



Community Pledge & Ribbon Drive Plan

Plan a simple, measurable drive that is easy to repeat.

1. Set your goal

Pledge goal	_____
Ribbons to distribute / order	_____
Local partners	_____
Volunteers	_____

2. Choose your model

- One-day booth at a community centre, library, faith venue, event or partner business.
- Seven-day drive with QR codes displayed at multiple partner locations.
- Family or neighbourhood campaign using shared links and ribbon distribution.
- Activation during a meeting, assembly, game, performance or community event.

3. Prepare materials

- Take the Pledge QR and Order a Black Ribbon QR — displayed separately.
- Ribbon inventory counted before and after distribution.
- Poster or tabletop sign briefly explaining the meaning of the Black Ribbon.
- Charged phone or tablet for full-screen QR display.
- Results sheet and lead contact information — kept private.

4. 20-second invitation script

SCRIPT

“We’re participating in the Black Ribbon Campaign. The Black Ribbon represents unity, strength and solidarity in the fight against racism and intolerance. You can take the pledge by scanning this QR, and get a ribbon using the other QR.”



5. After the drive

- Record pledges, ribbons, partners and volunteers.
- Reconcile orders/payments according to the website workflow.
- Thank participants and submit approved photos.
- Record lessons learned before the next activation.