



## 2021 ENDORSER GUIDE

GLSEN's [No Name-Calling Week](#), January 18-22th, 2021 is a week organized by K-12 educators and students to end name-calling and bullying in schools. This week disrupts anti-LGBTQ harassment and provides an opportunity for LGBTQ+ youth to share what they want to be called.

This year as the week coincides with the inauguration of Joe Biden as the next president of the United States our focus for NNCW this year is on LGBTQ+ Student Safety, and using the hashtag **#safetoBE**. GLSEN will share free lessons, activity ideas, and opportunities for virtual connection to NNCW participants. Join thousands of others who have pledged to make sure all LGBTQ+ youth feel safe, seen, and celebrated this January.

Partners play a critical role in [pledging to join our call against name-calling, bullying and harassment](#), particularly for marginalized youth.

In this guide, you'll find:

1. Actions you can take
2. Sample Social Language

You're joining an incredible group of organizations working to create kinder and more just schools and communities.

Thank you for all that you do to support safe and inclusive schools for all! If you have questions or want to share how you participated, you can reach out to GLSEN's Education Manager, Becca Mui at [becca.mui@glsen.org](mailto:becca.mui@glsen.org).

### HERE'S HOW YOU AND YOUR EMPLOYEE RESOURCE GROUP CAN HELP:

- **Pledge!** Take the NNCW pledge to show support for GLSEN's campaign and to receive resources and updates for how to participate this January.
- **Support.** Make a donation at [glsen.org/support](https://glsen.org/support) to fuel GLSEN's programs like No Name-Calling Week. A gift of \$15 could provide an educator a Safe Space Kit, our toolkit for actionable allyship for LGBTQ+ students. You can also find out if your company has a matching gift program!
- **Get Involved.** Go to [www.glsen.org/chapters](https://www.glsen.org/chapters) to see if there is a local Chapter near you.
- **Spread the Word.** Share on Facebook and other social media platforms about No Name-Calling Week to encourage students, educators, and families in your networks to take the pledge!



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### HOW YOUR ORGANIZATION CAN ENCOURAGE PARTICIPATION IN THOSE ACTIONS ONLINE

Share our [NNCW Graphics](#) on your social platforms to spread awareness about the week. Encourage your followers to take our pledge to ensure that all LGBTQ+ students feel safe, seen, and celebrated this January. Be sure to tag us @GLSEN and use the hashtag #SafeToBe.

### IN A NEWSLETTER

GLSEN's [No Name-Calling Week](#), January 18-22nd, 2021 is a week organized by K-12 educators and students to end name-calling and bias-based bullying in schools. Focused on acts of kindness, this week disrupts anti-LGBTQ harassment and provides an opportunity for LGBTQ+ youth to share what they want to be called. Take the pledge to show your support and learn more about how to join this call to action.