



Community Campaign Toolkit

A practical guide for neighbourhoods, associations, cultural groups, faith communities, clubs, municipalities and local campaign teams.

Purpose of this toolkit

This toolkit helps your community organize simple, visible and measurable local participation in the Black Ribbon Campaign. Use it to invite people to take the pledge, wear the Black Ribbon, order or distribute ribbons, share approved photos and bring others into the campaign.

ENGAGEMENT / PLEDGE

“I pledge to wear the Black Ribbon as a symbol of unity, strength, and solidarity in the fight against racism, and intolerance.”

What your community can do

- Run a local pledge drive using the campaign pledge QR code.
- Order ribbons or organize a local ribbon distribution point.
- Host a booth, meeting, community activity or short presentation.
- Invite local schools, workplaces, organizations and community groups to participate.
- Share approved photos and stories of people wearing the Black Ribbon.
- Use your tracked links and QR codes so local participation can be measured.

Suggested community team

Community Lead	Coordinates schedule, partners and follow-up.
Ribbon Lead	Manages orders, distribution and quantities.
Outreach Lead	Invites local groups and coordinates communications.
Media / Photo Lead	Manages photos, consent and community stories.
Volunteers	Help with the booth, QR codes, ribbons and welcoming participants.



7-day community launch plan

1. Day 1: Name the lead, set your goal and confirm the local venue or community network.
2. Day 2: Share the pledge link and QR code with local partners.
3. Day 3: Order the ribbons you need or confirm the distribution plan.
4. Day 4: Publish the community announcement and send the partner invitation.
5. Day 5: Confirm volunteers, signage, QR codes and materials.
6. Day 6: Run the activation, collect pledges and distribute ribbons.
7. Day 7: Thank participants, submit approved photos and record your results.

At your booth or activation

- Display the “Take the Pledge” QR on a tablet, phone or sign.
- Display the separate “Order a Black Ribbon” QR.
- Keep ribbon stock, printed materials and volunteers clearly organized.
- Never publish private volunteer or participant contact information.
- Get consent before submitting photos to the public campaign gallery.

Ready-to-use community message

MESSAGE

Our community is joining the Black Ribbon Campaign. We invite residents, families, groups, schools, workplaces and organizations to wear the Black Ribbon as a symbol of unity, strength and solidarity in the fight against racism and intolerance. Take the pledge, get your ribbon and share the message: blackribboncampaign.com

Measure your participation

- Number of people who took the pledge.
- Number of ribbons ordered or distributed.
- Number of volunteers and local partners.
- Number of schools, workplaces or organizations engaged.
- Number of approved photos/stories submitted.
- What worked and what should be improved next time.

Participation principles

- Participation should be voluntary, respectful and inclusive.
- Keep the symbol centered on unity, strength, solidarity and action against racism and intolerance.



BLACK RIBBON CAMPAIGN

[BLACKRIBBONCAMPAIGN.COM](https://blackribboncampaign.com)

- Protect personal information; publish only what participants agreed to make public.
- For children and youth, follow school/organization and parent/guardian consent requirements.

NEXT STEP

Choose a community lead, set a local participation goal, then open blackribboncampaign.com to access QR codes, resources and tracking tools.