



Media Kit

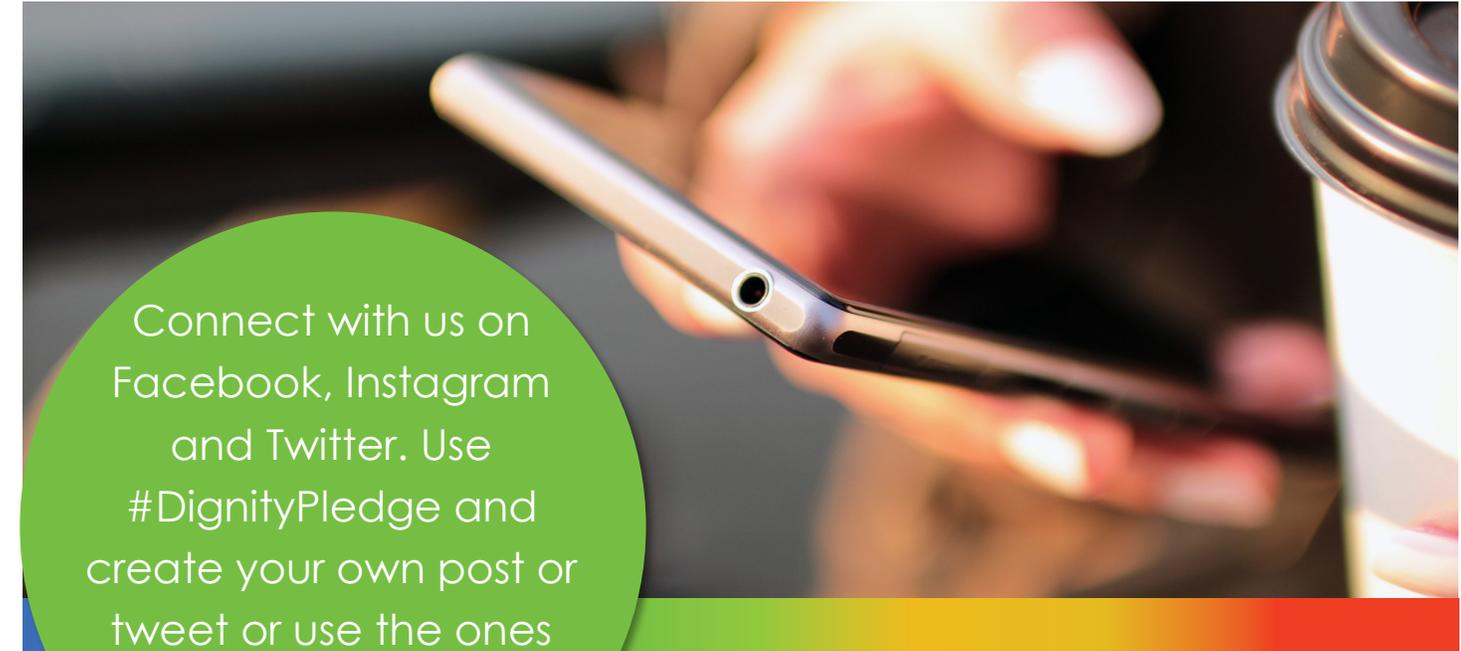


Dignity Revolution is coming to your community!



Dignity Revolution is a K-12 evidence-based program purposefully aligned with the National Health Standards. The K-12 program addresses social and emotional learning as it relates to current youth issues related to mental health, bullying, self-harm, and suicide.





Connect with us on Facebook, Instagram and Twitter. Use #DignityPledge and create your own post or tweet or use the ones we have created for you.

Social Media

If you are looking for ways to promote the Dignity Revolution to your community through social media, this social Media kit is for you. The social media tools and resources can be shared on your school or personal social media accounts. We encourage you to use them in the electronic manner that will be most beneficial to you.



You will find ready-made posts for different stages in the Dignity Revolutions process that you can copy and paste into Facebook, or any other social media account you choose.

Additionally, select posts include our hashtag #DignityPledge and the Dignity Pledge Facebook username, @DignityPledge. (If sharing on twitter or Instagram, use #DignityPledge)

Ready-made posts can be used as is, edited, or simply to help generate post ideas of your own as you prepare to promote the Dignity Revolution in your community.

Social Media

1. Before the Dignity Revolution Challenge

- ⇒ Who's excited for the Dignity Revolution at _____ school?
#DignityPledge
- ⇒ Educating and Empower Youth to Stand up for the Value of Every Person. #DignityPledge
- ⇒ Will you be part of the Dignity Revolution Challenge Committee? Join to make a difference! #DignityPledge
- ⇒ Interested in standing up for the value of every person? Take the Pledge:
www.DignityPledge.com #DignityPledge

2. During the Dignity Revolution Challenge

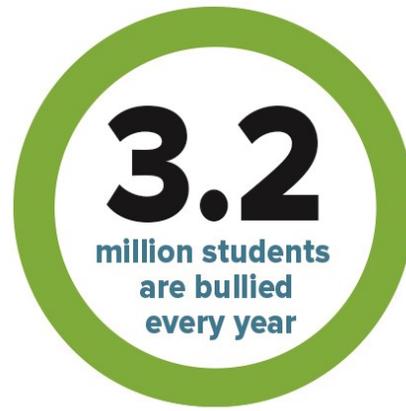
- ⇒ Dignity Revolution is here?! We are standing up for the **value** of every person. #DignityPledge
- ⇒ Do you feel stuck in bullying? Let untangled give you a way out.
#Untangled #DignityPledge
- ⇒ Will you take the challenge to only say positive things for 24 hours?
#Dignitypledge
- ⇒ Bullying is reduced by 57% in schools where bullying prevention programs are implemented. #DignityPledge

3. After the Dignity Revolution Challenge

Over 75,000 people have taken the pledge to stand up for the value of every person. Will you?

www.DignityPledge.com #Dignity4All #DignityPledge

Resources & Graphics



For Immediate Release



For Immediate Release

City, State

Date

Bob Len released an anti-bullying book, Dignity Revolution: Standing Up for the Value of Every Person. This book is a culmination of Lenz's three decades of school assemblies in over 3000 public schools in all 50 states. Since 1982, Lenz has reached an estimated five million people in the U.S. and around the world. The book launched a national movement among middle and high school students to sign a pledge to stand up for the value of every person.

Dignity Revolution was co-authored with Deborah L. Tackmann, 2012 National Health Teacher of the Year. Based on the book, Tackmann and Lenz created a program called the Dignity Revolution Challenge which is coming to _____ school. This comprehensive, customizable and interactive bullying prevention program provides culture change in schools to improve overall academic learning. Each year 38,000 people take their own lives. Dignity Revolution challenges communities to take part in change by sharing in the worth of others. Through the Challenge, students gain skills to stand up for the intrinsic value of every person and are empowered to daily live out the Dignity Revolution.

Our world bombards students through the negativity in social media-our community wants to change that. Our community wants to bring hope, value, respect, and compassion through the Dignity Revolution Challenge. Will you be a part of the Dignity Revolution and share in someone's worth today?

For more information on Dignity Revolution, visit www.DignityPledge.com.

Check out the
Dignity Revolution Website
←-----→
Take the Pledge



**Over 75,000 have taken The Pledge...
Will you?**

FAQ's



Why are bullying prevention policies needed?

We have a problem that 1 in 5 high school students are being bullied at any given time. We need to change this by joining together to share that every person has value and doesn't deserve to be degraded, harassed or bullied. Every state also has laws about anti-bullying.

Why is the DRC different?

The Dignity Revolution Challenge is different because it is evidence-based and encompasses all areas needed to make a shift in schools and communities. The DRC uses hands-on activities and social, emotional, and competencies to engage students. It teaches about the knowledge and skills about bullying, as well as addresses the climate that needs to change to empower students to be upstanders rather than bystanders. This program also assesses growth and encompasses a movement of love.

What are the measurable goals that we will be able to see if we implemented the DRC?

Embedded within the core activities are the following three Target Skills:

1. Students will understand the impact of hurtful behavior on their physical, social, emotional, intellectual, and spiritual well-being.
2. Students will know who, how, and where to report bullying incidents and will be encouraged to be upstanders, not bystanders.
3. Students will gain skills to stand up for the intrinsic value of every person and will be empowered to daily live out the Dignity Revolution Pledge.

If you have more questions or need additional information, please contact us.

About the Authors



Bob Lenz, founder of the Dignity Revolution, speaks to half a million people each year. Since 1982, Bob has spoken in all 50 states to more than 7 million people. His public-school assembly programs have been consistently rated among the best in the nation by school administrators, teachers, parents, and most importantly, students. His intense passion to instill hope in youth allows him to connect with their hearts and minds like no other speaker can, sharing experiences that help them deal with real life while challenging them to make a difference in their world.

He explores serious issues like bullying, self-harm, suicide and substance use while utilizing his unique gift of humor. Somewhere between laughing at one of his embarrassing moments and getting choked up over a true story, students realize their hearts and minds have been changed.



Professional Development Training with Deborah L. Tackmann provides educators and administrators hands-on experience and practical tools to deal with prevalent issues in their school. The training is intended to empower these adults to create a safe environment in their classroom, making a lasting impact on their students and a cultural change in their school. At each training, participants match trends, challenges, and issues with solutions relating to bullying, depression, and suicide prevention in their school and community. They are also trained on the safe contact system, the part of Dignity Revolution Challenge which makes it unique, helping them to develop an environment where students feel safe to express issues and in turn, where educators can find answers and provide protection. This training helps equip teachers with the knowledge and skills to be successful when students are disclosing difficult situations.



Elementary children need bite-sized, snackable messages that touch their hearts and minds. AJ the Animated Illusionist has designed a program that hold children's attention from the minute they walk into the auditorium. AJ went to school for visual arts and a minor in Education. As they enter you will see their faces light up when they are greeted with sound and colors that satisfy their desire for story and fun. AJ's message uses kid-friendly terms and high-quality visuals that engage students in grades K-5. The program incorporates content audience interaction and participation. The kids go wild with laughter and enjoy being part of the show.



Connect
with us!



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