



HOW TO LEAD NO NAME-CALLING WEEK ORGANIZING

Founded in 2004 with Simon & Schuster Children’s Publishing, and evaluated by GLSEN research, No Name-Calling Week was inspired by James Howe’s novel *The Misfits* about students who, after experiencing name-calling, run for student council on a No Name-Calling platform.

The week is rooted in the idea of #KindnessInAction – not merely recognizing the importance of kindness, but actively adding kindness into our every action.



1. REGISTER YOUR PARTICIPATION

- First 2,000 registrants will receive free No Name Calling Week Swag. Register here <https://www.studentorganizing.org/nncw/>.
- Follow GLSEN on Facebook, Twitter, and Instagram for campaign updates.



2. FIND SUPPORT

- Schedule a meeting to find out who wants to participate, invite GSAs and other student organizing clubs to join and collaborate on the event!
- Ask supportive teachers to get involved and share the [Educator Guide](#) so they can plan lessons and participate.
- Inform your school administration, that you will be participating and ask for their support.



3. MAKE A PLAN

- Check out this [No Name-Calling Week Activities](#) resource for ideas on how to disrupt bullying at your school.
- Hold a planning meeting with other students participating this year.
- Set group goals for your No Name-Calling Week. Ask yourselves, what do you want to accomplish this year? (Example: hosting an event or [Creative Expressions](#) exhibit)
- What is your call to action for your school? (example: Engage in #KindnessInAction that promotes positive support for your peers such as an affirmation post-it wall)
- How many students or teachers do you hope will get involved?
- How is your group going to involve other students and educators throughout the week?
- Decide roles within the group to delegate responsibilities such as getting permission to hang posters, making the materials, tabling, or scheduling the event venue.

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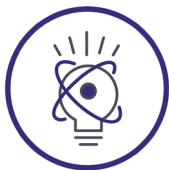
4. NO NAME-CALLING WEEK ACTIVITY IDEAS

- Show you're against name-calling by sharing the names you want to be called with this [selfie sign!](#)
- Ask your classmates to take the [Celebrate Kindness](#) pledge.
- [Be An Ally-Not A Bystander](#) activity.
- Set up a table during lunch to promote No Name Calling Week with engaging activities, information explaining why you are doing this, and plug your GSA meetings and recruit folks to join. Share this [Reading List](#) resource!
- Pass a [proclamation](#) in your area.
- Host a screening of LGBTQ-themed films with your GSA, colleagues, administrators, or families. GLSEN is offering free streaming for registrants from January 15-31st, 2019:
 - Youth and Gender Media Project [I'm Just Anneke](#) and [The Family Journey](#).
 - GroundSpark's Respect for All Films.
 - Carrie Hawk's [Black Enuf*](#).
- [Creative Expressions](#) is an opportunity to engage artists and display different forms of art that relates to the LGBTQ community and No Name Calling Week.
- Participate in No Name-Calling Week lesson plans.



5. PROMOTE, PROMOTE, PROMOTE

- Put your advertising plan into action, and hang up posters, distribute flyers, make announcements, table, and use other ways to share the news!
- If you're planning a No Name-Calling Week event make sure to include that in your advertising.
- Share your stories online by using the hashtag #KindnessInAction on social media to connect with other student organizers.



6. REFLECT AND EVALUATE

- No two No Name-Calling Week events or planning is exactly the same; yours should fit your school and how you feel comfortable participating.
- Big or small, #KindnessInAction is a step towards inclusive schools for LGBTQ students.
- Contact GLSEN if you need any help at students@glsen.org.