



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) _____