



Engage your school

1. Ask your school or university to take part in Spirit Day by encouraging students to wear purple on October 20 in a stand against bullying.
2. If your school or school district has a Twitter account, tweet at them invite your friends to tweet at them, directing them to [glaad.org/spiritday](https://www.glaad.org/spiritday).
3. Copy and paste the text below, and send the letter to your school's principal, chancellor, dean or student government body.
4. If your school is conducting classes online, ask that teachers and staff members seen on Zoom classes wear purple or start the class with a Spirit Day message to show their solidarity digitally.

[DATE]

Dear [SCHOOL OR UNIVERSITY CONTACT]:

On October 20, 2022, millions of Americans will wear purple on Spirit Day in a stand against bullying and to show their support for lesbian, gay bisexual, transgender, and queer (LGBTQ) youth.

Will you join us by observing Spirit Day on October 15 and help show LGBTQ students the support they so critically need?

Conceptualized in 2010 by a high school student wanting to memorialize those who lost their lives to bullying, Spirit Day has since become an international movement of solidarity for LGBTQ kids, teens, and young adults.

Today, 7 out of 10 LGBTQ students experience harassment while at school. By inviting students, administrators, and teachers to participate in Spirit Day, we can send a strong message of support to [SCHOOL OR UNIVERSITY NAME]'s LGBTQ and allied students, while taking a firm stand against bullying. As a student of this institution, I care about this issue, and I would like to see my school become a safer place for all.

There are a number of ways to participate:

- Take the Spirit Day commitment to stand against bullying and for LGBTQ youth by registering our school at [glaad.org/spiritday](https://www.glaad.org/spiritday)
- Educate faculty and staff about Spirit Day and encourage them to wear purple on October 15, 2020
- Inform the community about Spirit Day in school newsletters, etc.
- Post about Spirit Day on October 15, 2020 from the school's social media accounts
- Send Spirit Day messages on any daily announcements leading up to and including October 15, 2020
- In previous years, schools and universities across the country and students around the world joined celebrities like Vice President Kamala Harris, Celine Dion, Laverne Cox, Jake Gyllenhaal, Drew Barrymore, Jonas Brothers, The Cast Of HBO's We're Here with corporations like Target, Visible, Wells Fargo and as well as Disney/ABC, Comcast NBCUniversal, ViacomCBS, WarnerMedia, TikTok, Telemundo, and hundreds more schools, celebs, national landmarks, companies, nonprofits, and teams.

This year, Spirit Day is poised to be bigger and better than ever, with hundreds more notables signing on, including student clubs, universities and entire school districts. Participation is simple, but impactful. Of the disproportionate number of LGBTQ students bullied in the past year, less than half of those targeted sought help from their schools. Spirit Day shows LGBTQ kids, teens, and young adults, that there are people they can go to for help and acceptance and that their place of learning is safe and welcoming.

For more information, including a list of others participating, visit [glaad.org/spiritday](https://www.glaad.org/spiritday). You can find resources for parents and educators available at [glaad.org/spiritday](https://www.glaad.org/spiritday).

With gratitude for your service,

[Signature]

[YOUR NAME]