



# #REIMAGINEMANHOOD

Exploring Gender Equity, Racial Justice,  
and Healthy Masculinities

A White Ribbon Day Campaign Toolkit  
for Organizers, Educators,  
Preventionists, Workplaces,  
Faith Institutions, Athletic  
Organizations,  
Community Groups and **YOU!**

Created by Jane Doe Inc. 

The Massachusetts Coalition Against Sexual Assault and Domestic Violence

## **TAKE ACTION THIS MARCH!**

### **How will you #ReimagineManhood?**

This year's campaign is focused on **you** and **your community**. JDI will not be holding a public event of our own, but rather working to amplify your voices statewide and using the power of the media to bring attention to these issues. Together we can challenge negative, outdated concepts of manhood and inspire everyone to #ReimagineManhood.

So how can we change societal attitudes and beliefs that perpetuate gender-based-violence? What can we do to engage more people because it's everyone's job to #ReimagineManhood? This e-toolkit contains ideas and resources to help you organize, educate, and engage your community.

We look forward to hearing more about your efforts. Please email us information about your plans and register your public events that we can help promote and be in community together.

#### **WHAT YOU'LL FIND IN THIS E-TOOLKIT**

Looking for inspiration? We've put together this compilation of resources, discussion guides and a sampling of community projects that aim to bring about social change and be part of the solution in ending men's violence against women and gender based violence.

Whether you organize a proclamation event, raise a WRD flag, invite people to take the White Ribbon Day pledge, create a place for deep conversations with colleagues, classmates, or friends, show a film, or host a fundraiser, we invite you to think creatively about how you can promote gender equity, racial justice and healthy masculinities!

**Section 1: Make a Difference** There are many ways for people to make both a personal and public commitment to be part of the solution in ending violence against women and all gender-based violence. Whatever you do, we invite you to involve others because the success of this work depends on our strength in numbers.

**Section 2: Have a Conversation** JDI has created several tools to help you initiate conversations in groups, schools, or individual settings.

**Section 3: Go Social** Social media is a great way to embrace and amplify your voice this March and encourage others to do the same.

For questions or additional resources, please contact us at [wrdcampaign@janedoe.org](mailto:wrdcampaign@janedoe.org) or 617-248-0922.

## Section 1: MAKE A DIFFERENCE

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### Community Events & Registering Yours

For almost eleven years, JDI members and our WRD Affiliates have organized a wide variety of educational, prevention, and community organizing activities.

- Whatever your approach, check out the list of upcoming and past events on the [WRD Calendar](#).
- Do you want to promote your event to JDI members, WRD Ambassadors and Affiliates? [Submit your event here](#).
- REMINDER: Reach out to the [JDI member program](#) in your area for their expertise and collaboration.

### Script For Leading The Pledge (PDF)

Taking the Massachusetts White Ribbon Day Pledge can be a powerful moment in community with others and a starting point for deeper reflection and action. Let us know how you adjust the pledge to meet the needs of your own community!

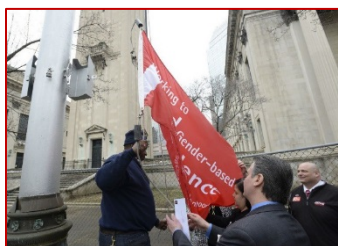
- Here's a one page document to help you get started ([Word](#)) ([PDF](#)).

### Host a local proclamation event

You can invite your city/town council or mayor or state representative or senator to present a proclamation declaring a specific date in March as White Ribbon Day in your community! The event can be large or small - a city council or town hall meeting, incorporated into an existing event or the focal point for a gathering with speakers, art, music or other entertainment.

- Proclamation Kit Materials ([online](#))
- Proclamation Event Check-List ([Word](#)) ([PDF](#))

### Raise A Flag To Make a Statement



Imagine a flag with the message “Working to End Gender-Based Violence” waving in front of high schools, colleges, city halls, town centers, and other government buildings throughout Massachusetts! If you have a flag from last year, get one of the last ones from JDI, or make your own, displaying a public message not only raises awareness but also makes a statement of solidarity with JDI's statewide campaign and its the values.

NOTE: Supplies limited so [email soon to request your flag](#) free of charge!

## Section 2: HAVE A CONVERSATION

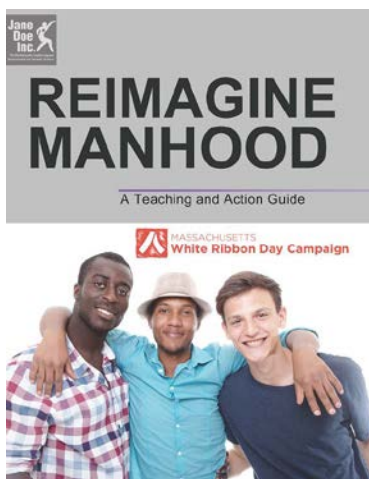
**Use these discussion and action guides** JDI has created several tools to help you initiate conversations in groups, schools, or individual settings.



### #ReimagineManhood: Exploring Gender Equity, Racial Justice and Healthy Masculinities

This discussion guide offers questions and exercises to accompany the viewing of any of the videos from JDI's December 2017 Summit. Use the 3-minute highlights from the inspiring panel or show the entire keynote.

- Download Discussion Guide ([Word](#)) ([PDF](#))
- View summit playlist [videos here](#).



**#ReimagineManhood Teaching and Action Guide** contains a lesson plan for guided discussion over 1 to 3 sessions. Facilitators are free to adapt or modify this material and to develop your own exercises based on the one-minute video.

- [Request Download Here](#)
- [You can view the video on YouTube here](#)
- [Download the MP4 version file here](#)

### Evaluate the Teaching and Action Guide

We are interested in learning about your experience with using this guide. Please provide your feedback and evaluation comments. [Enter your Evaluation Here](#)

## Create your own PSA

One way to get people talking is to invite men and boys to be part of a video and talk about why this issue matters to them.

- Talk to your **local cable station** to create your own commercial.
- Hold a **contest** for teens in your community (work with the JDI member program in your area, schools, youth groups, faith organizations, athletic teams).
- Contact a **local ad agency** or communications professional or a communications class at a college and ask for help developing a message.

## Show JDI's 2017 WRD PSA



Sportscasters Tom Leyden from Fox25, Joe Amorosino from TV7, Steve Burton from CBS Boston and Mike Lynch from WCVB teamed up to create a terrific [30 second PSA](#)! All four stations will air it during March 2018. You can show it to start a meeting or conversation. Special thanks to these stations!

[Hear](#) what these men had to say about their involvement!

## Section 3: Go Social

Social media is a great way to embrace and amplify your voice this March and encourage others to do the same.



JDI has free graphics available to use on your social media platforms: such as this [profile image](#) and cover photos:

### Facebook



### Twitter



Please use our hashtags and connect your materials to the statewide campaign:

**#ReimagineManhood #WRD2018 #EndToxicMasculinity #HealthyMasculinities**

### Facebook/Twitter

Think of ways you can ask your Facebook audience to get engaged in person or online.

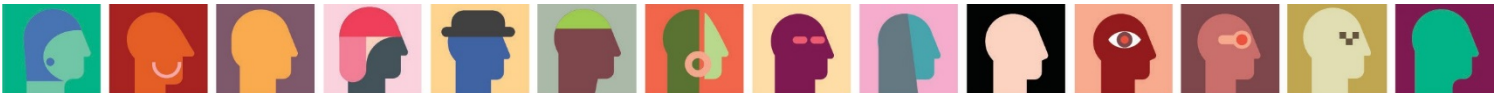
- **Post in advance** to invite your contacts to change their profile picture and/or cover image starting on March 1.
- **Invite** them to watch one of the videos and share their reflections.
- **Pick a day and time** to host a video or twitter chat where you can share what is happening in your community and invite response and input.
- **Create a list of 5-10 questions**, such as, How would the world be different by reimagining manhood? What does being a man mean to you? What are the most crucial elements to healthy masculinity, and how do we promote them? What are you doing to advance gender equity? How are gender and racial justice connected?
- **Share/Retweet** answers to your questions to amplify the voices of those participating.
- **Follow JDI** on twitter and JDI's WRD Facebook page people and organizations like [WeAreManEnough](#), [A Call to Men](#), [Men Can Stop Rape](#) and more.

[Download sample posts\(Word\)](#) ([PDF](#))

Don't forget to use **#ReimagineManhood** in all WRD-related posts and search the hashtag to retweet and amplify the voices of others who are engaged in this conversation.

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Want to know more about the history and structure of JDI's Massachusetts White Ribbon Day Campaign? [Download this Fact Sheet about our Campaign](#)



For more information about JDI's Massachusetts White Ribbon Day Campaign, additional resources, and to purchase white ribbon pins, visit our website at <http://whiteribbonday.janedoe.org/>

The JDI team is available for technical assistance/guidance and is a resource to help you deepen and enhance your work to #ReimagineManhood and end gender-based violence. Contact us!

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