

**UP END HATE**

# STUDENT TOOLKIT 2024



**FOR COLLEGES & UNIVERSITIES**

# TABLE OF CONTENTS

<b>ABOUT UP END HATE.....</b>	<b>1</b>
<b>BACKGROUND INFORMATION.....</b>	<b>2</b>
<b>HOW TO USE THIS TOOLKIT.....</b>	<b>3</b>
<b>GLOSSARY OF TERMS.....</b>	<b>4</b>
<b>LEARN ABOUT HATE.....</b>	<b>6</b>
<b>ACT AS AN UPSTANDER.....</b>	<b>9</b>
<b>JOIN US - RUN YOUR OWN CAMPAIGN.....</b>	<b>12</b>
<b>KEEP IT GOING.....</b>	<b>29</b>
<b>CONCLUSION.....</b>	<b>30</b>



# ABOUT UP END HATE



## WHO WE ARE

UP End Hate aims to educate young people about hate and hate-based violence while empowering them to be UPstanders. Equipped with knowledge and tools, youth have the power to prevent and end hate-based violence.

## YOUTH ADVISORY COUNCIL

The UP End Hate Youth Advisory Council (YAC) helped make this project a reality and provided their support and expert knowledge from start to finish. The YAC is made up of youth of all ages from across the country who are passionate about putting an end to hate-based violence and want to make a difference in their communities.

## COLLABORATORS

UP End Hate is an initiative of the Eradicate Hate Global Summit in partnership with Community Matters, The Reilly Group, and Moonshot.



**ERADICATE  
HATE**  
GLOBAL SUMMIT™



THE  
REILLY  
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**COMMUNITY  
MATTERS**

Safe School  
Ambassadors®

UP End Hate is funded by the U.S. Department of Homeland Security's Center for Prevention Programs and Partnerships, opportunity number DHS-23-TTP-132-00-01.



# BACKGROUND INFORMATION



Image 1: A boy is bullied by his peers.

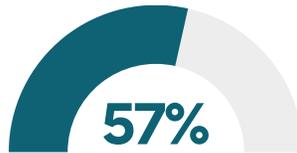
## THE PROBLEM

Hate-fueled violence is a growing concern, threatening the safety and inclusivity of communities across the United States. Schools and college campuses are particularly vulnerable, with young people often facing bullying, harassment, and acts of hate that undermine their sense of belonging.

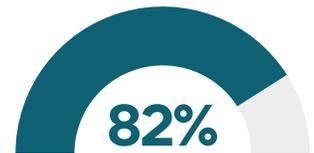
## ATTACKS ARE PREVENTABLE \*



of people planning an attack on a campus communicated their intentions to peers, adults, or online before the attack.



of people who committed a mass attack previously behaved in a way that caused someone to fear for their safety or the safety of others.



of planned attacks on campus were prevented because someone spoke up when they heard or saw concerning communications.

## THE SOLUTION = YOU!

However, youth also have the power to be a part of the solution. Young people typically see, hear, and know things that older adults may not. They are tuned into the latest trends online and are often the first to notice if a classmate or peer is behaving strangely. By becoming upstanders — individuals who recognize, challenge, and prevent hate — people like you can help create safer, more inclusive environments where everyone feels like they belong.



Image 2: A girl attending a rally holds a sign saying, "We need a change."

\*Sources: [Mass Attacks in Public Spaces 2016 - 2022](#) and [Averting Targeted School Violence](#)

# HOW TO USE THIS TOOLKIT



Image 3: Books on a shelf at a library.

## WHAT IS THIS RESOURCE?

The UP End Hate Toolkit is designed for youth, by youth, to help you become an UPstander and take action against hate. Inside, you'll find everything you need to understand hate-fueled violence — like Hate 101, spotting warning signs, and navigating online spaces safely. You'll also learn how to act, with tips on starting important conversations, knowing who to talk to, and recognizing when to get help from a trusted adult. Packed with tools and resources, the toolkit empowers you to create change and build a movement in your community to stop hate before it starts.

## PART 1: LEARN



To Up End Hate, you must first know the basics of what hate is and why it happens. Even more importantly, you should learn to recognize the warning signs that a peer might need extra support and know possible UPstander actions you can take. This toolkit provides an introduction to these topics. You can find lots more information on the [\*\*UP End Hate website.\*\*](#)

## PART 2: PASS IT ON

Once you've learned about how to UP End Hate, help your friends and peers learn, too! The toolkit provides you with resources and ideas for how to run your own UP End Hate campaign on your college or university campus. We provide you with tips and templates for creating social media posts. We also give you pre-made flyers and banners that you can print and hang up. Finally, we list various ideas for in-person campus events to get your peers involved. We've done the work of making the creative materials for you so that you can concentrate on spreading the word, both online and IRL (in real life)!

This toolkit is designed as a starting place for you to run your own UP End Hate campaigns. Feel free to adapt the ideas and materials in the toolkit and make them your own.

# GLOSSARY OF TERMS

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**Bullying:** Repeated actions meant to hurt, scare, or control someone who seems weaker. This can happen in places like schools or online and usually involves a power imbalance.

**Cyberbullying:** Bullying that happens online, such as on social media or through messages. It includes harassment, threats, or embarrassing someone digitally.

**Exposure (to hate):** Seeing or experiencing hateful actions, words, or ideas, either in person or online. If someone sees hate over and over, it can start to seem normal and influence their thoughts or actions.

**Grievance:** A feeling of being treated unfairly or hurt. When not addressed properly, these feelings can make someone more likely to turn to hate.

**Hate-based violence:** When someone hurts others because they hate their race, religion, ethnicity, or identity. This can include physical attacks or other harmful actions meant to scare or harm certain groups.

**Hate speech:** Words meant to insult or spread hate toward people based on their identity, like their race, religion, or sexuality. Hate speech can lead to more serious acts of hate or violence.

**Online hate:** Hateful messages, images, or actions shared online that attack people for their race, religion, gender, or other traits. This includes hate speech as well as dehumanizing language.

**Protective factor:** Something that helps prevent a person from becoming hateful or doing harmful things. Examples include having a supportive community, learning empathy, and meeting people from different backgrounds.

**Risk factor:** Something that makes a person more vulnerable to developing hateful attitudes or take harmful actions. Examples include being isolated, seeing hateful ideas often, or having experienced past trauma.

**Upstander:** A person who speaks up and steps in to stop someone from being hurt. They step in to stop harmful behavior and work to make their community safe and welcoming.

**Vulnerability:** Being more likely to be harmed or influenced. People or groups who face unfair treatment or challenges are often more at risk of being targeted by hate.

# TYPES OF HATE:

Learn more at  
<https://upendhate.org/learn/>



## Ethnic or Racial

Hatred based on a person's skin color or cultural background



## Religious

Hatred based on religious identity or practice



## Gender-based

Hatred based on a person's gender identity



## Homophobia

Hatred based on a person's sexual orientation



## Misogyny

Hatred of women



## Disability-based

Hatred against someone because of a disability



## Political/ideological

Hatred towards others based on their political beliefs or ideologies





# LEARN ABOUT HATE



## BECOME CERTIFIED

UP End Hate's **three-part mini course** takes approximately 30 minutes to complete. You'll learn what hate looks like, why it happens, and what you can do to upend it. You get a certificate at the end! Share your feedback on the modules using [this form](#).



Image 4: A teenage girl works on her laptop.



## TEST YOURSELF - SAFE OR SUS?

Don't feel like taking the full mini-course? No problem. You can still test your knowledge in the short "Safe or Sus" game on the UP End Hate [website](#). Play with friends and test your knowledge together.



## ASK YOURSELF - IS IT A JOKE?

Hate is sneaky and can often hide behind humor. You've probably seen someone make a "joke" that's just a mean comment. Throwing an "LOL" or a "haha" at the end of a statement does *not* make it any less harmful. Telling jokes is one way that bias and hateful ideas are reinforced and repeated. If you're not sure if a joke is funny or hateful, ask yourself the following questions:

1. Do I feel kind of guilty for laughing at that joke?
2. Does this joke make fun of people getting seriously hurt?
3. Is this a joke about characteristics outside of someone's control (like skin color or disability)?
4. Does this joke use stereotypes?
5. If a teacher heard this, would they think it's funny?
6. How would I feel if this joke was told about me?
7. How would the person we're joking about feel if they heard us?
8. Is this a joke about hurting or killing people because of their identity?



# WARNING SIGNS

Learn more [here](#).

## OF POTENTIAL HATE-BASED VIOLENCE



Talking about committing an attack or warning “don’t come to school tomorrow”



Sudden negative changes in behavior



Making specific threats or expressing violent anger against a person, group, or place



Expressing acceptance of violence as a way to solve grievances



Praising past hate-based violent events



Communicating with hateful groups online



Associating with hateful groups in person



Sharing hate-based propaganda, memes, and song lyrics online or in person



Unexplained acquisition of weapons



Posting violent content, posing with weapons, or sharing a manifesto



Becoming isolated from family and friends; being increasingly secretive



Wearing or drawing symbols associated with hateful groups

*Some of these warning signs may be constitutionally protected if you live in the United States. For example, freedom of speech is protected by the 1st Amendment. The right to carry a gun is protected by the 2nd Amendment, with some age limits and other restrictions. Even though some of these warning signs are legally protected, that doesn't mean they aren't concerning. If a peer is showing one of these warning signs, especially if you've also recently noticed changes in their behavior, seek help from a trusted adult. You could be the positive difference in someone's life.*

# FIND YOUR SUPPORT NETWORK

Each of us can do a lot to UP End Hate, but we can't do it alone. If you see any of the warning signs mentioned on the previous page, seek help from a trusted adult. If you think that a peer is an immediate danger to themselves or others, call 911.

Here are some people and places on campus that you can turn to if you need help.

**Parent / Guardian**

**Trusted Professor**

**Resident Advisor and Residence Life office**

**Mentor**

**Counselors at Campus Counseling Center**

**Resident Advisor and Residence Life Office**

**Faculty Advisors**

**Campus Police Department**

**Coaches**

**Youth Group Leaders**

**Faith Leaders and Houses of Worship**

**The National Violence Prevention Hotline**

**HELP!**



Visit the [UP End Hate website](#) to learn more ways to get help for yourself or for a peer.



An important part of being an UPstander is taking care of your own mental and physical health. Upending hate can be hard work! Seek help for yourself early and often. Getting consistent emotional support will help you to be a lifelong upstander. And remember, being an UPstander should never come at the expense of your own mental or physical well-being.



Learn more [here.](#)

# ACT AS AN UPSTANDER



Learn what hate looks like offline & online



Talk to your friends



Talk to a trusted adult



Step in when your peers say or do something hateful



Support people who have experienced hate



Tell someone if you're worried



Call 911 if there is immediate danger



Join the UP End Hate community to take a stand against hate

# HOW TO BE AN UPSTANDER



Be Kind. Be Curious. Be Courageous.



## BE KIND.

Reach out to new people.

- Say “hello” to the first 10 people you see today.
- Invite someone new to eat lunch with you.
- Ask someone how they are doing. Really listen to their answer.

## BE CURIOUS.

Learn the warning signs that a peer might need extra support.

- They seem lonely.
- They spend most of their free time online.
- They believe that unfairness can be fixed with violence.
- They seem to be saying goodbye.

Ask yourself, “Is hate behind this?”

- Think First, Post Second.
- There are real people behind the screens. Online is IRL.
- Is it actually a joke? Or a mean comment disguised as a joke?



Learn more:



[www.upendhate.org](http://www.upendhate.org)

## BE COURAGEOUS.

Speak up when you notice hateful words or actions, either in person or online.

- Have the tough conversation. We can do hard things!
- Tell a trusted adult if you’re worried about a peer. You’re getting help, not getting someone in trouble.
- If someone says they are going to hurt someone, believe them.

Recognize when you need to exit a situation or seek help. Taking care of yourself is brave.

- You should not handle hate alone. There are other people who can help you.

# CONVERSATION STARTERS

## HOW TO TALK ABOUT HATE-BASED VIOLENCE



Talking about hate can be difficult. Use these conversation starters to help you begin a tough conversation. You can find more conversation starters at [www.upendhate.org/](http://www.upendhate.org/)

### With a friend

"Hey, I've noticed that one of our friends is posting weird things. I'm kind of worried about them and don't want anything bad to happen. Will you go with me to talk to campus PD?"

### With a peer

"Hey, we've never really talked about this topic before. What did you mean when you said that about [person or group]?"

### With a resident advisor

"[RA], I'm really worried. I overheard two students talking about bringing a gun to campus but I can't tell if they were serious or not. Will you help me tell someone about it?"

### With a professor or campus counselor

"Hi [counselor], I've noticed my roommate seems lonely and disconnected lately. I'm not sure how to talk to them about it or how to get them help."

### With a trusted adult (about a concern)

"Hi [Trusted Adult's Name], I overheard someone talking about solving a problem with violence. I wanted you to be aware in case they decide to act on that idea."

### With someone online

"I know we all laughed, but don't you think that video is actually a little mean? Think about how you'd feel if you were a [insert identity group] person watching that video."



# JOIN THE MOVEMENT

## RUN YOUR OWN UP END HATE CAMPAIGN!

It's time to launch your campaign! This section offers guidance on organizing, promoting, and growing your anti-hate campaign through social media and on-campus activities.

Use this section to make an impact, build a following, and create a safer, more inclusive campus environment.

### Campaign Launch Steps:



*Image 5: A group of smiling teenagers links arms.*

- 1. Read the UP End Hate Website:** Go through the various sections of the UP End Hate website to familiarize yourself with UPstander concepts. Decide which key pieces of information you want to communicate in your campus campaign.
- 2. Create Your Campaign Blueprint:** Follow step-by-step instructions to get your campaign off the ground. Learn how to set a timeline, pick your in-person activities, announce your initiative, build excitement, and promote consistent engagement.
- 3. Build Your Team:** Learn how to assemble a group of passionate peers who will work together to organize and run the campaign effectively.
- 4. Create a Social Media Plan:** Discover how to establish an engaging and impactful online presence for your campaign.
- 5. Host Campuswide Activities:** Engage your campus community through interactive in-person activities designed to bring the campaign to life. Organize Chalk Walks with inspiring messages in busy areas, set up a Wall of Courage where students can pledge to be UPstanders, or run Hand Cutouts and Paper Chain Activities for everyone to share how they'll UP End Hate.
- 6. Grow Your Movement:** Find strategies for increasing your campaign's reach. This section will help you expand your impact and encourage others to join the cause.



# STEP 1: REVIEW WEBSITE

The **UP End Hate website** is your hub for campaign content. Elements of the website are included in the first section of this toolkit. However, there is no substitute for doing a deep dive through the website before you launch your own campaign.

Here's some suggested way to use the UP End Hate website:

- Direct students and followers to the website through your posts and your bio link.
- Find resources to educate yourself and your audience (e.g., Hate 101, conversation starters, protective factors).
- Incorporate content from the site into your social media posts and outreach materials.

Use the space below to identify at least three ways you plan to use the UP End Hate Website in your campaign.

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**Do you have feedback on the Hate 101 video modules?  
Please share it with us using [this form](#).**



# STEP 2: CAMPAIGN BLUEPRINT

It's time to create your campaign blueprint! This blueprint will be your structure for running the campaign. Following the blueprint will enable you to build a culture of courage, curiosity, and kindness.



## A. Set a campaign date.

Campaigns should be at least two weeks in duration. Consider the academic counselor and when students are most likely to be on campus and willing to participate.

**Start Date:** \_\_\_\_\_

**End Date:** \_\_\_\_\_

## B. Create your social media posts and timeline.

Social Media team follows the UP End Hate Campaign Social Media Checklist on **Step 3**.

## C. Create additional materials (as needed).

Content Creators team up to review the materials provided in this toolkit and decide if your team wants to adapt them. Consider ways to share the "Tips of the Day" across your campus and create a two-week schedule for doing so.

## D. Plan your on-campus activities.

Pick from several of the suggested activities in **Step 4** to include your peers in the UP End Hate campaign. Detailed instructions for each activity are included at the end of the toolkit.

Next, pick the dates for the activity.

**UPstander Pledge**  
Date(s): \_\_\_\_\_

**Wall of Courage**  
Date(s): \_\_\_\_\_

**Chalk Walk**  
Date(s): \_\_\_\_\_

**Paper/Hand Chains**  
Date(s): \_\_\_\_\_

## E. Pick Locations for Posters and Stickers

There are 6 main posters and 2 supplemental posters for the campaign. Choose key spots with high foot traffic across your campus to hang posters and banners. Decide when/where/who will distribute campaign stickers.

**Poster locations:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# STEP 3: CAMPAIGN TEAM

**Identify Roles:** Identify who will be responsible for each role. Refer to the definitions and responsibilities at the bottom of this page for each role so that everyone understands their role as a UPStander Team member.

Campaign Lead(s)	Social Media Team	Content Creator(s)	Outreach Coordinator(s)

## Campaign Lead(s)

The person or people in charge of the entire campaign. They make big decisions, keep everyone on track, and make sure the campaign runs smoothly. Think of them as the team's captain!



## Social Media Manager(s):

The person who handles the campaign's social media accounts. They post content, reply to messages, and make sure the campaign looks professional and active online.



## Content Creators:

The creative team! These are the people who design flyers, make videos, write captions, and create all the visuals and materials that get shared online or at events.



## Outreach Coordinators:

The connectors. They build relationships with other students, clubs, and organizations, helping to spread the word and get more people involved in the campaign.





# STEP 4: SOCIAL MEDIA PLAN

## UP End Hate Campaign Social Media Checklist

This checklist is the foundation of your campaign's digital identity. By following it, you'll build a cohesive and engaging online presence that reflects the UP End Hate mission. Use the checklist to ensure consistency, align with the larger UP End Hate movement, and make a meaningful, sustained impact online and on your campus!

### ❑ 1. Select Your Platform

Choose a platform your campus community uses (e.g., Instagram, TikTok, Snap).  
Recommendation: Instagram for its visual and storytelling features.



### ❑ 2. Create Your Profile

**Profile Picture:** Upload the official UP End Hate Instagram logo.

**Bio:** Include the handle to the main @upendhate account for additional resources.

### ❑ 3. Set a Posting Schedule

Weekly Goal: Post 2–3 times per week.

Timing: Post during high-engagement times (lunchtime, club meetings, early evening).

### ❑ 4. Prepare Call-to-Actions (CTAs)

**Example Captions:**

"Join us in ending hate—follow @upendhate for tips and stories!"

"Let's build a kinder world—visit our resources at @upendhate."



### ❑ 5. Repurpose Campaign Messaging

Use pre-made graphics, captions, and tools like UPstander Tips of the Day from the toolkit.  
Use pre-made captions and incorporate your campus' tone and audience.

### ❑ 6. Plan Content Ideas

**Storytelling:** Share student and community leader stories. Highlight faculty, staff, or students contributing to inclusivity.

- Example: "Meet [Name], a committed UPstander at [College/University Name]."

**Promote Events:** Post reminders and highlights of any on-campus events you host.  
Include engaging photos or videos.

**Share Campus Resources:** Highlight mental health services and other resources for students seeking support.



### ❑ 7. Reinforce the UP End Hate Message: Share impactful Calls to Action (CTAs) to inspire your peers to act.

- Example: "Join the Wall of Courage and become an UPStander!"

# Step-by-Step Guide for Launching Your Social Media Campaign

Start your social media campaign by creating an account that reflects the UP End Hate mission with a recognizable handle, engaging bio, and premade flyers! Begin posting impactful content, share calls to action, and promote your events to inspire others to join the movement online and in person.

## 1. Introduce Your Campaign

Post a welcome message introducing your campaign, its purpose, and your goals. Example: “We’re @upendhate\_\_ UA, and we’re here to stand up to hate and spread kindness across our campus! Follow us to join the movement. #UpEndHate”

## 2. Create a Launch Post

Share a post announcing the start of your campaign with visuals like your logo or a powerful image. Include key hashtags (e.g., #UpEndHate #KindnessMatters) and encourage followers to tag friends.

## 4. Engage Your Audience

Use polls, questions, or challenges in stories to interact with followers. For example: “What’s one small act of kindness you’ll do this week? Comment below!”

## 3. Plan a Countdown

Build excitement with a countdown to your first big event (like “5 Days until the #WallofCourage!”). Use daily posts or stories leading up to the launch to keep people engaged.

## 5. Post Consistently

Follow your posting schedule (2-3 times per week is a good starting point), sharing inspiring content, event updates, and reminders to participate. Use the pre-made templates in this toolkit for content ideas. Make sure everyone with a role understands their responsibilities.

## 6. Spread the Word

Share your page on personal accounts and encourage friends, faculty, and campus clubs to do the same. Use flyers and stickers with your social media handle to get more followers. Pro-Tip! Post flyers in engaging, high-traffic areas like on the back of bathroom stalls at eye level!

## PRO-TIP : MONITOR & TRACK ACTIVITY

Track likes, shares, and comments to see what resonates with your audience. Pay attention to what keeps them engaged! Use the feedback to adjust your content and improve engagement. Be sure the campaign is always inclusive to all communities.

# SOCIAL MEDIA TEMPLATES

Download all social media files [here](#).



UP End Hate is a nationwide movement of youth committed to protecting their communities from hate-based violence. You don't have to change someone's mind to interrupt their behavior, and you don't have to handle hate alone. We're here to help at [www.upendhate.org](http://www.upendhate.org). Join us. #UPEndHate, #UnitedAgainstHateWeek, #speakup, #stoptheviolence, #EradicateHate



Getting involved is easy! You can start by following the @UP End Hate Instagram account. Next, engage with posts by liking and commenting. Lastly, we need you to get the word out! Share the posts on your feed or other social media channels. Invite your family, friends, and peers at school to join the campaign, too. Make sure to tag us at #upendhate! #EradicateHate, #StopTheHate, #StopTheViolence, #NoOneEatsAlone, #HereForYou



Each one of us can do a lot to UP End Hate, but we can't do it alone. There might be problems that you cannot solve or are too dangerous to keep to yourself. In many cases, seeking help is the best thing you can do to support someone. You aren't snitching, you're simply taking action to keep that person, yourself, and your community safe! This graphic shows you the kinds of people that UPstanders can ask for help. Find more at [www.upendhate.org](http://www.upendhate.org). #UPEndHate, #EradicateHate, #stopthehate, #stoptheviolence



Small acts of kindness can make a big difference. Reach out and invite someone new to eat lunch with you - it's a simple way to create a more inclusive, hate-free community. Together, we can UP End Hate. Learn more at [www.upendhate.org](http://www.upendhate.org). #UPEndHate #BeKind #ChooseInclusion #EradicateHate



Words have power - use them wisely. Think first, post second. Remember, there are real people behind the screens, and your actions online are just as meaningful as those in real life. Join the movement at [www.upendhate.org](http://www.upendhate.org). #UPEndHate #ThinkBeforeYouPost #OnlineKindness #EradicateHate



Courage starts with you. When you notice hateful words or actions, don't stay silent - speak up. Whether online or in person, your voice can interrupt hate and make a difference. Take action at [www.upendhate.org](http://www.upendhate.org). #UPEndHate #BeCourageous #SpeakUp #EradicateHate

# UPSTANDER TIP OF THE DAY

Tips of the Day are a great way to share information with as much of the campus as possible. Here is a written script for your team to use however you choose! Feel free to repurpose the scripts to create more of your own social media posts, mass email blasts, scripts for campus events, a section in your campus newsletter, Residential Assistant posters, and more!

**Day 1:** Over the next two weeks, we are going to be sharing daily tips for ways we can all UP End Hate. UP End Hate is a national campaign for young people ages 12-22 that gives us the tools to create safer, more inclusive campus communities. We each have the power to be an UPstander and stand up to hate when we see it, whether that's on campus or online. Each day, we'll be sharing one thing you can do to be an UPstander.

To be an UPstander, start by being kind. Today, say 'hello' to the first ten people you see. That can include saying hi to faculty members, staff, and maybe even students you don't know. Just wave, smile, and say 'good morning!' It's that simple. You just might end up making someone's day! Visit [www.upendhate.org](http://www.upendhate.org) to learn more.

**Day 2:** Today's tip on how to be an UPstander focuses again on being kind. Today, start by asking someone how they are doing. Like, how are they *really* doing? And then, most importantly, listen carefully and actively to their answer.

When you ask someone how they are doing, don't automatically accept their answer if they say, "good," or "fine." They might really be fine! But if they don't seem ok, let the person know that it's ok to not always be ok! And if someone doesn't want to talk about how they are feeling, don't force them to. However someone is feeling today, accept and honor their feelings. It's likely that person will feel seen and appreciated. Visit [www.upendhate.org](http://www.upendhate.org) to learn more.

**Day 3:** We're back with more UPstander tips as part of UP End Hate Week 1! To be an UPstander, you not only need to be kind, but you also need to be curious. Here's today's tip for how to be curious.

Hate is sneaky. It often hides in plain sight, like in jokes and "funny" memes. When you hear a joke or see something online that makes fun of someone's identity, stop and ask yourself, is this actually a joke? Or is it a mean comment disguised as a joke? To stand up to hate, you have to first recognize it. And when it comes to stuff online, you definitely want to avoid passing on hateful messages. Always think first, post second. Visit [www.upendhate.org](http://www.upendhate.org) to learn more.

**Day 4:** Today's UPstander tip is about being curious, this time in online spaces.

Today, when you are on your phone or your laptop and you see a post, ask yourself - who is behind the screen? It's easier to say hateful things to someone when you don't see them face-to-face. It's extra easy if your identity is anonymous online. But remember there are real people behind those screens and the posts that you see. Remember, online is IRL.

Tune in tomorrow for our final UPstander tip of the week. Visit [www.upendhate.org](http://www.upendhate.org) to learn more.

**Day 5:** Welcome back to UP End Hate Week 1! We're coming at you with another UPStander Tip of the Day. Today, we're focusing again on being curious by learning about a few of the warning signs that a peer might need some extra support.

Ask yourself, has this person been acting differently lately? Do they seem lonely? Being curious means paying attention to changes in words and behavior. If these changes are unusual or concerning, they could be a sign that this person needs help.

Stay tuned next week for more UPStander tips. Visit [www.upendhate.org](http://www.upendhate.org) to learn more.

**Day 6:** It's another week of UP End Hate! We're starting off this week where we left off last week - on being curious. To be an UPStander, you need to learn about warning signs of when to seek help for your peers.

One warning sign is when someone believes that unfairness can be fixed with violence. This is extra true for violence against a specific group of people. It's perfectly normal to be annoyed or angry when you feel you've been treated unfairly. After all, the world isn't always fair! But it's not ok to channel those feelings into acts of aggression towards one person or an entire group. That's how hate becomes violent.

Join us tomorrow for our next UPStander tip. Visit [www.upendhate.org](http://www.upendhate.org) to learn more.

**Day 7:** We're back with another UPStander tip. So far we've learned that to UP End Hate, we have to be kind and we have to be curious. Last but not least, we have to be courageous.

Hate is a hard subject to talk about. It's even harder to stand up to friends and peers when they say, share, or post something unkind. But being an UPStander means having the courage to start tough conversations. Today, if you hear someone say something negative, have the courage to say, "Hey, that's not cool!" or "We don't say things like that around here."

For more tips on how to start the conversation, visit [www.upendhate.org](http://www.upendhate.org).

**Day 8:** Our UPStander tip of the day focuses again on being courageous. Did you know that 82% of planned attacks on campuses were prevented because someone spoke up when they heard or saw something concerning? Ordinary students saved lives by being brave enough to speak up.

Today's tip - think of one trusted faculty member, staff, or administrator you could go to if you ever needed to get help for yourself or a peer. This could be a professor, coach, resident advisor, counselor, or another trusted figure. If you're ever worried about a peer, tell this person. You're getting help, not getting someone in trouble.

Visit [www.upendhate.org](http://www.upendhate.org) to learn more.

**Day 9:** Hi everyone! Today we have one more UPstander tip about being courageous.

If you're ever flown on an airplane, the flight attendants always tell you before take off that, in the event of an emergency, put on your own oxygen mask before you assist others. People who are generous and empathetic often end up putting others' needs before their own. Their intentions are good, but eventually they often burn out and their mental health suffers. It takes courage to know when to step back and take care of yourself first.

Today's tip of the day is to pick one thing you can do to take care of yourself. Maybe that's going to bed an hour earlier so your body gets more rest. Maybe that's spending 10 minutes outside in nature. Maybe it's choosing something healthy to eat for lunch to fuel your body. It can be super small and simple! Taking care of yourself will help you to take better care of those around you.

For more tips on mental health and taking care of yourself, visit [www.upendhate.org](http://www.upendhate.org).

**Day 10:** We've made it to the final Tip of the Day for our UP End Hate campaign.

Every day over the past two weeks, we've shared tips for how to be an UPstander. Remember, to be an UPstander you must be kind, be curious, and be courageous. We each have the power to be UPstanders and recognize, challenge, and prevent hate. Together, we can make sure our campus is a safe, inclusive place where everyone feels like they belong.

Thanks for joining us these past two weeks! To keep learning more about ways to be an UPstander and UP End Hate, visit [www.upendhate.org](http://www.upendhate.org).



**Tips of the Day: Available for download [here](#).**



*Image 6: A hand holds up a megaphone next to the UP End Hate campaign logo.*

# STEP 5: CAMPUS-WIDE ACTIVITIES

These activities are designed to spark conversation, inspire action, and build a culture of kindness, curiosity, and courage. Choose which campus-wide activities you want to use for your campaign. If you decide to grow your campaign into an organization, feel free to come back and use more of the event ideas. *You've got this!*

## 1. Spread Awareness

### • Hang Posters and Flyers

Use pre-made posters to hang around campus. They include hyperlinks and QR codes to help students find resources on the UP End Hate website!

- **Pro-Tip:** Place them at eye level in bathroom stalls and at high-traffic locations, like dorms, cafeterias, and the student center.

### • Distribute Merch and Swag

Pass out printable stickers with campaign messages.

- If your team can, get merch like t-shirts, pens, or buttons to promote the campaign!



## 2. Encourage Commitment

### • Ask Classmates to Take the UPstander Pledge

- **Pledge Statement:** “I pledge to be an UPstander. I will help upend hate in my community by being kind, being curious, and being courageous.”

### • Gather as many pledges as you can

Print out or create the banner. Place it in a high-traffic area on campus and ask students to sign it.

Make a Google form for students to take the pledge online.

Post the pledge on social media to reach as many students as you can!

## 3. Plan Interactive Activities

Consider incorporating these activities into standing or events, such as weekly sorority chapter or student government meetings. Or host a campus event that's open to all students, all dorm members, etc...

- **Wall of Courage:** Create a wall where students can sign pledges or write messages about upending hate.
- **Hand Cutouts:** Write messages of kindness on cutouts to display.
- **Paper Chains:** Create chains with written commitments to kindness and inclusivity.



## 4. Spread the Message Through UPstander Tips of the Day

Use the 10 pre-written Tips of the Day to share simple ways people can be UPstanders.

- **Pro Tip:** Incorporate these tips into existing communication channels in your dorms or via a campus-wide announcement system. You can also adapt the tips for social media.

## 5. Create a Chalk Walk

Use chalk to write uplifting messages around campus like:

- “Be an UPStander.” “Be kind. Be curious. Be courageous.” “Online is IRL. Stop the hate.”



## 6. Host a Speaker Event

Invite a speaker to your campus who is an expert in hate prevention. Or ask someone who already works at your college/university to talk more about promoting campus safety.

# CAMPUS EVENTS TIPS



Hosting campus events is a powerful way to bring the UP End Hate campaign to life and promote its message of **kindness, curiosity, and courage** within your community. Events engage students, faculty, staff, and administrators in meaningful, interactive ways that make the campaign visible and impactful. Campus events like chalk walks, a wall of courage, hand cutouts, and paper chains are interactive, inclusive activities that can encourage your campus community to **UP End Hate** with your team! Here are some helpful tips and instructions to make your school events successful.

## 1. **Visibility Matters:**

- Promote your event by placing posters and flyers at eye level in bathroom stalls.
- Set up event stations in high-traffic areas like dorms, libraries, cafeterias, or the student center to maximize participation.

## 2. **Timing is Key:**

- Plan events to coincide with campus events, sports games, or other gatherings to reach a larger audience.

## 3. **Seek Permissions:**

- Work with campus student government and organizations to ensure all activities align with school policies and are scheduled in approved locations.

## 4. **Promote Through Social Media:**

- Use your UP End Hate social media page to post event details, countdowns, and live updates. Encourage peers to share posts and tag @upendhate to amplify the campaign's reach.

## 5. **Plan and Prepare:**

- Using the detailed checklist for in-person activities to keep planning and execution organized. The checklist includes important items such as materials, volunteers, and roles.

## 6. **Engage and Celebrate:**

- Share updates and photos of the event planning process to build excitement and spotlight participation efforts online. Be sure to post pictures of the event, especially of the finished product!

## TIPS FOR SUCCESSFUL SCHOOL EVENTS

By hosting creative and well-planned school events and promoting them effectively both in person and online, you can inspire your peers to become **UPstanders** and make your campus a kinder, more inclusive space for everyone.

# TAKE THE PLEDGE

Another way to get your fellow students involved is by having them take the UPstander Pledge. Download and print the pre-made banner and ask students sign it. Or create your own signable banner! Either way, hang the banner in a frequently visited space on your campus, such as the library, student center, or cafeteria. That way, people are reminded every day of the pledge they took.



Pledge Banner: Available for download [here](#)

# STICKERS AND SWAG

Everybody loves stickers and swag! You can download the three pre-made sticker templates and print them out on sticker paper. If money is available, you can also use these templates to create popular swag items to hand out, like pens, water bottles, and t-shirts. These are great to include at a speaker event or if you set up an information table. Need money to order the swag? Try asking Student Affairs if there are funds available for a student-led project. Local businesses often love to sponsor students' projects, too.



Sticker Templates: Available for download [here](#).

# HOST A CHALK WALK

The Chalk Walk is an example of chalk marketing—a low-cost, eco-friendly strategy. By placing messages in high-traffic areas, you can naturally draw attention to the campaign and engage more people. This strategy works because it is unexpected, creative, and encourages curiosity.

**Pro Tip:** Keep your messages short, bright, and legible so they're easy to read as people walk by.

## 1. Gather Your Materials:

- Sidewalk chalk in multiple colors
- Stencils (optional, for more precise designs)
- Cleaning tools for mistakes or adjustments (e.g., wet cloths)

## 2. Plan Your Chalk Walk

- Choose a High-Traffic Area:
  - Select spots where students pass by frequently, such as walkways, entrances, or near the cafeteria.
- Obtain Permission:
  - Check with campus administrators to ensure chalking is allowed in your chosen locations.

## 3. Write Your Messages

- Focus on short, impactful phrases related to the UP End Hate Campaign:
  - “UPEnd Hate – Kindness Matters.”
  - “Be Kind. Be Curious. Be Courageous.”
  - “Together, We Can UPEnd Hate!”
- Add visual elements like hearts, stars, or the school logo to make the messages eye-catching and positive.

## 4. Promote on Social Media

- Take Photos or Videos:
  - Capture students writing messages or walking through the chalk art.
- Post Content:
  - Share visuals on Instagram, TikTok, or Twitter with captions like:
    - “Spreading kindness and positivity one step at a time! 🌟 #UPEndHate #ChalkWalk”
- Use interactive CTAs:
  - “Which message about UPending Hate stands out the most to you? Let us know in the comments!”
  - “Repost if you contributed to UPending Hate today!”



BE  
KIND

Let your  
light  
Shine

BE KIND.  
BE CURIOUS.  
BE COURAGEOUS.

#UPENDHATE



be  
positive

# CREATE A WALL OF COURAGE

I will stand up for someone I care about

I will stand up for someone

I will be nice

I will...  
Speak up for a person who needs support!

A Wall of Courage is a way for people at your college or university to make a personal pledge to be kind, curious, and courageous. The wall should be posted in a public space to maximize visibility. Encourage people to make their personal pledges as part of a broader campus campaign or on-campus activity.

## Materials Needed:

- Large piece of butcher paper with “Wall of Courage” written or painted on it.
- Post-it notes (multi-colored) or colored markers for students to write their pledges.

## Creating the Wall:

- Ask each person to write down one thing they will do from now on to stand up and speak up to prevent and/or stop hate.
- Station team members at the wall during designated busy periods, such as lunchtime or before an athletic activity. Have 3-4 team members spread out around the area to encourage students to join. At least two students should stand by the “Wall of Courage” with Post-Its and pencils/pens for students to easily write their messages.

## Managing the Wall:

- Throughout the campaign period, have team members **actively monitor** the Wall of Courage to **promptly remove** any Post-Its that might be **inappropriate or unfriendly**.
- If you created several places across campus for students to share their messages, gather all sheets up at the end of each day. Assemble the post-its on one main Walls of Courage that is displayed in a visible spot on your campus.
- Do not forget to take pictures and videos of students creating their Wall of Courage messages so that you can share them on social media!

BE AN  
UPSTANDER.

I will eat  
lunch with  
someone I  
don't know  
today.



I will speak up  
when I hear  
something  
hateful.

kindness  
matters.

# HAND CUTOUTS & PAPER CHAINS

Hand cutouts and paper chains are an engaging and visually striking way to promote the UP End Hate message. This activity can inspire a sense of community and shared responsibility for kindness, curiosity, and courage. Follow these steps to bring this idea to life:

## 1. Gather Your Materials

- Colored construction paper (variety of colors).
- Scissors.
- Markers, pens, or crayons.
- Tape, glue, or stapler for assembling the chains.
- Optional: Stickers, glitter, or other decorative items.

## 2. Create the Hand Cutouts

### • Trace and Cut Out Hands

- Provide people with paper to trace their hand outlines. Cut out the traced hands as neatly as possible.

### • Write a Message

- On each hand cutout, ask people to write a) the pledge, b) one way they will be an UPStander today, or c) words of encouragement. Encourage people to personalize their handprints with drawings, doodles, or meaningful designs.
- **Example phrases:** “I pledge to be an UPStander.” “Be Kind. Be Curious. Be Courageous.” “Together, we can UP End Hate.”

## 3. Assemble:

You can either link the hands together or create a separate paper chain.

- **Paper Chain:** connect different color paper strips by stapling, taping, or gluing them into a continuous chain.
- **Hand Chain:** connect the hand cutouts by stapling, taping, or gluing them into a continuous chain.

## 4. Display:

Hang the paper chain hands in a prominent location, such as the student center, the entrance to the cafeteria, or the lobby of the main library.

## 5. Promote Engagement

- **Host a Creation Station:** Set up a table with all required materials for people to participate.
- **Incorporate in Events:** Consider using the chain as part of a Wall of Courage or host it in a high-traffic area to represent the campaign.
- **Encourage Collaboration:** Aim for participation from as many people as you can!

## 6. Promote on Social Media

- **Take Photos or Videos:** Capture moments of people creating hand cutouts, assembling the chain, and collaborating.
- **Post Content:**
  - **Share visuals with captions like:** “Hands together for kindness! 🖐️ Join our #UPEndHate movement. #BeAnUPstander”
  - **Share visuals with captions like:**
    - “Hands together for kindness! 🖐️ Join our #UPEndHate movement. #BeAnUPstander”
- **Use interactive CTAs:**
  - “What would your positive handprint say? Comment below!”
  - “Tag a friend to add their hand to the chain!”



# POSTERS AND FLYERS

A great way to draw attention to your campaign is to hang up posters and flyers up around campus. Hang these in places where people are likely to see them, for example, bulletin boards, main doors, the cafeteria check-out line, and even in bathroom stalls. Download and print our pre-made posters or make your own!

**HOW TO BE AN UPSTANDER**

**BE KIND. BE CURIOUS. BE COURAGEOUS.**

Learn more: [www.upendhate.org](http://www.upendhate.org)

**BE KIND**

REACH OUT TO NEW PEOPLE

**Say Hello**

Your school is your community. Say hello to the first 10 people you see today.

**Include**

Invite someone new to eat lunch with your table, participate in a class assignment, or join your study group.

**Check In**

Ask someone how they are doing. Really listen to their answer.

UP END HATE

Learn more: [www.upendhate.org](http://www.upendhate.org)

**BE CURIOUS**

ASK "IS HATE BEHIND THIS?"

**Take a Beat**

Think before you post. A moment of reflection can prevent a lifetime of regret and help stop the cycle of hate-based cyberbullying.

**Online is IRL**

There are real people behind the screen. Your words have power, use them to build others up, not tear them down.

**Is it actually a joke?**

Or simply a mean comment disguised as a joke?

UP END HATE

Learn more: [www.upendhate.org](http://www.upendhate.org)

**BE CURIOUS**

LEARN THE WARNING SIGNS THAT A CLASSMATE MIGHT NEED EXTRA SUPPORT. ARE THEY FEELING...

**Isolated?**

Do they seem lonely? Or do they spend most their free time online?

**Wronged?**

Do they think everything is unfair for them? Do they believe that unfairness can be fixed with violence?

**Hopeless?**

Do they seem to be saying goodbye? Are they giving away their things?

UP END HATE

Learn more: [www.upendhate.org](http://www.upendhate.org)

**BE COURAGEOUS**

SPEAK UP WHEN YOU HEAR HATEFUL WORDS OR ACTIONS. IN PERSON OR ONLINE.

**Hurt People, Hurt People**

Criticism can be a sign of pain. People sometimes lash out because they have other life struggles. Negative comments may have nothing to do with you.

**Take Them at Their Word**

If someone says they are going to hurt someone, believe them. Take it seriously and report it—your action could save a life. You're getting help, not getting someone in trouble.

UP END HATE

Learn more: [www.upendhate.org](http://www.upendhate.org)

**BE COURAGEOUS**

RECOGNIZE WHEN YOU NEED TO EXIT A SITUATION OR SEEK HELP.

**You're not alone.**

You should not handle hate alone. There are other people who can help you. Talk to a friend or a trusted adult in your life.

**Taking care of yourself is brave.**

Standing up to hate is hard. Practice self-care often to help you be a lifelong upstander.

UP END HATE

Learn more: [www.upendhate.org](http://www.upendhate.org)

Don't stand by, stand up!

**UP END HATE**

UNITE. PREVENT. END HATE.

Make your school a hate-free zone.

82% of planned attacks on schools were prevented because someone spoke up when they heard or saw something concerning.

UP END HATE

Learn more: [www.upendhate.org](http://www.upendhate.org)

**ONLINE IS IRL**

There are real people behind the screen.

UP END HATE

Learn more: [www.upendhate.org](http://www.upendhate.org)



Posters: Available for download [here](#).

# STEP 6: KEEP IT GOING!

## START A CAMPUS ORG



Image 6: A group of girls smiles for the camera.

To **sustain** UP End Hate on your campus, consider starting a UP End Hate Organization to create a **lasting impact** and **inspire others** to join the movement. Here are some **tips** and **suggestions** to consider during the process! Begin by researching **your college or university's process** for starting an organization, including the approval steps, required signatures, and alignment with campus policies. Build a team of **passionate** peers and find a faculty advisor to guide your efforts. Secure **funding** through grants or fundraisers to support events, activities, and community

service projects. **Promote** your organization through posters, flyers, and social media to **recruit** members and **raise awareness**, highlighting the benefits of joining, like earning volunteer hours and building leadership skills. To **boost** engagement, consider creating and distributing UP End Hate-themed **merchandise**, such as stickers or shirts. By following these tips, you can sustain **the movement** and forever make a difference on your campus. By leading with these values, your club can serve as a **powerful example** of how to **actively stand up to hate** and **promote inclusivity**. Together, you can inspire your peers to be **UPstanders** by embodying **kindness, curiosity, and courage** in everything you do.

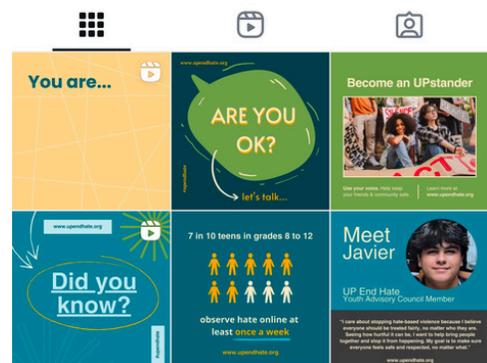
## PARTNER WITH EXISTING ORGS



Many organizations exist to support young people in creating safer, more inclusive campus environments. Partnering with one of these organizations could help keep the positive momentum going while providing structure and support from nationally recognized organizations. Programs such as **Invent2Prevent** empower students like you to find creative ways to upend hate. Find more potential programs [here](#).

## FOLLOW US ON IG

Stay up to date on the latest news and research. Learn more tips for being an UPstander. Connect with members of the UP End Hate Youth Advisory Council. Tag [@upendhate](#) in your school awareness campaign posts to link to a national movement.



# CONCLUSION

**Every action** you take as an upstander contributes to building safer, more inclusive communities where everyone feels valued. This **UP End Hate Toolkit** is just the beginning — it's a resource to help you learn, act, and inspire change. When you choose to stand up to hate and empower others to do the same, you become part of a nationwide movement driven by kindness, curiosity, and courage.

Now it's your turn: take what you've learned, use the tools provided in this toolkit, and start creating a positive impact on your campus, online, and beyond. Let's UP End Hate - together!



*Image 8: A young person holds up their hand to indicate, "Stop!"*



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**UP** **END**  
H V L E

UNITE. PREVENT. END HATE.

[www.upendhate.org](http://www.upendhate.org)