



Getting Started Checklist

Spread the Word Campaign

The Spread the Word (STW) Campaign helps others understand the hurtful effects of exclusion. It encourages people to pledge to spread inclusion through action. Activities are often planned for STW day on the 1st Wednesday in March. Visit [SpreadtheWord.global](https://www.spreadtheword.org) to learn more.

- 1. Schedule a meeting with the Unified Champion School Leadership Team** to discuss holding a Spread the Word Campaign in your school. Develop a timeline for recruiting, organizing and preparing for the campaign.
- 2. Work with students in the Unified Club**, class or other group in the school to organize activities to raise awareness about the power of words and what it really means to be inclusive.
- 3. Decide what activities the campaign will include**, such as:
 - Hold a small rally or school assembly. Have students give speeches about the campaign and distribute information to students.
 - Set up a pledge station where all students will sign the pledge to include.
 - Sell t-shirts with a slogan about inclusion.
 - Provide a lesson on the use of respectful words that includes information on stopping the use of derogatory words as part of your school's advisory or homeroom periods.
 - If school policies allow, encourage students to share information about the campaign via social media or the school website. They might also consider writing a blog, developing a podcast or including information in the school newspaper.
- 4. Develop a plan:**
 - Schedule the campaign activities.
 - Create a plan for each task that needs to be completed, including deadlines and a list of who is responsible for carrying out each step.
 - Make sure the scheduled activities are all cleared with the necessary school personnel before releasing the information to others.
 - Hold a meeting with everyone who will be working a pledge station and provide them with talking points and discussion topics.
 - Determine how the campaign will demonstrate inclusive youth leadership.
- 5. Communicate with school staff** about the dates, purpose of the campaign and why this campaign is important to your school. Consider asking staff to assist with communication through announcements, the school website, letters sent home, the school newsletter and local news media.
- 6. Check with your state Special Olympics office** for Spread the Word campaign materials and visit [SpreadtheWord.global](https://www.spreadtheword.org) for more ideas and resources.
- 7. Publicize the Spread the Word Campaign** around the school and community.
- 8. Be sure to track your statistics** such as the number of pledges signed, number of people involved, and highlights or success stories. Consider asking the local newspaper to share this information with the community.