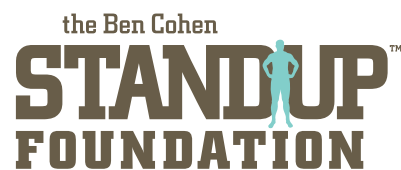




**STANDUP DAY**  
**NOVEMBER 14**  
**2014 ACTION KIT**



[CampusPride.org](http://CampusPride.org)



[StandUpFoundation.com](http://StandUpFoundation.com)

A full-page photograph of Ben Cohen, a man with short brown hair and a beard, wearing a light blue button-down shirt with his sleeves rolled up. He is standing with his arms crossed against a weathered brick wall. The lighting is bright, suggesting an outdoor setting.

## What is StandUp Day?

StandUp Day, held annually on November 14th, is a day of remembrance, a time to StandUp against bullying, and a time to celebrate the True Champions in our lives. Ben Cohen is known as one of the world's best athletes and founder of the StandUp Foundation. November 14th marks the day when Ben's father died as a result of violence inflicted upon him when he stood up for an employee who was being attacked. This day serves to promote the vision of the StandUp Foundation as a memorial for Ben's father and all who have been lost to violence and hate.

# Social Media Challenges

## "I Pledge to StandUp"

### TAKE THE STANDUP PLEDGE VIA TWIBBON



1. Take a picture of yourself in stand up stance like Ben! With your hands on your hips and a wide gait.
2. And apply the Twibbon StandUp Day filter to your picture.
3. Share with others that you took the StandUp Pledge on Facebook and Twitter thru the app.

## #StandUp Day

### THE STANDUP PLEDGE



"I Pledge to StandUp to bullying in school, life, work, and sport; To tell others that bullying hurts everyone; To give a hand up to all who are put down by bullying. To appreciate the true champions in my life; And to do my best to create a world of understanding and kindness."

## Facebook Posts



Happy StandUp Day! I took the StandUp Pledge Against Bullying and so can you! <http://bit.ly/1qrLDlu>

"Standing up against bullying requires us all to have strong characters" -Ben Cohen  
<http://bit.ly/1qrLDlu>

Participate in StandUp Day Nov 14  
<http://bit.ly/1qrLDlu>

Join me today and take the StandUp Pledge today!  
<http://bit.ly/1qrLDlu>

## Tweets



Happy #StandUpDay ! I took the Stand Up Pledge Against Bullying and so can you! <http://bit.ly/1qrLDlu>

Nov 14th #StandUpDay be a true champion like Ben Cohen  
<http://bit.ly/1qrLDlu>

"Standing up against bullying requires us all to have strong characters" -Ben Cohen  
#StandUpDay <http://bit.ly/1qrLDlu>



# Campus Activities

## Join Ben Cohen's Winner's Circle

Fundraise for StandUp Foundation at local businesses.

1. Explain that you are raising money to combat bullying through the StandUp foundation.
2. Express your fundraising goals to the business you are working with.
3. The idea is that customers be asked if they would like to donate when they make a purchase.
4. Ask that the businesses display the circles in their space.
5. Collect donations and send them to:  
The Ben Cohen StandUp Foundation, Inc.  
154 Krog Sreet, Suite 100  
Atlanta, GA 30307 USA
6. Thank your business partners!
7. Find more information at [www.standupfoundation.com](http://www.standupfoundation.com).

See poster on next page.





Rugby Superstar and  
Founder, The Ben Cohen StandUp Foundation  
**Ben Cohen**

# STAND UP AGAINST BULLYING

**BUILD A BETTER... BRIGHTER FUTURE**

Campus Pride & the StandUp Foundation provide invaluable safety, education, leadership and support to young people. Now you can help us in our "WINNER'S CIRCLE" public awareness campaign to raise funds for anti-bullying programs to build a brighter future.



## **YOU MAKE A DIFFERENCE**

**\$5, \$10, \$25 OR MORE**

1. Tell the business that you build a **BRIGHT FUTURE**.
2. Give \$5, \$10, \$25 or more, you receive a **WINNER'S CIRCLE**.
3. Write your Name and Donation on **WINNER'S CIRCLE**.
4. Post your **WINNER'S CIRCLE** at the business.
5. Tell the business "THANK YOU".

Campus  
**Pride**  
[www.CampusPride.org](http://www.CampusPride.org)

## **YOUR DONATION MAKES A DIFFERENCE**

All proceeds benefit Campus Pride and the StandUp Foundation.

the Ben Cohen  
**STANDUP  
FOUNDATION**  
[www.StandUpFoundation.org](http://www.StandUpFoundation.org)



Rugby Superstar and  
Founder, The Ben Cohen Standup Foundation  
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Campus  
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AGAINST  
BULLYING

NAME \_\_\_\_\_

\$ \_\_\_\_\_

THANK YOU

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NAME \_\_\_\_\_

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THANK YOU

# Story Share

## 1. AS A GROUP READ BEN COHEN'S MESSAGE BELOW:

"I stand up against bullying. Will you? I lost my own father to violence when he stood up for an employee who was being attacked. I've heard from many fans and friends how bullying has impacted their lives, and I am moved to make a difference for them. Parents have written to me, sharing painful stories about how their children, who might be perceived to be different, are ruthlessly attacked and scared of their own schools. It is time we stand up for what is right and support people who are being harmed. Every person on this planet has a right to be true to themselves, to love and be loved, and to be happy. I encourage others to stand up with me and make a difference."

## 2. ENCOURAGE GROUP MEMBERS TO SHARE STORIES OF EXPERIENCING OR WITNESSING BULLYING, ABUSE, OR VIOLENCE.

- A. What did you do about it?
- B. Have you ever bullied someone?
- C. What types of bullying are there?
- D. Can an institution or a group be a bully?
- E. Do you think bullying is a "kid thing"
- F. How can you Stand Up?"

## 3. CREATE AN ACTION PLAN WITH YOUR GROUP. HOW CAN YOUR GROUP USE YOUR INDIVIDUAL EXPERIENCES TO STANDUP TOGETHER?

- A. What can your group do to StandUp to Bullying?
- B. Is there an event or long-term project that you could do to combat bullying in your school, on your team, or in your local area?
- C. What policy changes could make your school, town, city, club, team etc. safer and happier?



## Stand-In

1. Quietly gather students together and stage a “Stand-in” in a significant place.
2. Group members occupy a space while in StandUp stance with their hands on their hips and feet apart.
3. Explain that this activity is meant as a quiet, respectful, symbolic activity and make sure to comply with school rules, all federal and state laws, and city codes.

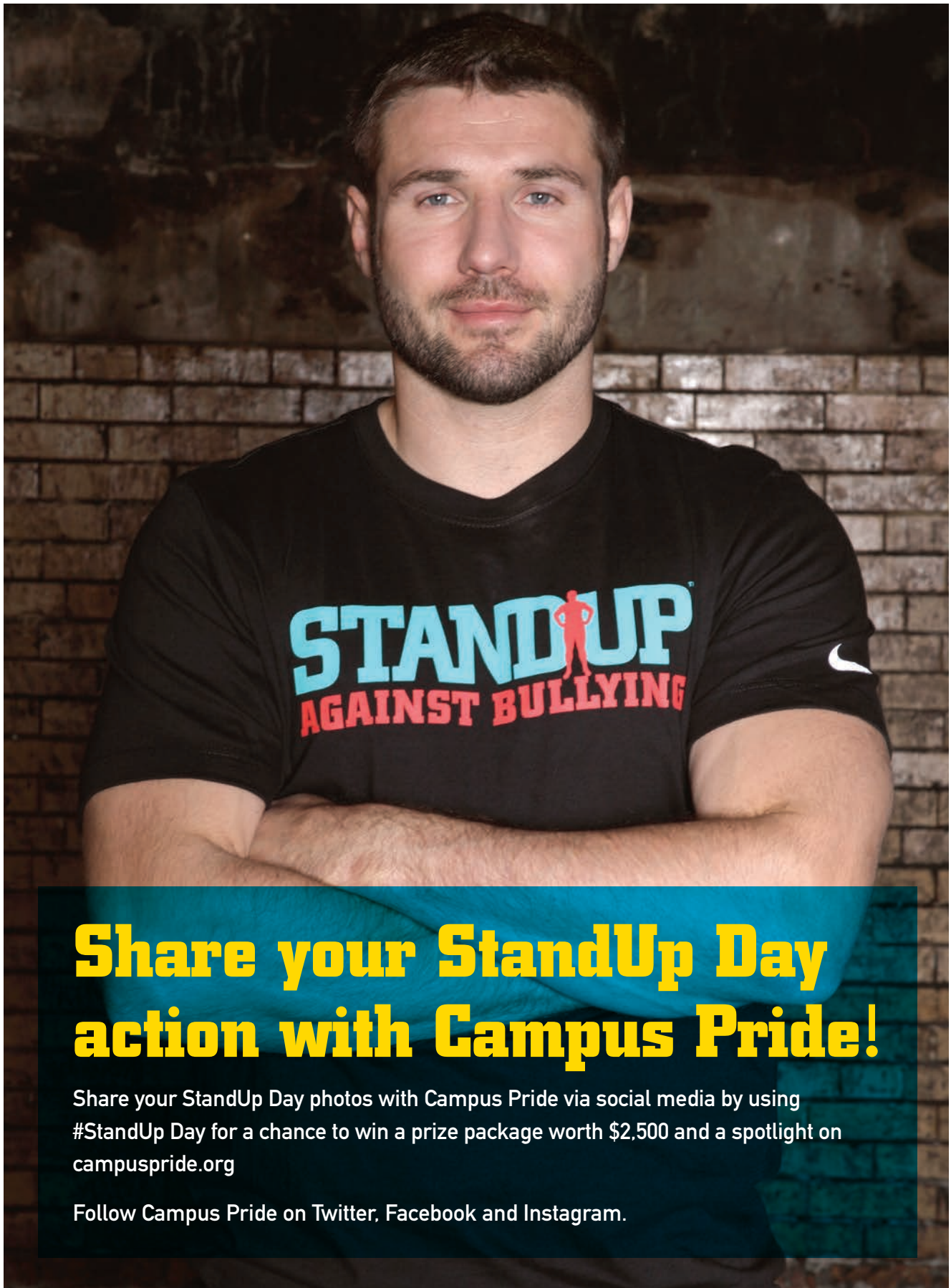
## Variation 1: Simultaneous Stand

1. At the same time, all who have been made aware will simultaneously StandUp for 30 seconds wherever they may be.
2. Professors and Teachers could be forewarned and students must clear this action with their schools.

## Variation 2: “Stand-In” Flash Mob

1. Plan to meet a popular sight on campus. Trickle in one-by-one for a matter of minutes get into StandUp stance side by side.
2. At a predetermined time recite the StandUp Pledge, Chant, or dance.
3. Make sure someone takes pictures and video!





## Share your StandUp Day action with Campus Pride!

Share your StandUp Day photos with Campus Pride via social media by using #StandUp Day for a chance to win a prize package worth \$2,500 and a spotlight on [campuspride.org](http://campuspride.org)

Follow Campus Pride on Twitter, Facebook and Instagram.