

**SCHOOL TOOLKIT**



**Association for  
Conflict Resolution**

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Washington, D.C. 20036

**CONFLICT RESOLUTION DAY  
Checklist**

- Frequently Asked Questions
- Action Plan
- Ten Tips for Event Organizers
- Activities List
- The Media Connection
  - Tips for publicizing your event
  - Press Release template
- School Proclamation and Pledge Templates
  - Sample Elementary school proclamation
  - Sample Middle/High school proclamation
  - Sample student pledge

**CONFLICT RESOLUTION DAY  
THIRD THURSDAY IN OCTOBER**



## **CONFLICT RESOLUTION DAY**

# **Frequently Asked Questions**

### **WHAT IS CONFLICT RESOLUTION DAY?**

The Association for Conflict Resolution (ACR) has designated **every third Thursday of October** as **Conflict Resolution Day** in order to increase public awareness about conflict resolution and its many benefits. This idea, which began at the grassroots level in October 2005, has grown into an international celebration of conflict resolution. In 2005, Conflict Resolution Day celebrations took place in Portugal, Canada and 22 U.S. states.

### **WHEN IS CONFLICT RESOLUTION DAY?**

Conflict Resolution Day is always the **third Thursday of October**.

### **WHO IS PARTICIPATING IN CONFLICT RESOLUTION DAY?**

The list keeps growing. Visit the ACR website at <http://www.ACRnet.org/crday> for the most updated list of Conflict Resolution Day participants from around the world and your own community.

### **HOW CAN I GET INVOLVED?**

There are many ways to become a part of Conflict Resolution Day. You can:

- Attend community events
- Pick a project toolkit at [www.ACRnet.org/crday](http://www.ACRnet.org/crday) and plan your own Conflict Resolution Day event
- Encourage your school or place of work to participate in Conflict Resolution Day
- Celebrate Conflict Resolution Day with friends or colleagues

### **WHERE CAN I GET IDEAS ABOUT PROJECTS?**

ACR has customized toolkits and project ideas to help you plan your own Conflict Resolution Day project. These resources are available on the ACR website at <http://www.ACRnet.org/crday>, where you also can see descriptions of events that took place in past years and those already planned for this year.

**CONFLICT RESOLUTION DAY**  
**THIRD THURSDAY IN OCTOBER**

## **SCHOOL TOOLKIT**

### **HOW DO I PUBLICIZE MY PROJECT?**

- Post your event on the ACR website. ACR is keeping an updated list of all Conflict Resolution Day events occurring across the world. In order to add your event to our list, email the following information to [acr@ACRnet.org](mailto:acr@ACRnet.org):
  - Name of Event
  - Date, Location and Time of Event
  - Name of Sponsoring Organization
  - Contact Information
  - Brief Description of Event
  
- Consult the MEDIA CONNECTION section of this toolkit for a strategy guide for connecting to the media.

**CONFLICT RESOLUTION DAY  
THIRD THURSDAY IN OCTOBER**

## SCHOOL TOOLKIT



# CONFLICT RESOLUTION DAY Action Plan

Create your own Conflict Resolution Day Project in FIVE easy steps!

- ❑ **CHOOSE A TOOLKIT:** Customized toolkits have been assembled to meet the needs of anyone interested in participating in Conflict Resolution Day. Choose the kit that works best for you and use it to create your own Conflict Resolution Day project or event!
- ❑ **PICK A PROJECT:** Select a project from our list of ideas, personalize a past project or create one of your own.
- ❑ **PLAN IT:** Get organized. Brainstorm, create agendas and set deadlines. Here are several key questions to ask:
  - Who might be interested in helping me plan this event or project?
  - What theme or idea do I want to explore?
  - Who will be my audience for this event or project?
  - Where will it take place?
- ❑ **SHARE IT:** Share your project with the world! Send a description of your project and logistical information to [acr@ACRnet.org](mailto:acr@ACRnet.org) and ACR will help you publicize it. ACR is keeping an updated list of the Conflict Resolution Day events occurring across the nation and around the world. If you plan an event, contact your local news station or newspaper to tell them about it.
- ❑ **DO IT: Celebrate Conflict Resolution Day!** This is the day to put your planning into action. Enjoy the fruits of your labors. Showcase your project or event and celebrate Conflict Resolution Day with friends, family and community.
- ❑ **EVALUATE IT:** After you have successfully completed your project or event, assess it. Use these valuable insights when you make plans for Conflict Resolution Day!

**CONFLICT RESOLUTION DAY  
THIRD THURSDAY IN OCTOBER**



## **CONFLICT RESOLUTION DAY**

# **10 Tips for Event Organizers**

Planning is the key to turning your Conflict Resolution Day idea into an effective and enjoyable event. The steps below will help you focus your efforts and quickly assemble a great event.

### **1. STRATEGIZE**

**Set a goal.** Decide what objective you want your event to meet.

- Is your event intended to increase knowledge about conflict resolution? Teach new skills? Promote a sense of community? Celebrate Conflict Resolution Day?
- Don't be afraid to start with a small event that can be expanded on in subsequent years.

**Choose a target audience.** Consider key factors that might influence attendance.

- For example, if your target audience is students consider factors such as transportation. Will these students require transportation or will they be able to provide their own?

**Plan your event.** Divide tasks amongst your event planning team and set a timeline with deadlines for the accomplishment of each task.

**Assess your plan.**

- As the event is planned now, can you envision it meeting its stated objectives? Why or why not? How can this be remedied?

### **2. MAKE SURE THAT YOUR EVENT IS WELL-LOCATED**

- Is it easily accessible for your target audience?
- Is there enough parking?

### **3. CHOOSE A TIME THAT MAXIMIZES ATTENDANCE**

- **Consider the following questions:**
  - When is the best time of day to have your event? For example, if your target audience includes parents, having an event during lunch hour may increase their attendance.
  - Are you competing for participants? What other events in the community will take place on the same day or at the same time as yours?

### **4. COORDINATE YOUR EFFORTS WITH OTHER EVENT ORGANIZERS**

- Doing events together saves resources and time.

**CONFLICT RESOLUTION DAY**  
**THIRD THURSDAY IN OCTOBER**

## **SCHOOL TOOLKIT**

### **5. FACTOR IN THE WEATHER**

Check the forecast. If your event is outside, consider providing a rain site and modifying your event to function indoors.

### **6. PUBLICIZE EARLY**

Publicizing early gives the community time to build your event into their schedule and builds anticipation.

If you are an ACR member planning to use the ACR logo on publicity materials other than those provided in these toolkits, please visit the ACR website at <http://www.ACRnet.org/crday> to download ACR logo guidelines.

### **7. APPEAL TO MULTIPLE AUDIENCES**

If you are planning a large community event, consider appealing to multiple audiences. Make your event family friendly so that parents can bring their kids. Families are more likely to attend events that everyone can enjoy.

### **8. KNOW YOUR LIMITS**

Use your time and money efficiently. Stretching the limits of your resources leads to unnecessary stress. Leave time to enjoy *both* the process and the final product.

### **9. KEEP AN OPEN MIND**

Don't overlook possible participants. The number of individuals interested in planning or attending your event may astound you. Keep an open mind and ask everyone.

### **10. ASSESS YOUR EVENT**

Next year, we hope that you will organize another successful event! In order to build upon this year's successes, it is vital that you perform a self-assessment. After the event, meet with your planning team to evaluate your event. If time and resources permit, consider handing out a survey to your event participants to generate feedback. A sample assessment has been provided below.

#### **Sample Assessment:**

- Event Goal: To honor community conflict resolution practitioners
- Objective met? Yes. Record numbers of practitioners and community members showed up to event. Two mediation awards distributed.
- Challenges experienced:
  - Locating a venue large enough to host our event
  - Finding volunteers on late notice
- Suggestion for next year: create Conflict Resolution Day t-shirts

**CONFLICT RESOLUTION DAY  
THIRD THURSDAY IN OCTOBER**

## SCHOOL TOOLKIT



# CONFLICT RESOLUTION DAY Activities List

## Ideas to Build on and Grow From

1. Have your students create a puppet show exploring ways to deal with conflict peacefully.
2. Launch a school wide **Increase the Peace!** Campaign. Have students describe how they peacefully resolved a problem that day. Post these problem-solving methods on the walls. Have class parties on Conflict Resolution Day to reward the students for their participation.
3. Have students nominate fellow student peacemakers in their grade. Honor these peacemakers on Conflict Resolution Day.
4. Organize a film festival that highlights conflict resolution. Afterward, discuss peaceful conflict resolution strategies. Many popular children's movies and television shows already explore such themes.
5. Create a mini-retreat! Dedicate part of Conflict Resolution Day to addressing common sources of conflict through workshops and group activities in class.
6. Host an art or t-shirt contest. Have students create artwork or t-shirts reflecting the theme of conflict and peaceful conflict resolution. Work with community partners at art galleries, libraries or museums to display the winning entries.
7. Edit the Conflict Resolution Day Wikipedia page at:  
[http://wik.ed.uiuc.edu/index.php/Conflict\\_Resolution\\_Day - Third Thursday in October](http://wik.ed.uiuc.edu/index.php/Conflict_Resolution_Day_-_Third_Thursday_in_October).  
The Internet serves as an excellent way to promote conflict resolution education. Help us achieve this objective by contributing your insights to the page.
8. Adopt a Conflict Resolution Day proclamation, or have students write individual pledges. Have your school peer mediation group, your Student Council or another group of student leaders draft and adopt a Conflict Resolution Day Proclamation. Have students sign their pledge and display it prominently in school corridors. Integrate the pledge into your Conflict Resolution Day activities. School proclamation and student pledge templates are available at the end of this toolkit.

**CONFLICT RESOLUTION DAY  
THIRD THURSDAY IN OCTOBER**

## **SCHOOL TOOLKIT**

- 9.** A list of past Conflict Resolution Day events, including school activities, is available on the ACR website at: <http://www.ACRnet.org/>.
- 10.** The Florida Law Related Education Association, Inc. and the Florida Dispute Resolution Center have developed sample Conflict Resolution Day lesson plans and detailed activities designed to promote conflict resolution skills. A link to this resource is available on the ACR website at [www.ACRnet.org/crday](http://www.ACRnet.org/crday).

**CONFLICT RESOLUTION DAY  
THIRD THURSDAY IN OCTOBER**



## SCHOOL TOOLKIT



# CONFLICT RESOLUTION DAY

## The Media Connection: Tips for Publicizing Your Event

### 1. DEVELOP A LIST OF POTENTIAL MEDIA CONTACTS

- Brainstorm a list of your favorite sources for news, particularly about the community.
- Consider different types of media (radio, newspapers, television and web).
- Personal networks can be a valuable resource when trying to contact the media. Do you or any of your friends know reporters or journalists? If so, target them specifically in your publicizing efforts. The aid of insiders is invaluable when using the media to target the general public.
- Focus on local media. They are often the most responsive and closest to the audience that you want to reach.
- Don't rely solely on traditional forms of media. Take advantage of club, professional or sports bulletins to publicize.

### 2. CONTACT THE MEDIA

**Radio:** Call your local radio station and announce your event over the air. Phone numbers for radio stations can easily be located online. The website <http://www.radio-locator.com> provides a search engine that allows you to locate stations by state. Radio DJs also repeat their phone number and web information constantly during their radio shows. Radio station outreach is most effective close to the date of the event.

**Television:** Call or email the newsroom with information about your event. Contact information for your local television station is listed in the phonebook and online. The website <http://newslink.org/> provides a searchable database of television news stations by state.

### 3. PUBLICIZE YOUR EVENT WITH ACR

- ACR will be keeping a list of all the events occurring for Conflict Resolution Day across the country and around the world. This will allow everyone to easily find and participate in Conflict Resolution Day events. In order to add your event to our list, email the following information to <mailto:acr@ACRnet.org>:

**CONFLICT RESOLUTION DAY  
THIRD THURSDAY IN OCTOBER**

## **SCHOOL TOOLKIT**

- Name of Event
  - Date, location and time of event
  - Name of sponsoring organization
  - Contact information
  - Brief description of event (1-2 sentences)
- If you are an ACR member planning to use the ACR logo on publicity materials other than those provided in these toolkits, please visit the ACR website at <http://www.ACRnet.org/crday> to download ACR logo guidelines.

### **4. USE TECHNOLOGY TO YOUR ADVANTAGE.**

- Publicize your Conflict Resolution Day event through blogs and online groups such as Yahoo! and Evites.
- Post your Conflict Resolution Day event online on your own personal and business websites.

### **5. INVOLVE GOVERNMENT OFFICIALS**

November is election month. Invite local candidates to Conflict Resolution Day events. Politicians would love the opportunity to attend events such as Conflict Resolution Day that are sure to draw large crowds. The presence of government officials will also increase the amount of media coverage that your event receives.

**CONFLICT RESOLUTION DAY  
THIRD THURSDAY IN OCTOBER**

## SCHOOL TOOLKIT



**Association for  
Conflict Resolution**

[Insert Date Here]

*Contact:* [Insert your contact information here]

### **Celebrate this Conflict Resolution Day across the Nation and Worldwide**

[Insert Location of Event Here]--The Association for Conflict Resolution (ACR) has designated every third Thursday in October—this year, [insert date & year]—as **Conflict Resolution Day** in order to increase public awareness about conflict resolution and its many benefits. As part of this recognition, ACR has encouraged the participation of local, state and international conflict resolution organizations and individual conflict resolution practitioners.

#### **Local Conflict Resolution Day Events:**

[List your events here. Include time, date, and location, and a brief description of your organization along with contact information]

#### **About the Association for Conflict Resolution**

The Association for Conflict Resolution (ACR) is a professional organization dedicated to enhancing the practice and public understanding of conflict resolution. ACR's membership is comprised of more than 6,000 members from all facets of the conflict resolution field, including arbitrators, mediators, mediation organizations, program administrators and conflict resolution educators. ACR sparked Conflict Resolution Day in 2005. In 2006, World Mediation Forum joined in sponsoring Conflict Resolution Day.

#### **Other Conflict Resolution Day Events**

- [Insert list of event here (see ACR website: [www.ACRnet.org/crday](http://www.ACRnet.org/crday) for this year's events)]

For more information about Conflict Resolution Day, please visit: <http://www.ACRnet.org/crday>.

###

**CONFLICT RESOLUTION DAY  
THIRD THURSDAY IN OCTOBER**

**SCHOOL TOOLKIT**

**SAMPLE ELEMENTARY SCHOOL PROCLAMATION**

*[Insert name of school here]*

*Conflict Resolution Day Proclamation*

We the students of [insert name of school here] know that violence is not the answer to our problems. In order to make ourselves and our school more peaceful:

We honor Conflict Resolution Day today, [insert date & year] through [insert text here describing specific Conflict Resolution Day events or activities].

We promise to focus on becoming more peaceful with one another.

We promise to take the skills we learn today and use them every day.

By keeping this pledge we will make our school a more peaceful place and we will all learn to be better friends.

As representatives of the students at [insert name of school here] we pledge ourselves and our fellow students to the goals listed above.

[Sign Here]  
[Type Name Here]  
[Type Position Here]

[Sign Here]  
[Type Name Here]  
[Type Position Here]

[Sign Here]  
[Type Name Here]  
[Type Position Here]

[Sign Here]  
[Type Name Here]  
[Type Position Here]

**CONFLICT RESOLUTION DAY  
THIRD THURSDAY IN OCTOBER**

**SCHOOL TOOLKIT**

**SAMPLE MIDDLE/HIGH SCHOOL PROCLAMATION**

*[Insert name of school here]*  
*Conflict Resolution Day Proclamation*

**We** the students of [insert name of school here] recognize that violence is not the answer to our problems. We believe that it is important to find peaceful ways to resolve conflict. We know that we can learn these skills from adults and from each other. In order to improve our problem-solving skills and make our school more peaceful:

**We** honor Conflict Resolution Day today, [insert date & year] through [insert text here describing specific Conflict Resolution Day activities].

**We** promise to focus on becoming more peaceful in our interactions.

**We** promise to take the skills that we learn today and use them every day.

**By** keeping this pledge we will grow as individuals and as a community.

**As** representatives of the students at [insert name of school here] we [type name of group here] pledge ourselves and our fellow students to the goals listed above.

[Sign Here]  
[Type Name Here]  
[Type Position Here]

[Sign Here]  
[Type Name Here]  
[Type Position Here]

[Sign Here]  
[Type Name Here]  
[Type Position Here]

[Sign Here]  
[Type Name Here]  
[Type Position Here]

**CONFLICT RESOLUTION DAY  
THIRD THURSDAY IN OCTOBER**

**SCHOOL TOOLKIT**

**SAMPLE STUDENT PLEDGE**

*[Insert name of school here]*  
*Conflict Resolution Day Student Pledge*

I, (name of student) \_\_\_\_\_ , pledge:

- ✓ to use conflict resolution skills in resolving my conflicts;
- ✓ to encourage people to resolve their conflicts peacefully; and
- ✓ to support conflict resolution as something that can help make people happier, our school and neighborhoods safer and create a more peaceful world for all of us to live in.

Student Name: \_\_\_\_\_

Student Signature: \_\_\_\_\_

Grade Level: \_\_\_\_\_

School Name: \_\_\_\_\_

School Address: \_\_\_\_\_

**CONFLICT RESOLUTION DAY  
THIRD THURSDAY IN OCTOBER**