



Spread the Word to End the Word® Action Kit

EVENT AND ACTIVATION IDEAS

Spread the Word to End the Word® relies on grass-roots activities to garner the majority of the campaign's impact. Here are ideas on how you can participate locally in **Spread the Word to End the Word**.

1. Hold a local pledge event at school or in your community. Set up a laptop or tablet to encourage people to sign the www.r-word.org pledge page on the spot and/or create a banner for people to sign on the spot. Invite local Special Olympics athletes or Global Messengers to speak at an assembly.
2. Work with local sports teams to participate in a halftime event to promote **Spread the Word to End the Word**.
3. Spread the word - samples are on the resources page of our website (<http://www.r-word.org/r-word-resources.aspx>):
 - Use sample leaflets and talking points
 - Hang posters
 - Create and hand out stickers
 - Send e-mails
 - Text / call your family and friends
 - Create your own **Spread the Word to End the Word Youth Rally**
 - Use your social networks on Facebook, Twitter, YouTube and Linked In
 - Join Spread the Word to End the Word's social networking pages (see Social Media Activation resource for more info)
 - Send an Evite to friends to take the pledge and spread the word
4. Print and distribute leaflets throughout your community.
5. Notify the press. Call local radio shows and write letters to the editor of your local newspaper using the samples provided in this kit.
6. Post a comment to an online social message board sharing your thoughts about the R-word and its abuse in our society.
7. Create a video speaking out against the use of the R-word, post it online and share it on our Facebook page so we can add it to the growing list of videos at www.r-word.org. Share the link with your friends and family.
8. Post your event's time and location in the community events section of your hometown newspaper or in your school newspaper or Web site. Don't forget to register your event on our website - <http://www.specialolympics.org/RegionsPages/RegisterEvent.aspx>
9. Set up a booth at events or conferences.
10. Contact your local Special Olympics or Best Buddies office to learn how to get involved in **Spread the Word to End the Word** events in your community.