**

MONDAY – *Kickoff Day*

1. Campus Rally/March – Gather students around campus (a good starting point may be the residence

halls) and have them march through the academic wing of campus (gathering faculty and staff),

through the community (collecting local business owners and other members) and end at a central

location on campus. This could be the kickoff to the week, and the precursor to the keynote speaker.

2. Keynote Speaker – Seek out a speaker to give a presentation on how violence has no place on your

campus, and/or how to unite the campus in peace and harmony.

3. Take the Pledge – After the speaker, encourage those in attendance to take a public stance against

violence by signing a pledge. This could be a time of celebration, offering free t‐shirts, coffee,

cookies, or any other items that can be purchased or obtained from the support of the community.

TUESDAY – *Take the Pledge Day*

For those who did not attend the keynote speaker or sign the pledge on Monday, Take the Pledge Day

offers an additional opportunity to recruit and market for the week.

Tables could be stationed in various buildings on campus, for the purpose of distributing the pledge to

the campus community and also offering a promotional item to those who agree to the principles of the

campaign and sign the pledge. Promotional items could take the form of t‐shirts, beanie hats, baseball

caps, travel mugs, car or window decals, canvas bags, etc.

In the event that funding is not available for the distribution of promotional items, financial sponsorship

from the community could be obtained, in exchange for their logo being printed directly on the promo

item (back of t‐shirt, hat). Company logos could appear on the marketing posters to advertise for

Enough is Enough Week, or separate cards could be handed out as “discount cards” with the corporate

sponsorship printed on the card.

Finally, another way for the community to get involved with the marketing of the campaign is to partner

with local eateries and restaurants and ask for donations of pizza, sub party platters, or other on‐the‐go

food items. This could be a great initiative for the lunch hour, in attracting additional pledges.

WEDNESDAY – *Unity Day*

1. These Hands Don’t Hurt – Unite the campus with a colorful display of support. Have a large white

banner and several different colors of paint for students to leave their handprint as a visible pledge

to their commitment to being peaceful members of the campus community and the world.

2. Home is Where the Court is: Dedicate a home athletics game to rally and unify the campus and show

off their school spirit. Ask those in attendance to wear the same color, further unifying the initiative

and stance against violence.

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*Sample Week of Programs*

THURSDAY – *Take Action Day*

1. Poster campaign/gallery showing – Provide students with poster board and allow them to create

visual displays with an anti‐violence message. Additionally, students could be encouraged to go

beyond poster board and create their own anti‐violence message using the media of their choice.

These expressions could, of course, be pre‐screened for appropriate content and materials.

An alternative idea is to ask students to create posters or other visual media that represent campus

unity and peace. Arrange for pieces to be on display in a union, student center, or art gallery.

2. Start a dialogue on violence – Encourage students to think about the ramifications that violence in

the media has on society, and how we can combat these messages of pro‐violence. Universities

could enlist the assistance of their debate team or their campus radio station. A weekly segment

could be included to address issues of violence, campus security, or ways to make campus a better

and more peaceful place to live.

FRIDAY – *Beats of Peace Day*

Host an “EarPeace” or “CommUnity” concert. Bringing people together around positive and upbeat

music is sure to foster a sense of peace and unity on campus. This event could take on many forms,

including big‐name acts, student bands, or aspiring singer‐songwriters within the campus community.

Furthermore, this could be a large‐scale concert type of event, or something as simple as a coffee‐house

setting featuring an evening of soulful music. Be sure to promote the community sites where you’ll be

hosting “Campus Cares Days” and have last‐minute sign‐ups available.

SATURDAY/SUNDAY – *Campus Cares Days*

Another way to get the campus active and involved in a positive way is to host day‐long volunteer and

service events in which members of the campus give back to the larger community through cleaning up

the town, painting elderly people's homes, volunteering at the local humane society, or organizing the

shelves of a local food bank. Various project sites in the community would be pre‐identified, and groups

of volunteers would be assigned to task sites. For an even greater anti‐violence effect, these project

sites could be specifically chosen with an anti‐violence theme in mind: sprucing up a battered women's

**shelter or creating an anti‐violence mural to be on display in the community.