day is an annual event at our school, my students needed little explanation as to what we were to celebrate during this year's Unity Day event. The students were able to articulate clearly the reasons we celebrate the day, (and why we keep our posters up all year long) even before I elaborated on the topic. This to me shows the irrefutable positive impact of Unity Day. Thank you!"

