

# HOW TO LEAD NO NAME-CALLING WEEK ORGANIZING



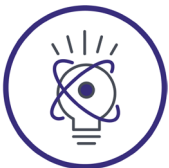
## 1. REGISTER YOUR PARTICIPATION

- Tell us that you are participating at [www.glsen.org/nncw](http://www.glsen.org/nncw).
- Follow GLSEN on Facebook, Twitter, and Instagram for campaign updates.



## 2. FIND SUPPORT

- Encourage your peers to participate in No Name-Calling Week by hanging up flyers, holding an open GSA meeting as a No Name-Calling Week info session, or simply by telling others.
- Locate teachers, like your GSA advisor or other teachers who are supportive of LGBTQ students, who can help you plan and support you throughout the process. Make sure to ask them first if they would like to get involved.
- Inform your school administration that you will be participating and ask for their support.



## 3. INFORM EDUCATORS

- Share the [No Name-Calling Week Educator Guide](#) with supportive teachers and administration.
- Look at the lesson plans on [www.glsen.org/nncw](http://www.glsen.org/nncw) and share activities with your educators that you would like to see throughout the week.



## 4. MAKE A PLAN

- Check out the [No Name-Calling Week Activities in Schools Across the Country](#) for ideas on how to plan for the week.
- 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? (Examples: reduce harmful language that other students use in your schools, training for educators on how to interrupt harmful language) If you plan on asking administration to adopt a policy or



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implement supportive structures, remember to prepare by reading through [GLSEN's Quick Guide to Meeting with Decision Makers](#).

- How many students or teachers do you hope will get involved in the week?
- How is your group going to involve other students and educators throughout the week?
- Decide how you will advertise what you are planning (posters, distribute flyers, post on social media, make morning announcements) and gather the supplies/resources you will need and write out a plan to put it into action.
- Decide roles within the group to delegate responsibilities such as getting permission to hang posters, making the materials, tabling, or scheduling the event venue.



## 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 are 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.
- If you are hosting a community event /or/ event open to the community during No Name-Calling Week email us the information at [students@glsen.org](mailto:students@glsen.org) so that we can promote it.



## 6. PARTICIPATE IN NO NAME-CALLING WEEK

- Post a selfie with the [No Name-Calling Week "I Am" Signage](#).
- Set up a table for students and educators to learn about No Name-Calling Week, with signage and information about your GSA.
- Create a Creative Expressions Exhibit in your school.
- Share how you are putting #KindnessInAction in your school.
- Participate in No Name-Calling Week lesson plans.



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## 7. REFLECT AND EVALUATE

Once the campaign is complete, it is important to discuss as a group how it went. Record your answers to capture the information to use in next year's planning. Use these five questions to kick off the conversation:

- How did participants feel about it?
- How did your school community respond?
- What organizing methods were successful?
- What would you like to change to make next year better?
- Who would like to lead the organizing next year, what time do you want to start organizing, and what things from this year would you like to make sure happens again?

## THINGS TO REMEMBER

- No two No Name-Calling Week events or planning is exactly the same; yours should fit your school and how you feel comfortable participating.
- Above all, make sure that you are safe.
- Contact GLSEN if you need any help at [students@glsen.org](mailto:students@glsen.org).