



SCHOOL MATERIALS TOOLKIT

Wear Black. Take the Pledge. Stand Together.

Ready-to-use materials for schools, educators, student leaders, families and community partners.



Campaign message

Wear a Black Ribbon as a symbol of unity and strength in the fight against racism, intolerance and discrimination. Schools are encouraged to wear black on the first and last day of February and to use the campaign as an opportunity for respectful, age-appropriate learning and community action.

blackribboncampaign.com



How to Use This Toolkit

A simple school participation plan

A flexible school campaign

Schools can participate at a level that fits their community. The campaign is designed to support respectful discussion, visible solidarity and positive action without requiring a single lesson format or assembly model.

- Wear black on February 1 and the final day of February. If either date falls on a weekend, holiday or closure, schools may recognize the campaign on the nearest instructional day while still promoting the official date.
- Make black ribbons available to students, staff and families who choose to participate.
- Use the morning announcements, classroom discussion guide and pledge materials in this toolkit.
- Invite students to create positive messages about unity, respect and belonging.
- Share approved photos or stories through the Black Ribbon Campaign website and your school channels, following school consent rules.

Recommended school sequence

1 week before: announce participation and send family notice. 2-3 days before: prepare ribbons, posters and classroom prompts. Campaign day: wear black, distribute ribbons, make the announcement and offer the pledge. Afterward: reflect, celebrate positive participation and share approved stories.

Core principles

- Participation should be voluntary and welcoming.
- Use age-appropriate language and allow students to ask questions respectfully.
- Focus on dignity, belonging, fairness, empathy and constructive action.
- Follow school board policies for photography, media, family communication and student privacy.



School Administrator & Principal Guide

Planning, safety and coordination

Purpose

The Black Ribbon Campaign gives schools a visible, nonviolent symbol for standing against racism and intolerance while encouraging unity, strength and respectful action. The school can participate through dress, ribbon distribution, announcements, classroom learning, assemblies, student leadership and community engagement.

Administrator checklist

- ☐ Identify a staff coordinator or student leadership contact.
- ☐ Choose which campaign activities the school will use.
- ☐ Confirm the nearest instructional day if February 1 or the final day of February is not a school day.
- ☐ Order or prepare black ribbons in advance.
- ☐ Review family communication and photo/media consent requirements.
- ☐ Brief teachers and office staff on the campaign message and student questions.
- ☐ Share the morning announcement and display approved posters.
- ☐ Decide whether the school will submit a story or photo to the campaign website.

Suggested school statement

"Our school is participating in the Black Ribbon Campaign as a symbol of unity and strength in the fight against racism and intolerance. Participation is voluntary. We encourage respectful conversation, empathy and actions that help every member of our school community feel valued and included."

School contact information

School _____

Campaign Coordinator _____

Email _____

Phone _____

Campaign Date(s) _____



Family / Parent / Guardian Letter

Editable sample communication

[SCHOOL NAME]

[DATE]

Dear Parents, Guardians and Families,

Our school is participating in the Black Ribbon Campaign during Black History Month. The Black Ribbon is worn as a symbol of unity and strength in the fight against racism, intolerance and discrimination.

Students and staff are invited to wear black and/or a Black Ribbon on the first and last day of February. If one of those dates is not an instructional day, our school will recognize the campaign on [SCHOOL DATE]. Participation is voluntary.

The campaign provides an opportunity for age-appropriate learning and conversation about respect, belonging, fairness, empathy and the responsibility we all share to build welcoming communities. Our school activities may include morning announcements, classroom discussion, student pledges, ribbon distribution and positive messages of unity.

Families are welcome to participate at home and to talk with students about what it means to stand against racism and intolerance in everyday life.

For more information about the campaign, visit blackribboncampaign.com.

Thank you for helping us create a school community where every student is treated with dignity and respect.

Sincerely,

Principal / School Representative _____



Morning Announcement Scripts

Ready to read over PA, video or homeroom

One week before

SCRIPT

Next week, our school will take part in the Black Ribbon Campaign. The Black Ribbon is a symbol of unity and strength in the fight against racism and intolerance. Students and staff are invited to wear black and/or a Black Ribbon on [DATE]. Watch for more information about how you can participate.

Day before

SCRIPT

Tomorrow is our Black Ribbon Campaign day. We invite everyone who chooses to participate to wear black and a Black Ribbon. The ribbon is a visible reminder that respect, dignity and belonging matter in our school. Let us show what it looks like when a school community stands together.

Campaign day - opening

SCRIPT

Today we wear black. Today we wear the Black Ribbon. We do it as a symbol of unity and strength and as a reminder that racism, intolerance and discrimination have no place in our school community. Let your actions today - and every day - show respect, courage and kindness.

Campaign day - closing

SCRIPT

Thank you to everyone who participated in today's Black Ribbon Campaign activities. A ribbon is a symbol, but the message is lived through our choices: how we speak, how we include others, how we respond to unfairness and how we stand together. Let's carry that message forward.



Classroom Discussion Guide

Adaptable for elementary, middle and secondary grades

Learning goals

- Understand what an awareness symbol can represent.
- Explore the ideas of unity, dignity, fairness, belonging and respectful action.
- Recognize everyday ways people can challenge intolerance and exclusion.
- Identify one positive action students can take in their own community.

Opening prompt

Ask

What can a simple symbol communicate without using many words? Why do people use ribbons, colours, pins or other symbols to show support for a cause?

Discussion questions by age

Grade band	Suggested prompts
K-5	What does it mean to help someone feel included? What can we do when we see someone being left out? What does respect look and sound like?
Grades 6-8	How can stereotypes affect the way people are treated? What is the difference between being a bystander and being an upstander? How can we disagree without disrespecting someone?
Grades 9-12	How do racism and intolerance show up in systems, institutions, media and everyday interactions? What makes allyship effective? How can communities move from symbolic support to meaningful action?

Teacher facilitation reminders

- Set expectations for respectful dialogue before beginning.
- Do not pressure students to disclose personal experiences.
- Correct harmful generalizations without shaming the student who asked the question.
- Acknowledge that people may have different levels of knowledge and experience.
- End with constructive actions students can take.



Student Pledge & Reflection

Printable student activity

MY BLACK RIBBON PLEDGE

My pledge

I will wear the Black Ribbon as a symbol of unity and strength. I will stand against racism, intolerance and discrimination by treating others with dignity, speaking up respectfully when something is wrong, and helping build a community where people feel they belong.

My reflection

To me, unity means...

One way I can help someone feel included is...

If I hear or see something unfair, I can...

One action I will take this month is...

Student Name (optional) _____

Class / Grade _____

Remember

Taking the pledge is voluntary. The goal is to think about how our everyday choices can support dignity, respect and belonging.



Classroom Activity - One Ribbon, One Message

20-30 minute collaborative activity

Objective

Students create short positive messages that explain what unity, strength, respect and belonging look like in real life. The messages can be displayed around a large Black Ribbon shape or classroom bulletin board.

Materials

- Black ribbon image or large paper ribbon
- Black, gold, red, green and white paper/cards
- Markers or pens
- Tape or removable adhesive

Steps

1. Introduce the Black Ribbon Campaign and explain the symbol.
2. Ask each student to choose one word: UNITY, STRENGTH, RESPECT, BELONGING or ACTION.
3. On a card, write one sentence that begins: "I can show ____ by..."
4. Invite students to place their cards around the Black Ribbon display.
5. Read a selection aloud and discuss which actions can continue beyond Black History Month.

Display title

ONE RIBBON. ONE MESSAGE. - Our class stands for dignity, respect and belonging.



School Assembly Outline

20-30 minute adaptable program

Program	Notes
1. Welcome - 2 min	Explain why the school is participating and that participation is voluntary.
2. Meaning of the Black Ribbon - 3 min	Describe the ribbon as a symbol of unity and strength in the fight against racism and intolerance.
3. Student voice - 5 min	Student leaders share brief reflections, poetry, quotations or personal commitments approved by the school.
4. Learning moment - 7 min	Teacher, guest or student panel discusses respect, stereotypes, belonging and constructive action.
5. Pledge - 3 min	Invite students who wish to participate to read or silently consider the Black Ribbon pledge.
6. Action challenge - 3 min	Ask every class or grade to choose one concrete action that strengthens belonging.
7. Closing - 2 min	End with: "One Ribbon. One Message. Unity. Strength. Action."

Optional additions

Student music or spoken word, a short video, local community guest, school equity club presentation, ribbon pinning demonstration, or a display of student unity messages.



Student Leadership & School Club Guide

Ways students can lead responsibly

Student-led ideas

- Operate a ribbon table before school or at lunch with staff oversight.
- Create a hallway “One Ribbon, One Message” display.
- Record a 30-second school video explaining why students are wearing black.
- Invite classes to submit one unity action or message.
- Host a lunchtime discussion or moderated student panel.
- Create approved social posts for the school account.
- Collect approved stories for submission to the Black Ribbon Campaign website.

Suggested student leader roles

- ☐ Campaign Coordinator
- ☐ Announcement Team
- ☐ Ribbon Table Team
- ☐ Poster & Display Team
- ☐ Assembly Team
- ☐ Story/Media Team
- ☐ Reflection & Feedback Team

Student safety & respect

Student leaders should work with a staff advisor, avoid pressuring peers to participate, protect private information, and follow school rules for photography, social media and public statements.



School Social Media & Newsletter Copy

Ready-to-adapt text

Short social caption

COPY

Our school is joining the Black Ribbon Campaign. We will wear black and the Black Ribbon as a symbol of unity and strength in the fight against racism and intolerance. One Ribbon. One Message.

#BlackRibbonCampaign #WearBlack

Family newsletter blurb

COPY

During Black History Month, [SCHOOL NAME] will participate in the Black Ribbon Campaign. Students and staff are invited to wear black and/or a Black Ribbon on [DATE]. The campaign promotes unity, strength, dignity and respectful action in the fight against racism and intolerance. Participation is voluntary. Learn more at blackribboncampaign.com.

Website notice

COPY

[SCHOOL NAME] is proud to participate in the Black Ribbon Campaign. Through classroom learning, student leadership and visible solidarity, we are encouraging our community to stand together against racism, intolerance and discrimination.



Photo, Story & Media Checklist

Use before sharing campaign content

- ☐ Confirm school/board media consent requirements.
- ☐ Do not publish student names with photos unless permission clearly allows it.
- ☐ Avoid showing confidential student information, timetables or personal records.
- ☐ Use respectful captions focused on campaign participation.
- ☐ Confirm permission before submitting a story or photo to the Black Ribbon Campaign website.
- ☐ Keep original consent/permission records according to school policy.

Recommended caption

“Students and staff at [SCHOOL NAME] stand together through the Black Ribbon Campaign - a symbol of unity and strength in the fight against racism and intolerance.”



School Participation Report

Optional internal tracking sheet

School _____

City / Province _____

Coordinator _____

Campaign Date _____

Participation snapshot

Estimated students participating	
Estimated staff participating	
Black ribbons distributed	
Classes using discussion materials	
Assembly / event attendance	
Stories or photos submitted	

What worked well?

What would we improve next year?



Printable School Poster

Display on bulletin boards, classroom doors and common areas



WEAR BLACK

FIRST AND LAST DAY OF FEBRUARY

Wear a Black Ribbon as a symbol of unity and strength in the fight against racism and intolerance.

ONE RIBBON. ONE MESSAGE.

blackribboncampaign.com



Proud Participating School Certificate

Print and display after participation



PROUD PARTICIPATING SCHOOL BLACK RIBBON CAMPAIGN

This certificate recognizes

[SCHOOL NAME]

for standing together in unity and strength in the fight against racism and intolerance.

ONE RIBBON. ONE MESSAGE.

Date: _____ School Representative: _____

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