



Now more than ever, it is crucial to join together in creating a world that is kinder, more accepting, and more inclusive. Unity Day 2020 is a great time to do that, as it's all about wearing and sharing orange to send a unified message of hope and support to those who experience bullying.

Here at PACER, we know your 2020 Unity Day celebrations may look a little different this year due to COVID-19. In this supplemental piece to our [Unity Day Idea Guide](#), you'll find unique ways to celebrate Unity Day that can be implemented in your new virtual classroom or in your community, while following social distancing guidelines.



For Your Virtual Classroom

• Virtual Unity Tree

The Unity Tree is a powerful symbol reminding everyone that bullying can be prevented when we all come together and unite for kindness, acceptance, and inclusion. Creating a Unity Tree is an interactive activity, a shared experience in which anyone can participate and everyone can watch the tree grow. The idea is for each person to contribute their own unique experiences and creative ideas by writing positive messages on the leaves attached to the tree. As the number of leaves increases, it creates a visual reminder that we are all connected and growing together. You can have students send in their messages and write them on leaves to place in your virtual classroom background! Learn more about the Unity Tree [here](#).

• Rock Painting

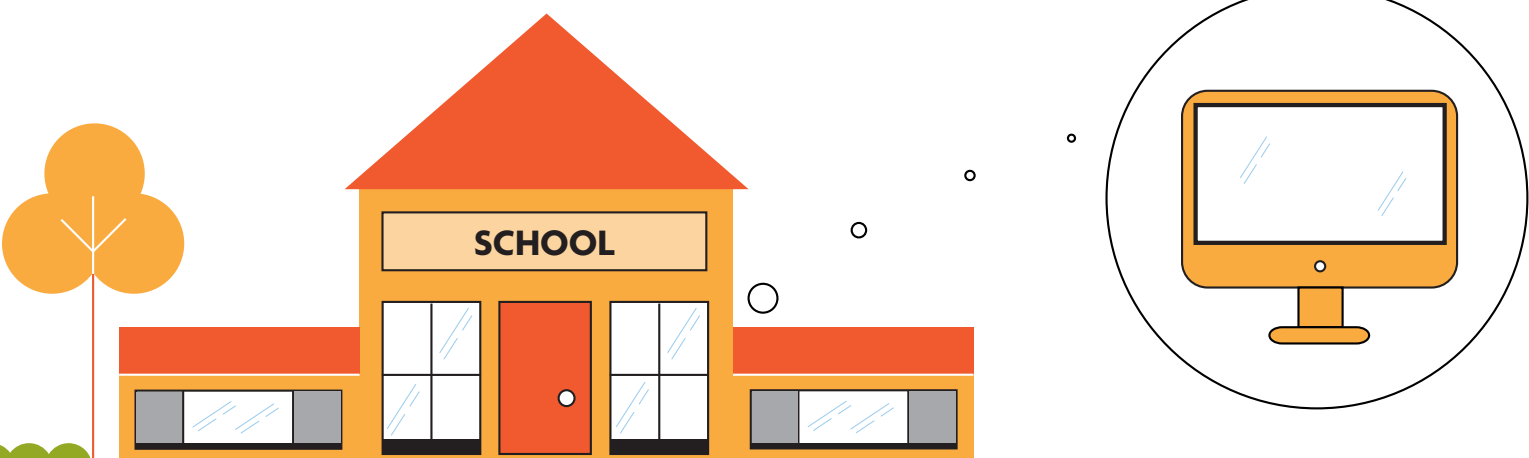
Encourage your students to find rocks in their neighborhood and then paint them at home with words of unity on the rocks. Then, pick a common area on your school grounds—such as a large tree or the entrance—and encourage students to drop them off there! After a week, take a photo and share with the students the amazing collection that has been made at your school. This is also a great activity for communities and neighborhoods to unite together for bullying prevention. Encourage your students to place any extra rocks around their neighborhood to promote kindness, acceptance, and inclusion.

• Unity Dance over Zoom

Make a statement against bullying by holding a virtual Unity Dance. Join schools, students, and community organizations around the world to unite with PACER's National Bullying Prevention Center in music and dance to bring awareness to bullying prevention. [Show your students the dance](#) over video conferencing, as well as the [choreography video](#). Encourage them to practice at home by sharing the link with them. Then on Unity Day, download the [MP3 file](#) of the Unity Dance song “You Can't Take That Away From Me” and dance away! Learn more about the Unity Dance [here](#).

• Virtual Unity Week

Why just celebrate Unity Day on one day? Why not turn Unity Day into Unity Week at your school? Just like spirit week, you can pick a theme for each day and have students post pictures in their outfits or costumes on your virtual classroom platform. Themes can include: Put Bullying to Bed (pajama day), Team Up Against Bullying (sports jersey day), Hats off to Kindness (hat day), Including Others is No Sweat (sweatshirt day), Global Peace (could include hippie clothes/1960s or kids can pick a favorite county and wear their flag colors), Orange you glad to be a kid against bullying (all orange for Unity Day)?



• Acts of Kindness Bingo Challenge

Create a BINGO board for your students with different acts of kindness written on each square. Students should be able to complete these acts of kindness while at home or in their community, such as sending a handwritten card, calling a friend, having a virtual dance party, giving an air high-five, holding the door, or writing a kind message on your driveway in chalk. Encourage each student to complete a bingo by doing 4-5 acts of kindness (depending if you include a free spot for your students just being awesome). Then, decide on a special way to shout out each student who completes a bingo during the week of Unity Day!

• Mix It Up – Virtual Lunch

Schedule ‘lunch’ over your virtual platform (Google Hangouts, Zoom, etc.) and pair your students into groups of 4-6, with peers they might not know as well. Provide a list of “get to know you” questions or conversation starters that they can use to learn more about each other, such as, “What is one good thing that has happened today?”, “What is your favorite thing you watched or read this month?”, or “If you were a superhero, what would your special power be?”

• Change Your Zoom Virtual Background

Share orange in your online classroom by updating your background! PACER has created virtual backgrounds to use in Zoom or other online classroom settings. You can also share this image with your students and encourage them to change their background to orange for a virtual class picture on Unity Day! Download the virtual background [here](#).

• Book Readings

One great way to celebrate Unity Day is by reading a book that is all about kindness, acceptance, and inclusion. For inspiration and ideas about what books to read, check out [PACER’s Book Club](#). We also have free book readings from authors in PACER’s Book Club that are available for you to play for your students [here](#).



For Your Community

These activation ideas are great to use to engage your entire community in Unity Day. You could also use these ideas at home or in your businesses, as well.

• Kind Post-It Notes on Mailboxes

Write kind messages on orange post-it notes (or any bright color) and then post them around your neighborhood on mailboxes or around your community on the doors of different businesses! Messages can include, “Thank you for being part of our community,” “We are glad you are here,” “You matter,” or “Have an amazing day!”

• Share Orange Throughout Your Community

Turn your community orange! Whether you add orange hearts in your window, decorate your driveway with orange chalk, hang orange lights in your trees, or paint rocks orange to place in your front lawn, there are tons of creative ways to share orange with your community and show your support for Unity Day!

• Turn Landmarks Orange

Think about landmarks in your community that can be turned orange to show your community's support for Unity Day. Ideas include the lighting on local bridges or buildings, your school or business logo, or an iconic symbol in your community. Be creative! If you don't have a specific landmark to turn orange, create your own iconic symbol in your school or community, such as a tree or bench, and decorate it in orange.

• Sticky Note Mural

Create a theme or a question for students to ponder, such as, "What can you do each day to inspire a community without bullying?", "What does Unity mean to you?", or "Why do you care about bullying prevention?" Write this question on a large sign to display in a prominent area. Then, ask students and staff to write their responses on sticky notes to be placed underneath the sign. A great location for this sticky note mural can be a large window (such as the front of your school) or on a row of lockers.

• Unity Banner

Create a large banner with messages of UNITY and have the student body, faculty, and staff sign the banner, pledging their commitment to creating a world without bullying. A banner is a great way to display your school's support for bullying prevention—this is even something that can be left up all year as reminder!

• Hold a virtual event

Use PACER's Create a World Without Bullying Resource Kit to hold a virtual event for your community! After you receive your kit, send each virtual participant a packet that includes a brochure, bookmark, cards with inclusion acts, a decal, a pencil, and a flyer. Encourage them to review the information and then connect via webinar or a video event to discuss the materials and the roles we can play in bullying prevention. After the event is over, send virtual participants a link to PACER's online pledge and encourage them to show their support for bullying prevention.

• Unity Day Proclamation

Show that your community cares by requesting a Unity Day proclamation to be signed by your local mayor. Check out page 8 for a sample Unity Day proclamation that can be sent to your mayor or governor to show your community's involvement in Unity Day.

• Community Fundraiser

Holding a fundraiser in your community is a great way to get others involved and raise money for bullying prevention. Ideas include selling orange baked goods or creating Unity Day t-shirts to sell. Consider donating the proceeds to your local school's bullying prevention efforts or to PACER's National Bullying Prevention Center.



Social Media

• Twitter Chat

Holding a Twitter Chat is a great way to get your online audience involved in the conversation around Unity Day. When hosting a Twitter chat, here are some considerations:

- **School District:** Consider inviting all the schools in your district to participate
- **Organization:** Involve community partners that also work with youth; for example, as a Girl Scout troop, consider inviting other troops in your area
- **Business:** Post a flyer in your business inviting community members to participate

When hosting a Twitter Chat, be sure to:

- Promote the Twitter Chat on your social media ahead of time, to ensure your audience is aware and able to join. It's also helpful to reach out directly to a few partners about participating, to ensure a baseline attendance and attract their audiences to the chat.
- Think about inviting a special guest to participate. This can help engagement and encourage people to join the conversation. For example, would your school district's superintendent consider joining or the leader of your organization?
- Plan ahead and create a series of questions for participants to respond to. Questions for a chat about Unity Day can include: 1) What does UNITY mean to you? 2) How are you participating in Unity Day? 3) What is one step you can take to help create a safe and supportive school environment for all students? Five to eight prepared questions will help get the conversation going.
- Choose a hashtag. Decide on a unique hashtag that can be used to find responses within the chat. Consider incorporating your school or organization name in the hashtag.
- Host the chat! Remind your audience a few minutes before that you are starting the Twitter Chat. Post your questions and make sure to number them (Q1, Q2, Q3, etc.) and include the hashtag. Your audience will respond with the corresponding numbers in front of their answer (A1, A2, A3, etc.). Respond to those engaging in the Twitter Chat, answer questions, and retweet your favorites!

• Facebook Live

Using Facebook Live is a great way to show others how your school, community, or business is taking part in Unity Day. Consider inviting a few students, staff, or community members to join in your Facebook Live to talk more about the event and what UNITY means to them.

• Share orange photos on social media using #UnityDay2020

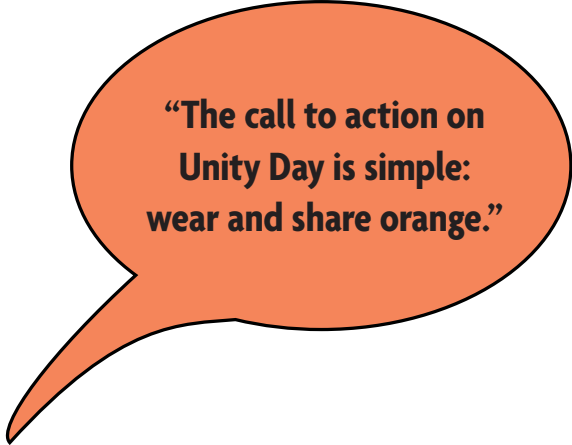
Add your Unity Day efforts to the larger conversation using #UnityDay2020. Share any photos of those wearing orange, your day-of events, and other Unity Day activities to Twitter, Instagram, or Facebook. This is also a great way to check out what others are doing around the country!




Key Messages and Talking Points

National Bullying Prevention Month and Unity Day Facts

- PACER created National Bullying Prevention Month in 2006 with a one-week event that has now evolved into a month-long effort that encourages everyone to take an active role in the bullying prevention movement. PACER offers a variety of resources to use during October—and throughout the year—to inspire, educate, and involve others in the movement and to prevent bullying where you live.
- PACER's signature event during October is Unity Day, held on the third or fourth Wednesday of October
- The call to action on Unity Day is simple: wear and share orange
- Unity Day is all about sending the supportive, universal message that bullying is never acceptable behavior. This is a time where we join together against bullying and unite for kindness, acceptance, and inclusion.



“The call to action on Unity Day is simple: wear and share orange.”



“Every child has the right to feel safe and supported.”

Bullying Prevention and Awareness Facts

- The time is now to recognize that bullying has gone on too long and too many have suffered as a result
 - More than one out of every five students will be bullied this year; chances are this is happening to someone you know and care about
 - Bullying is a community-wide issue that we can't continue to ignore or think of as a harmless rite of passage
 - Every child has the right to feel safe and supported
 - Bullying directly affects a student's ability to learn. Students who are bullied often do not want to go to school. They often have difficulty concentrating, show a decline in grades, and suffer from low self-esteem, self-confidence, and self-worth.
- Students who are bullied report more physical symptoms, such as headaches or stomachaches, and mental health issues, such as depression and anxiety, than other students
 - Bullying affects witnesses as well as targets. Witnesses often report feeling unsafe, helpless, and afraid that they will be the next target.
 - Students who bully can also be negatively affected, showing higher rates of physical and emotional health issues
 - Bullying is not only devastating while it's happening—research shows that the negative effects last a lifetime
 - Silence is no longer an acceptable response to bullying. Adults, students, and educators can no longer look away when they see bullying. Ignoring it won't work. Everyone needs to be empowered with options to respond.
 - Every person's actions matter and we all have a role to play. Create a world without bullying by uniting for kindness, acceptance, and inclusion.

Reach Out to Local Media

Reaching out to local media is a great way to spread the word about Unity Day and how your school, community, or business is taking action. Use the template below to contact your local newspapers, TV, or radio station about your Unity Day efforts!

Bullying affects more than one in every five students around the country. (Today / On October 21st), my (insert your name here: school/organization/community group) is showing that we are together against bullying by celebrating Unity Day. This is a featured event during National Bullying Prevention Month with a simple call to action: wear and share orange. Along with wearing orange, we are also (describe any additional activities you're doing: school rally, speakers, proclamations, etc.) to show that we care about safe and supportive communities for all students. We invite you to cover our event and help us spread the important message that, together, we can create a world without bullying! Unity Day is part of PACER's National Bullying Prevention Month. For information and resources, visit [PACER.org/bullying](https://www.pacer.org/bullying).

Sample Social Media Posts

Facebook or Instagram

- Today is Unity Day! We are wearing orange to show that we are together against bullying and united for kindness, acceptance, and inclusion. Together, we can make it orange and make it end! #UnityDay2020
- Why are we wearing orange today? For Unity Day! The color orange provides a powerful, visually compelling expression of solidarity for bullying prevention. By coming together and wearing orange, we hope to send a unified message to kids that they aren't alone. #UnityDay2020
- October is National Bullying Prevention Month and a featured event is Unity Day on Wed., October 21! These events were started by PACER's National Bullying Prevention Center. I'm wearing orange to show my support for bullying prevention and to unite for kindness, acceptance, and inclusion. #UnityDay2020
- UNITY DAY, sponsored by PACER's National Bullying Prevention Center, has a simple call to action—wear and share orange to support bullying prevention. This day provides a visual spotlight to the energy of National Bullying Prevention Month, focusing on kindness, acceptance, and inclusion. #UnityDay2020
- Show your support for bullying prevention by wearing orange and sharing the hashtag #UnityDay2020 on Wed., Oct. 21! Sponsored by PACER's National Bullying Prevention Center.

Twitter

- Show your support for students who experience bullying by wearing and sharing orange for Unity Day on Oct. 21st. This is a time to unite against bullying! #UnityDay2020
- Together Against Bullying, United for Kindness, Acceptance, and Inclusion. We are excited to be celebrating #UnityDay2020!
- Today, we are wearing orange to support #UnityDay2020. Join us to support bullying prevention!

Note: Many individuals personalize their posts with a response to a statement such as:

- "I'm wearing orange today because . . ." or
- "I support Unity Day, PACER's National Bullying Prevention Center, and the bullying prevention cause because . . ."
- #UnityDay2020

#UnityDay2020

Sample Unity Day Proclamation

To show your community the importance of Unity Day, why not get a proclamation from your city government? A proclamation is a document that declares certain periods of time (days, weeks, or months) in honor of an event or activity promoting health, welfare, or the heritage of the community (e.g., American Red Cross Month, Ride to Work Week, Arbor/Earth Day). Your city or town will usually have a request form you can fill out online and send in with relevant information about Unity Day and why it's celebrated. If there is no form, the sample below can be sent in with the request. Make sure to allow plenty of time for city staff to process the document if you want to show it at an assembly or other event. You can even send an image of your town's signed proclamation to bullying411@PACER.org for posting on our site. Find a sample proclamation request and format for Unity Day below:

PROCLAMATION

WHEREAS, our community is composed of people who are all different, yet all live, work, and reside together in our town,

WHEREAS, in the course of living and working together there is sometimes conflict and even behaviors like bullying that cause strife and hardship,

WHEREAS, many children and adolescents are affected by bullying annually, causing pain and health repercussions that can last for years,

WHEREAS, targets of bullying are more likely to acquire physical, emotional, and learning problems and students who are repeatedly bullied often fear such activities as riding the bus, going to school, and attending community activities,

WHEREAS, the presence of bullying in our community creates an environment that may hold our children back from being all they can be,

WHEREAS, research has shown that promoting and modeling the prosocial behaviors of kindness, acceptance of difference, and inclusion creates healthier communities for all people with fewer incidences of bullying; and

WHEREAS, coming together, united in our desire to create a healthier community for all,

NOW THEREFORE BE IT RESOLVED, that Mayor (name of Mayor) proclaims (date) as (name of city/town) Unity Day; and

BE IT FURTHER RESOLVED, that (name of city/town) schools, students, parents, recreation programs, religious institutions, and community organizations be encouraged to engage in Unity Day, bringing all citizens together to celebrate kindness, acceptance of difference, and inclusion to protect our town from bullying and create a healthier community.

