STUDENT TOOLKIT 2024

UP END HATE

UNITE. PREVENT. END HATE.

FOR MIDDLE & HIGH SCHOOLS

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ABOUT UP END HATE

WHO WE ARE

UP End Hate aims to educate young people about hate and hate-based violence while empowering them to be UPstanders. Equipped with knowledge and tools, youth have the power to prevent and end hate-based violence.

YOUTH ADVISORY COUNCIL

The UP End Hate Youth Advisory Council (YAC) helped make this project a reality and provided their support and expert knowledge from start to finish. The YAC is made up of youth of all ages from across the country who are passionate about putting an end to hate-based violence and want to make a difference in their communities.

COLLABORATORS

UP End Hate is an initiative of the Eradicate Hate Global Summit in partnership with Community Matters, The Reilly Group, and Moonshot.

ERADICATE HATE GLOBAL SUMMIT℠ · THE REILLY GROUP · moonshot

COMMUNITY MATTERS | Safe School Ambassadors®

Image 1: A boy is bullied by his peers.

THE PROBLEM

Hate-fueled violence is a growing concern, threatening the safety and inclusivity of communities across the United States. Schools and campuses are particularly vulnerable, with young people often facing bullying, harassment, and acts of hate that undermine their sense of belonging.
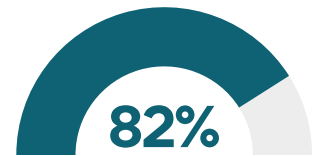
ATTACKS ARE PREVENTABLE *

94%
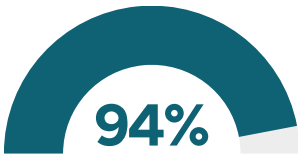
of people planning an attack on a school communicated their intentions to peers, adults, or online before the attack.

57%
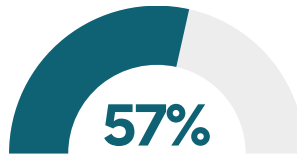
of people who committed a mass attack previously behaved in a way that caused someone to fear for their safety or the safety of others.

82%

of planned attacks on schools were prevented because someone spoke up when they heard or saw concerning communications.

THE SOLUTION = YOU!

Youth have the power to be a part of the solution. Young people like you see, hear, and know things that adults do not. You are tuned into the latest trends online and are the first to notice if a classmate is behaving strangely. By becoming upstanders — individuals who recognize, challenge, and prevent hate — you can help create safer, more inclusive schools where everyone feels like they belong.

Image 2: A girl attending a rally holds a sign saying, "We need a change."

*Sources: Mass Attacks in Public Spaces 2016 - 2022 and Averting Targeted School Violence

HOW TO USE THIS TOOLKIT

Image 3: Books on a shelf at a library.

WHAT IS THIS RESOURCE?

The UP End Hate Toolkit is designed for youth, by youth, to help you become an UPstander and take action against hate. Inside, you'll find an introduction of what you need to understand hate-fueled violence — like Hate 101, spotting warning signs, and navigating online spaces safely. For more in-depth information and resources, go the the website at www.upendhate.org. The toolkit empowers you to create change and build a movement in your community to stop hate before it starts.

PART 1: LEARN

To Up End Hate, you must first know the basics of what hate is and why it happens. Even more importantly, you should learn to recognize the warning signs that a peer might need extra support and know possible UPstander actions you can take. This toolkit provides an introduction to these topics. You can find lots more information on the **UP End Hate website.**

PART 2: PASS IT ON

Once you've learned about how to UP End Hate, help your friends and classmates learn, too! The toolkit provides you with resources and ideas for how to run your own UP End Hate campaign. We provide you with tips and templates for creating social media posts. We also give you pre-made flyers and banners that you can print and hang up. Finally, we list various ideas for in-person events at school to get your classmates involved. We've done the work of making the creative materials for you so that you can concentrate on spreading the word, both online and IRL (in real life)!

This toolkit is designed as a starting place for you to run your own UP End Hate campaigns. Feel free to adapt the ideas and materials in the toolkit and make them your own.

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GLOSSARY OF TERMS

Bullying: Repeated actions meant to hurt, scare, or control someone who seems weaker. This can happen in places like schools or online and usually involves a power imbalance.

Cyberbullying: Bullying that happens online, such as on social media or through messages. It includes harassment, threats, or embarrassing someone digitally.

Exposure (to hate): Seeing or experiencing hateful actions, words, or ideas, either in person or online. If someone sees hate over and over, it can start to seem normal and influence their thoughts or actions.

Grievance: A feeling of being treated unfairly or hurt. When not addressed properly, these feelings can make someone more likely to turn to hate.

Hate-based violence: When someone hurts others because they hate their race, religion, ethnicity, or identity. This can include physical attacks or other harmful actions meant to scare or harm certain groups.

Hate speech: Words meant to insult or spread hate toward people based on their identity, like their race, religion, or sexuality. Hate speech can lead to more serious acts of hate or violence.

Online hate: Hateful messages, images, or actions shared online that attack people for their race, religion, gender, or other traits. This includes hate speech and dehumanizing language.

Protective factor: Something that helps prevent a person from becoming hateful or doing harmful things. Examples include having a supportive community, learning empathy, and meeting people from different backgrounds.

Risk factor: Something that makes a person more vulnerable to developing hateful attitudes or take harmful actions. Examples include being isolated, seeing hateful ideas often, or having experienced past trauma.

Upstander: A person who speaks up and steps in to stop someone from being hurt. They step in to stop harmful behavior and work to make their community safe and welcoming.

Vulnerability: Being more likely to be harmed or influenced. People or groups who face unfair treatment or challenges are often more at risk of being targeted by hate.

TYPES OF HATE:

Ethnic or Racial

Hatred based on a person's skin color or cultural background

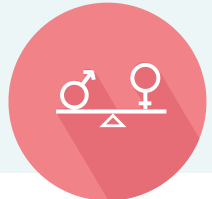## Religious

Hatred based on religious identity or practice

Gender-based

Hatred based on a person's gender identity

Homophobia

Hatred based on a person's sexual orientation

Misogyny

Hatred of women

Disability-based

Hatred against someone because of a disability

Political/ideological

Hatred towards others based on their political beliefs or ideologies

BECOME CERTIFIED

UP End Hate's **three-part mini course** takes approximately 30 minutes to complete. You'll learn what hate looks like, why it happens, and what you can do to upend it. You get a certificate at the end! Share your feedback on the modules using this form.

Image 4: A teenage girl works on her laptop.

TEST YOURSELF - SAFE OR SUS?

Don't feel like taking the full mini-course? No problem. You can still test your knowledge in the short "Safe or Sus" game on the UP End Hate **website**. Play with friends and test your knowledge together.

ASK YOURSELF - IS IT A JOKE?

Hate is sneaky and can often hide behind humor. You've probably seen someone make a "joke" that's just a mean comment. Throwing an "LOL" or a "haha" at the end of a statement does *not* make it any less harmful. Telling jokes is one way that bias and hateful ideas are reinforced and repeated.

If you're not sure if a joke is funny or hateful, ask yourself the following questions:
1. Do I feel kind of guilty for laughing at that joke?
2. Does this joke make fun of people getting seriously hurt?
3. Is this a joke about characteristics outside of someone's control (like skin color or disability?
4. Does this joke use stereotypes?
5. If a teacher heard this, would they think it's funny?
6. How would I feel if this joke was told about me?
7. How would the person we're joking about feel if they heard us?
8. Is this a joke about hurting or killing people because of their identity?
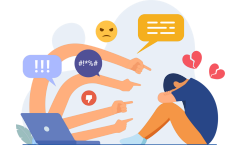
WARNING SIGNS

OF POTENTIAL HATE-BASED VIOLENCE

Talking about committing an attack or warning "don't come to school tomorrow"

Sudden negative changes in behavior

Making specific threats or expressing violent anger against a person, group, or place

Expressing acceptance of violence as a way to solve feeling wronged

Praising past hate-based violent events
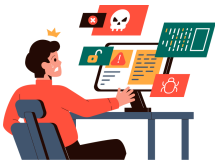
Communicating with hateful groups online

Associating with hateful groups in person

Sharing hate-based propaganda, memes, and song lyrics online or in person

Unexplained acquisition of weapons

Posting violent content, posing with weapons, or sharing a manifesto

Becoming isolated from family and friends; being increasingly secretive

Wearing or drawing symbols associated with hateful groups

Note: Some of these warning signs may be constitutionally protected if you live in the United States. For example, freedom of speech is protected by the 1st Amendment. The right to carry a gun is protected by the 2nd Amendment, with some age limits and other restrictions. Even though some of these warning signs are legally protected, that doesn't mean they aren't concerning. If a peer is showing one of these warning signs, especially if you've also recently noticed changes in their behavior, seek help from a trusted adult. You could be the positive difference in someone's life.

ACT AS AN UPSTANDER
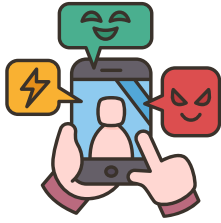
Learn what hate looks like offline & online

Talk to your friends

Talk to a trusted adult

Step in when your peers say or do something hateful

Support people who have experienced hate

Tell someone if you're worried

Call 911 if there is immediate danger

Join the UP End Hate community to take a stand against hate

UP END HATE

UNITE. PREVENT. END HATE.

It's time to launch your campaign! This section offers guidance on organizing, promoting, and growing your anti-hate campaign through social media and on-campus activities.

Use this section to make an impact, build a following, and create a safer, more inclusive school environment.

Image 5: A group of smiling teenagers links arms.

Campaign Launch Steps:

1. Create Your Campaign Blueprint: Follow step-by-step instructions to get your campaign off the ground. Learn how to set a timeline, pick your in-person activities, announce your initiative, build excitement, and promote consistent engagement.

2. Build Your Team: Learn how to assemble a group of passionate peers who will work together to organize and run the campaign effectively.

3. Create a Social Media Plan: Discover how to establish an engaging and impactful online presence for your campaign.

4. Host Schoolwide Activities: Engage your school community through interactive in-person activities designed to bring the campaign to life. Organize Chalk Walks with inspiring messages in busy areas, set up a Wall of Courage where students can pledge to be UPstanders, or run Hand Cutouts and Paper Chain Activities for everyone to share how they'll UP End Hate.

5. Grow Your Movement: Find strategies for increasing your campaign's reach. This section will help you expand your impact and encourage others to join the cause.

STEP 1: CAMPAIGN BLUEPRINT

It's time to create your campaign blueprint! This blueprint will be your structure for running the campaign. Following the blueprint will enable you to build a culture of courage, curiosity, and kindness.

A. Set a Campaign Date
Campaigns should be 2 weeks in duration.

Start Date: _____

End Date: _____

B. Create your social media posts and timeline
Social Media team follows the UP End Hate Campaign Social Media Checklist on **Step 3**.

C. Morning Announcements
Content Creators team up to review scripted morning announcements and make any changes needed. Create a schedule for sharing the morning announcements throughout the two-week campaign.

D. Select the Schoolwide Activity
Pick one of the 4 activities in **Step 4** to include your whole school in the UP End Hate campaign. Detailed instructions for each activity are included at the end of the toolkit.
Next, pick the dates for the activity.

☐   **UPstander Pledge**   ☐   **Wall of Courage**

☐   **Chalk Walk**   ☐   **Paper/Hand Chains**

Start Date: _____

End Date: _____

E. Pick Locations for Posters and Stickers
There are 6 main posters and 2 supplemental posters for the campaign. Choose key spots in the school to hang your poster. Decide when/where/who will distribute campaign stickers.

Poster locations: _____

_____

_____

_____

STEP 2: CAMPAIGN TEAM

Identify Roles: Identify who will be responsible for each role. Refer to the definitions and responsibilities at the bottom of this page for each role so that everyone understands their role as a UPStander Team member!

| Campaign Lead(s)	Social Media Team	Content Creator(s)	Outreach Coordinator(s)

Campaign Lead(s)

The person in charge of the entire campaign. They make big decisions, keep everyone on track, and make sure the campaign runs smoothly. Think of them as the team's captain!

Social Media Team:

The people who handle the campaign's social media posts. They post content, reply to messages, and make sure the campaign looks professional and active online.
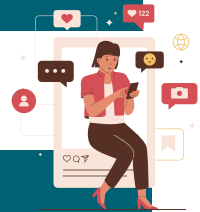
Content Creators:

The creative team! These are the people who post flyers, make videos, share morning announcements, and create all the visuals and materials that get shared at events.

Outreach Coordinators:

The connectors. They build relationships with other students, clubs, and organizations, helping to spread the word and get more people involved in the campaign.

STEP 3: SOCIAL MEDIA PLAN

UP End Hate Campaign Social Media Checklist

This checklist is the foundation of your campaign's digital identity. By following it, you'll build an engaging online presence that reflects the UP End Hate mission. Use the checklist to ensure consistency, align with the larger UP End Hate movement, and make a meaningful, sustained impact online and on your campus!

1. Talk to your administration
- ☐ Ask your school if you can "take over" the social media platforms for the campaign period.
- ☐ Identify the point person to send graphics and text for them to post.

2. Set a Posting Schedule
- ☐ Weekly Goal: Post 2–3 times per week.
- ☐ Monthly Goal: Ensure at least 6 posts.
- ☐ Timing: Post during high-engagement times (lunchtime, club meetings, early evening).

3. Prepare Campaign Messaging
- ☐ Use pre-made graphics and captions from the UP End Hate social media kit.
- ☐ Update to include your school's name and/or mascot.
- ☐ Send all posts and a posting timeline to your school's social media point person.

4. Plan Extra Content Ideas *(Optional)*

Storytelling:
Share student and community leader stories about kindness, inclusion, or overcoming hate.
Example: "Meet [Name], a committed UPstander of [School/Community Organization Name]."

Spotlight Community Members:
Highlight teachers, staff, or students contributing to inclusivity.

Promote Events:
Post reminders and highlights of schoolwide activities. Include engaging photos or videos.

Share Campus Resources:
Highlight mental health services and organizations helping youth.

Inspirational Content:
Post quotes aligned with the campaign: "Be kind. Be curious. Be courageous."
Share stats or facts about hate prevention and its importance in your school community

Interactive Content:
Polls or Q&A: "What does kindness mean to you?"
Challenges: "Tag a friend who's an UPstander and spread the love!"

SOCIAL MEDIA TEMPLATES

[SCHOOL NAME] is joining a nationwide campaign to UP End Hate! We are committed to protecting our school community from hate-based violence by being kind, curious, and courageous. Follow us for the next 2 weeks to learn how you can be kind, curious, and courageous, too!
Learn more at www.upendhate.org. #UPEndHate #Upstander #EradicateHate #SafeSchoolAmbassadors #KindCuriousCourageous

Be Kind! It's simple and starts with you. Reach out to new people. Say hello to the first 10 people you see in the hallways. Include someone new in an activity or check-in on a friend. How can you be kind today?
Learn more at www.upendhate.org #UPEndHate #Upstander #EradicateHate #SafeSchoolAmbassadors #KindCuriousCourageous #kindnessmatters

Be Curious! Words have power - use them wisely. Think first, post second. Remember, there are real people behind the screens, and your actions online are just as meaningful as those in real life.
Learn more at www.upendhate.org #UPEndHate #Upstander #EradicateHate #SafeSchoolAmbassadors #KindCuriousCourageous #curiositymatters

Be Curious! Learn the warning signs that a classmate might need extra support. Are they feeling isolated, wronged, or hopeless?
Learn more at www.upendhate.org #UPEndHate #Upstander #EradicateHate #SafeSchoolAmbassadors #KindCuriousCourageous #curiositymatters

Be Courageous! Courage starts with you. When you notice hateful words or actions, don't stay silent - speak up. Whether online or in person, your voice can interrupt hate and make a difference.
Learn more at www.upendhate.org #UPEndHate #Upstander #EradicateHate #SafeSchoolAmbassadors #KindCuriousCourageous #couragematters

Be Courageous! You are never alone and you should not handle hate by yourself. There are many people who can help you. Talk to a friend or a trusted adult in your life.
Learn more at www.upendhate.org #UPEndHate #Upstander #EradicateHate #SafeSchoolAmbassadors #KindCuriousCourageous #couragematters

All images and captions are available for download here. 13

MORNING ANNOUNCEMENTS

Morning announcements are a great time to share information with the entire school. We've written a script for two weeks of announcements for you! Feel free to repurpose the scripts to create more of your own social media posts.

Day 1: Over the next two weeks, we are going to be talking about ways we can all UP End Hate. UP End Hate is a national campaign for students that gives us the tools to create safer, more inclusive schools. We each have the power to be an UPstander and stand up to hate when we see it, whether that's in the school hallways or online. Each day, we'll be sharing one thing you can do to be an UPstander. Today, to be an UPstander, start by being kind. Today, say 'hello' to the first ten people you see. That can include saying hi to teachers, staff, and maybe even students you don't know. Just wave, smile, and say 'good morning!' It's that simple. You just might end up making someone's day! Visit www.upendhate.org to learn more.

Day 2: Welcome back to UP End Hate Week 1! Today's tip on how to be an UPstander focuses again on being kind. Today, check in on a friend and as them how they are doing. Like, how are they *really* doing? And then, most importantly, listen carefully and actively to their answer. When you ask someone how they are doing, don't automatically accept their answer if they say, "good," or "fine." They might really be fine! But if they don't seem ok, let the person know that it's ok to not always be ok! And if someone doesn't want to talk about how they are feeling, don't force them to. However someone is feeling today, accept and honor their feelings. It's likely that person will feel seen and appreciated. Visit www.upendhate.org to learn more.

Day 3: We're here with more UPstander tips as part of UP End Hate Week 1! To be an UPstander, you not only need to be kind, but you also need to be curious. Here's today's tip for how to be curious. Hate is sneaky. It often hides in plain sight, like in jokes and "funny" memes. When you hear a joke or see something online that makes fun of someone's identity, stop and ask yourself, is this actually a joke? Or is it a mean comment *disguised* as a joke? To stand up to hate, you have to first recognize it. And when it comes to stuff online, you definitely want to avoid passing on hateful messages. Always think first, post second. Visit www.upendhate.org to learn more.

Day 4: Happy Thursday! Today's UPstander tip is about being curious, this time in online spaces. Today, when you are on your phone or your laptop and you see a post, ask yourself - who is behind the screen? It's easier to say hateful things to someone when you don't see them face-to-face. It's extra easy if your identity is anonymous online. But remember there are real people behind those screens and the posts that you see. Remember, online is IRL. We'll be back tomorrow for our final UPstander tip of the week. Visit www.upendhate.org to learn more.

Day 5: Welcome back to UP End Hate Week 1! We're coming at you with another UPStander Tip of the Day. Today, we're focusing again on being curious by learning about a few of the warning signs that a classmate might need some extra support. Ask yourself, Has this person been acting differently lately? Do they seem lonely? Being curious means paying attention to changes in words and behavior. If these changes are unusual or concerning, they could be a sign that your classmate needs help. Stay tuned next week for more UPstander tips. Visit www.upendhate.org to learn more.

Day 6: It's Week 2 of UP End Hate! We're starting off this week where we left off last week - on being curious. To be an UPstander, you need to learn about warning signs of when to seek help for your peers. One warning sign is when someone believes that unfairness can be fixed with violence. This is extra true for violence against a specific group of people. It's perfectly normal to be annoyed or angry when you feel you've been treated unfairly. After all, the world isn't always fair! But it's *not* ok to channel those feelings into acts of aggression towards one person or an entire group. That's how hate becomes violent. Join us tomorrow for our next UPStander tip. Visit www.upendhate.org to learn more.

Day 7: Good morning! We're back with another UPstander tip. So far we've learned that to UP End Hate, we have to be kind and we have to be curious. Last but not least, we have to be courageous. Hate is a hard subject to talk about. It's even harder to stand up to our friends when they say, share, or post something unkind. But being an UPstander means having the courage to start tough conversations. Today, if you hear a classmate say something mean, have the courage to say, "Hey, that's not cool!" or "We don't say things like that around here." For more tips on how to start the conversation, visit www.upendhate.org.

Day 8: Our UPstander tip of the day focuses again on being courageous. Did you know that 82% of planned attacks on schools were prevented because someone spoke up when they heard or saw something concerning? Ordinary students saved lives by being brave enough to speak up. Today's tip — think of one trusted adult that you could go to if you ever needed to get help for yourself or a classmate. This could be a teacher, a coach, a janitor. It doesn't even have to be an adult at this school. Don't say it aloud, but say it in your head. If you're ever worried about a classmate, go to this trusted adult. You're getting help, not getting someone in trouble! Visit www.upendhate.org to learn more.

Day 9: Hi everyone! Today we have one more UPstander tip about being courageous. If you're ever flown on an airplane, the flight attendants always tell you before take off that, in the event of an emergency, put on your own oxygen mask before you assist others. People who are generous and empathetic often end up putting others' needs before their own. Their intentions are good, but eventually they often burn out and their mental health suffers. It takes courage to know when to step back and take care of yourself first. Today's tip of the day is to pick one thing you can do to take care of yourself. Maybe that's going to bed an hour earlier so your body gets more rest. Maybe that's spending 10 minutes outside in nature. Maybe it's choosing something healthy to eat for lunch to fuel your body. It can be super small and simple! Taking care of yourself will help you to take better care of those around you. For more tips on mental health and taking care of yourself, visit www.upendhate.org.

Day 10: Happy Friday! We've made it to the final day of our UP End Hate school campaign! Every morning over the last two weeks, we've shared tips for how to be an UPstander. Remember, to be an UPstander you must be kind, be curious, and be courageous. We each have the power to be UPstanders and recognize, challenge, and prevent hate. Together, we can make sure our school is a safe, inclusive place where everyone feels like they belong. Thanks for joining us these past two weeks! To keep learning more about ways to be an UPstander and UP End Hate, visit www.upendhate.org.

The full script is available for download here.

Image 6: A hand holds up a megaphone next to the UP End Hate campaign logo.

STEP 4: SCHOOLWIDE ACTIVITIES

These activities are designed to spark conversation, inspire action, and build a culture of kindness, curiosity, and courage. **Pick at least 1** schoolwide activity for your campaign. By engaging your peers, you'll inspire your school to join the movement and build a culture of courage, curiosity, and kindness.

You've got this—let's UP End Hate! Here's how you can bring the UP End Hate campaign to life at your school.

A. The UPstander Pledge
Pledge Statement: "I pledge to be an UPstander. I will help upend hate in my community by being kind, being curious, and being courageous."
Gather as many pledges as you can through one of these options
- Print out or create a banner, hang it in a public space and have students sign it.
- Make a Google form for students to take the pledge.
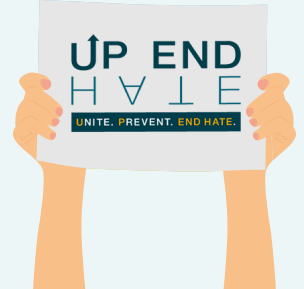- Post the pledge on social media to reach as many students as you can.

B. Chalk Walk
Use chalk to write uplifting messages around campus like:
- "Be an UPStander."
- "Be kind. Be curious. Be courageous."
- "Online is IRL. Stop the hate."

C. Wall of Courage
Create a wall where students can sign pledges or post messages about standing up against hate.

D. Interactive Activities
Hand Cutouts: Write messages of kindness on cutouts to display.
Paper Chains: Create chains with written commitments to kindness and inclusivity.

E. Plan a School Assembly
Invite a speaker from your community who embodies an UPStander!
- The community member can talk about the importance of kindness and inclusion.
- The community member can talk about being kind, curious, and courageous.
  - Refer back to the "How to Be an UPStander" flyer in toolkit that came after the "Ways You Can UP End hate."

TIPS FOR SCHOOL ACTIVITIES

Hosting school events is a powerful way to bring the UP End Hate campaign to life and promote its message of **kindness, curiosity, and courage** within your community. Events engage students, staff, and families in meaningful, interactive ways that make the campaign visible and impactful. School events like chalk walks, a wall of courage hand cutouts, and paper chains are interactive, inclusive activities that can encourage your school community to **UP End Hate** with your team! Here are some helpful tips and instructions to make your school events successful.

1. **Visibility Matters:**
   - Promote your event by placing posters and flyers at eye level in bathroom stalls.
   - Set up event stations in high-traffic areas like hallways, lunchrooms, or entrances to maximize participation.
2. **Timing is Key:**
   - Plan events to coincide with school assemblies, sports games, or other gatherings to reach a larger audience.
3. **Seek Permissions:**
   - Work with school administrators to ensure all activities align with school policies and are scheduled in approved locations.
4. **Promote Through Social Media:**
   - Use your school's UP End Hate social media page to post event details, countdowns, and live updates. Encourage students to share posts and tag @upendhate to amplify the campaign's reach.
5. **Plan and Prepare:**
   - Using the detailed checklist for in-person activities use it for each event and include materials, volunteers, and roles to keep planning and execution organized.
6. **Engage and Celebrate:**
   - Share updates and photos of the event planning process to build excitement and spotlight participation efforts online. Be sure to post pictures of the event, especially of the finished product!

TIPS FOR SUCCESSFUL SCHOOL EVENTS

By hosting creative and well-planned school events and promoting them effectively both in person and online, you can inspire your peers to become **UPstanders** and make your campus a kinder, more inclusive space for everyone.

TAKE THE PLEDGE

Encourage students to take the UPstander Pledge. Download and print the pre-made banner and ask students sign it, or create your own signable banner. Either way, hang the banner in a frequently visited space at your school, such as the cafeteria, the gym, or the school entryway. That way, people are reminded every day of the pledge they took.

"I PLEDGE TO BE AN UPSTANDER. I WILL HELP UPEND HATE IN MY COMMUNITY BY BEING KIND, BEING CURIOUS, AND BEING COURAGEOUS.

UP END
H∀⊥E
UNITE. PREVENT. END HATE.

Pledge Banner: Available for download <u>here</u>.

STICKERS AND SWAG

Everybody loves stickers and swag! You can download the pre-made sticker templates and print them out on sticker paper. These templates can also be used to create popular swag items to hand out, like pens, water bottles, and t-shirts. These are great to include at an all-school assembly or if you set up an information table. Need money to order the swag? Try asking your school or PTA if there are funds available for a student-led project. Local businesses often love to sponsor students' projects, too.

Sticker Templates: Available for download <u>here</u>.

HOST A CHALK WALK

A Chalk Walk is an impactful and creative way to spread positive messages across your school campus. By using chalk to write inspiring words and campaign slogans, you can engage your peers and draw attention to the movement.

Chalk marketing—a low-cost, eco-friendly strategy. This strategy works because it is unexpected, creative, and encourages curiosity.

1. Plan Your Chalk Walk
- Choose a High-Traffic Area: Select spots where students pass by frequently, such as walkways, entrances, or near the cafeteria. By placing messages in high-traffic areas, you can naturally draw attention to the campaign and engage more people.
- Obtain Permission: Check with school administrators to ensure chalking is allowed in your chosen locations.

2. Gather Your Materials:
- Sidewalk chalk in multiple colors
- Stencils (optional, for more precise designs)
- Cleaning tools for mistakes or adjustments (e.g., wet cloths)

3. Write Your Messages
- Focus on short, impactful phrases related to the UP End Hate Campaign:
  - "UPEnd Hate – Kindness Matters."
  - "Be Kind. Be Curious. Be Courageous."
  - "Together, We Can UPEnd Hate!"
  - **Pro Tip:** Keep your messages short, bright, and legible so they're easy to read as people walk by.
- Add visual elements like hearts, stars, or the school logo to make the messages eye-catching and positive.
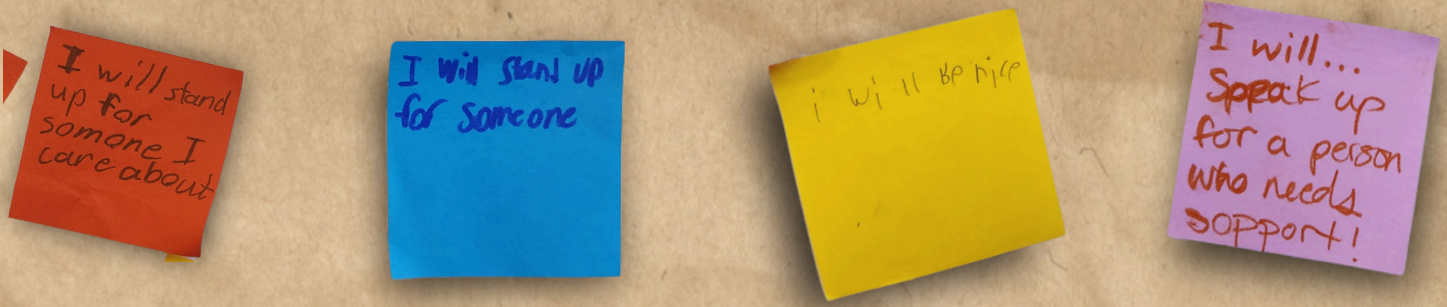
4. Promote on Social Media
- Take Photos or Videos:
  - Capture students writing messages or walking through the chalk art.
- Post Content:
  - Share visuals on Instagram, TikTok, or Twitter with captions like:
    - "Spreading kindness and positivity one step at a time! 🌟 #UPEndHate #ChalkWalk"

5. Clean-Up Plan
- Don't forget to plan for clean-up after the campaign period!

A Wall of Courage is a way for each student in your school to make a personal pledge to be kind, curious, and courageous. The wall should be posted in a public space and students encouraged to make their personal pledges during an assembly or during morning announcements.

Materials:
- Large piece of butcher paper with "Wall of Courage" written or painted on it.
- Post-it notes (multi-colored) or colored markers for students to write their pledges.

Creating the Wall:
- Students are encouraged to write down one thing they will do from now on to stand up and speak up to prevent and/or stop hate. Ask students to share how they will be kind, curious, and/or courageous.

Managing the Wall:
- Throughout the campaign period, have student volunteers **remove** any Post-Its that may be **inappropriate or unfriendly** during high-volume times (school breaks, lunch, and immediately after-school).
- If you have created multiple stations at your school for students to write on Post-Its, collect them up at the end of the each day. Assemble all of the sheets into one or two big "Walls of Courage" that can be displayed in a visible spot in the school.

HAND CUTOUTS & PAPER CHAINS

Hand cutouts and paper chains are an engaging and visually striking way to promote the UP End Hate message. Through student collaboration, you can inspire a sense of community and shared responsibility for kindness, curiosity, and courage. Follow these steps to bring this idea to life:

1. Gather Your Materials
- Colored construction paper (variety of colors).
- Scissors.
- Markers, pens, or crayons.
- Tape, glue, or stapler for assembling the chains.
- Optional: Stickers, glitter, or other decorative items.

2. Create the Hand Cutouts
- **Trace and Cut Out Hands**
  - Provide students with paper to trace their hand outlines. Cut out the traced hands as neatly as possible.
- **Write a Message**
  - On each hand cutout, students can write the pledge, one way they will be an UPstander today, or words of encouragement. Encourage students to personalize their handprints with drawings, doodles, or meaningful designs.
  - **Example phrases:** "I pledge to be an UPstander." "Be Kind. Be Curious. Be Courageous." "Together, we can UP End Hate."

3. Assemble: You can either link the hands together or create a separate paper chain.
- **Paper Chain:** connect different color paper strips by stapling, taping, or gluing them together
- **Hand Chain:** connect the hand cutouts by stapling, taping, or gluing them together

4. Display: Hang the paper chain or hands in a prominent location, such as the school entrance, hallway, or gymnasium.

5. Promote Engagement
- **Host a Creation Station:** Set up a table during lunch or after school with all required materials for students to participate.
- **Incorporate in Events:** Consider using the chain as part of a Wall of Courage or school assembly.
- **Encourage Collaboration:** Aim for participation from as many students as you can!

6. Promote on Social Media
- **Take Photos or Videos:** Capture moments of students creating hand cutouts, assembling the chain, and collaborating.
- **Post Content:**
  - **Share visuals with captions like:** "Hands together for kindness! ✋ Join our #UPEndHate movement. #BeAnUPstander"

POSTERS AND FLYERS

Posters are a vital component of your UP End Hate Campaign! Hang these in places where people are likely to see them, for example, bulletin boards, main doors, at the lunch line, and even in bathroom stalls. There are 6 main campaign posters and 2 supplementals.

Download and print our pre-made posters, or make your own!
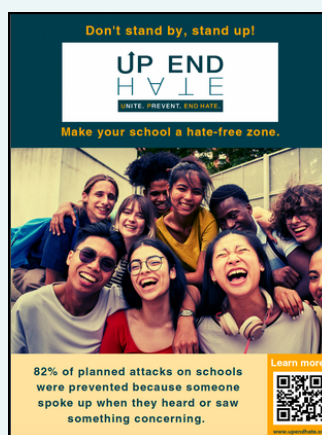
Posters & Flyers: Available for download here.

START A SCHOOL CLUB

Image 6: A group of girls smiles for the camera.

To **sustain** UP End Hate on your campus, consider starting a UP End Hate Club to create a **lasting impact** and **inspire others** to join the movement. Here are some **tips** and **suggestions** to consider during the process! Begin by researching **your school's process** for starting a club, including the approval steps, required signatures, and alignment with school policies. Build a team of **passionate** peers and find a faculty advisor to guide your efforts.

Secure funding through your school or fundraisers to support events, activities, and community service projects. **Promote** your club through posters, flyers, and social media to **recruit** members and **raise awareness**, highlighting the benefits of joining, like earning volunteer hours and building leadership skills. To **boost** engagement, consider creating and distributing UP End Hate-themed **merchandise**, such as stickers or shirts. By following these tips, you can sustain **the movement** and forever make a difference on your campus. By leading with these values, your club can serve as a **powerful example** of how to **actively stand up to hate** and **promote inclusivity**. Together, you can inspire your peers to be UPstanders by embodying **kindness, curiosity, and courage** in everything you do.

PARTNER WITH EXISTING ORGS

Many organizations exist to support students in creating safer, more inclusive school environments. Partnering with one of these organizations could help keep the positive momentum going while providing structure and support from nationally recognized organizations. Programs such as **Invent2Prevent** empower students like you to find creative ways to upend hate. Find more potential programs **here**.

FOLLOW US ON IG

Stay up to date on the latest news and research. Learn more tips for being an UPstander. Connect with members of the UP End Hate Youth Advisory Council. Tag **@upendhate** in your school awareness campaign posts to link to a national movement.
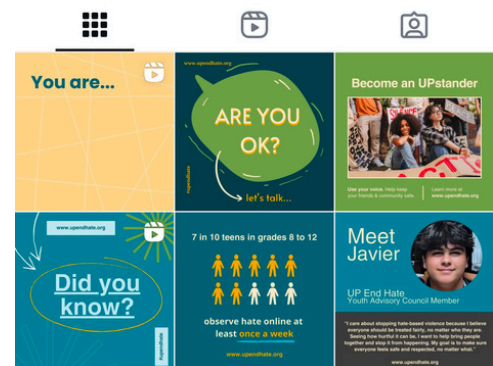

Image 7: A screenshot of social media posts on the UP End Hate Instagram account.

CONCLUSION

Every action you take as an upstander contributes to building safer, more inclusive communities where everyone feels values. This **UP End Hate Toolkit** is just the beginning - it's a resource to help you learn, act, and inspire change. When you choose to stand up to hate and empower others to do the same, you become part of a nationwide movement driven by kindness, curiosity, and courage.

Now it's your turn: take what you've learned, use the tools provided in this Toolkit, and start creating a positive impact in your school, online, and beyond. Let's UP End Hate — together!

Image 8: A young person holds up their hand to indicate, "Stop!"

www.upendhate.org