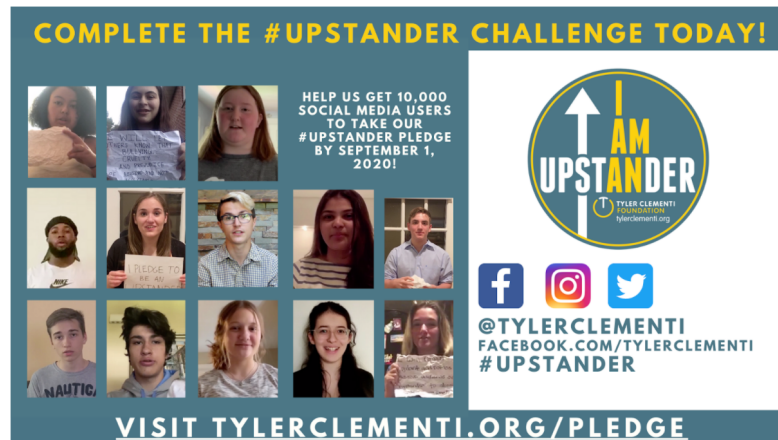


STAND UP TO BULLYING FROM #DAY1



Dear Upstander,

Today, our Youth Ambassadors officially launched the [#Upstander Challenge](#) -- a social media campaign that brings together virtual teams of Upstanders to produce videos of themselves taking our Upstander pledge. Please [visit our website to watch their video and learn more about participating](#) in the challenge. The Upstander Challenge is a fun and easy (not to mention socially-distanced) way to encourage others to stand up against bullying and harassment in their communities. We are incredibly proud of our Youth Ambassadors for taking the lead by creating such an inspiring Upstander video. Will you help them spread this positive message by participating in your own video?

How does the Upstander Challenge work?

1. Record yourself reading or saying part of our Upstander pledge. At the end of your video clip, you **throw or drop an everyday item off-screen** (see example below).
2. Send the video clip to a classmate, family member, friend or colleague, who will record another clip of them catching that same (or similar) object coming from the direction you threw or dropped it. They will then continue reading or saying the pledge.
3. **Get creative!** You can make **signs**, include **music** or dance, give a shoutout to Tyler Clementi Foundation and your school, workplace, organization or faith community. Put it all together into one video (we suggest mp4, landscape).



STAND UP TO BULLYING FROM #DAY1



4. Send it to us at outreach@tylerclementi.org or direct message on social media with the names of your group members and consent for us to repost your video. [Check out this great example video from our Youth Ambassadors and Day1 Reps from Bergen County, NJ.](#) Please visit our website for video editing guidelines and best practices.

Like we mentioned last week, we are in the homestretch of our [Million Upstander Movement](#), which aims to recruit 1 million upstanders by this October. We hope you'll help us reach our goal by making and sharing an Upstander Challenge video! If you're inspired by these videos, please consider [making a donation](#) to support our Youth Ambassador program.

Sincerely,

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Jane Clementi

CoFounder & CEO of Tyler Clementi Foundation

Jane@TylerClementi.org

pronouns: she/her/hers