**Spread the Word to End the Word**

**Action Kit**

**VIRAL EMAIL**

*Send an email with the following content or your own message to friends and family.*

Dear, ,

I invite you to join me in an on-going campaign to stop the use of the “retard” and “retarded” and pledge respect for everyone. By joining the Spread the Word to End the Word movement, you will join over 700,000 people who have pledged their support to creating an inclusive society. I/We hope you join the movement by making your pledge to end the use of the R-word.

Visit [www.r-word.org](http://www.r-word.org) and take the pledge and together we can create communities of acceptance and inclusion for people with intellectual and developmental disabilities. Share your pledge on Twitter, Instagram, and Facebook by using #endtheword and invite others to join you. The inclusion revolution starts with you.

Thank you,

[NAME]