

# DUDE. BE NICE WEEK (DBN WEEK)



## WHO IS DUDE. BE NICE?

DUDE. be nice (DBN) is not just an apparel company. We are a mission driven brand, determined to inspire young people to build a positive community by rallying together to recognize others in fun, creative and meaningful ways. By taking part in DBN Week, you play a significant role in helping us create meaning for our brand.



## WHAT IS DUDE. BE NICE WEEK?

DUDE. be nice Week is a time where we change the routines of our lives and focus on devoting ourselves to spreading 'niceness' in our schools and communities. Too often school programs designed for positive change focus on "ANTI" something - this is a week about being "FOR" nice. Throughout the week, you will facilitate conversation about what 'being nice' truly means, brainstorm activities that promote niceness and ultimately provide the opportunity for students to take the lead in executing 'nice' activities in your school and community. Our hope is that this week will be a catalyst towards positive change in your immediate and greater communities.

## WHY DOES BEING NICE MATTER?

New research in the fields of neuroscience and positive psychology suggests that kindness is something that is developed in adolescents by actually feeling it, not just thinking about it. The feeling of actually doing something nice for others alters the brain chemistry and can become addicting (Edutopa, 2014). Generation Z (17 and under) believes they will be defined by school violence and the negative impacts of social media (Anatole, 2013). What if we focus on teaching compassion and kindness vs. the negative actions associated with "ANTI-bullying"? We believe this will have a profound impact on the perception Generation Z has of themselves, will reduce the way they are victimizing each other, and will create a positive and inclusive campus culture and community.

Despite the negative perception placed on Gen Z by themselves and by older generations, we believe Gen Z cares about others more than any other generation. However, they are looking for a relative platform to show their appreciation.

## OVERVIEW:

The intent of this activity guide is to help you facilitate discussion and activities that fit the needs of your students and community. Every day will consist of a new activity with an overarching theme and will culminate in a community builder. Your goal is to get the whole school involved. We have provided an example weekly outline that you are welcome to use, but we understand that you know your students the best and will tweak accordingly. The intent is to have the activities be student led. You are there to mentor, coach, and guide. Let's give 'em the opportunity to step up and LEAD.

## BUILDING BACKGROUND FOR THE FACILITATOR

So, how does being nice affect your life, others' lives, and your communities?

### »→ *Good for yourself*

Doing nice things for people can affect your own happiness. Research from Stanford Business School found that people who regularly volunteer report having greater happiness and less depression (Greenberg, 2014). When one experiences a helper's high, they will not only feel happier in the moment, but are more likely to give again. Something as simple as performing five random acts of kindness, six days a week will boost one's happiness.

### »→ *Good for others*

It is simple. Do for others and they will feel a sense of appreciation, making them happier. One simple action can turn a person's life completely around. By taking part in something unexpected and nice in one's life, you are generating a dramatic shift in a positive direction, much known as the ripple effect (Labermeier, 2014).

### »→ *Create a positive community*

The explicit teaching of kindness and compassion fosters positive behavior that is desired from our students. Research suggests that focusing on positive behaviors is crucial in creating a warm environment and reduces bullying (Curie, 2015). These positive behaviors, such as doing kind things for others, help set the foundation of a thriving community. Members of a flourishing community have trust, a sense of safety, are empathetic and see others more positively. A successful community is one that works together in team building, with the same common goals in mind. Team building helps to increase unity and balance in the community, creating an overall positive place to live.

# YOUR GUIDE FOR A SUCCESSFUL DUDE. BE NICE WEEK



**1. WATCH ANY ONE OF THE DBN PROJECTS WITH CLASS TO BUILD INTEREST.**  
**[HTTP://WWW.DUDEBENICE.COM/PAGES/DBNPROJECT](http://www.dudebenice.com/pages/dbnproject)**

**2. ASK STUDENTS WHY BEING NICE MATTERS? YOU CAN USE THESE DISCUSSION QUESTIONS.**

- Name a character you admire for being nice from a book, movie or TV show.
  - Why would you describe him/her as nice?
- Can you remember a time in your life when someone did something nice for you?
  - What did they do?
  - What kind of impact did it have on you? (Big or Small)
- Can you remember a time in your life when you did something nice for someone else?
  - What did you do?
  - How did it make you feel during/after?
- Was there a time in your life that you were not nice?
  - How did you feel?
  - What do you wish you had done differently?
- What would you say to someone who equates being nice with being weak?
- What type of positive change would you like to see in your school and community?
- How can you take part in making this change happen?

**3. BUILD UNITY BY GETTING YOUR SCHOOL GEARED UP WITH CUSTOM DUDE. BE NICE SHIRTS, SWEATSHIRTS, AND/OR STICKERS FEATURING YOUR SCHOOL NAME, COLORS, OR WHATEVER. THIS IS ALSO A GREAT WAY TO RAISE SOME DOUGH BECAUSE WE OFFER SCHOOLS WHOLESALE PRICES WHEN YOU ORDER 36 UNITS OR MORE. YOUR SUPPORT HELPS US CONTINUE TO BUILD A COMPANY WITH A PURPOSE. EMAIL [CUSTOM@DUDEBENICE.COM](mailto:CUSTOM@DUDEBENICE.COM) TO GET STARTED.**



**4. NOW SET A PLAN AND MAKE IT HAPPEN!**

Brainstorm NICE activities for 5 days. You know your campus best and what it needs most.

# MONDAY

## A DAY TO GET THE ENTIRE SCHOOL ON BOARD.

**Objective:** Start building buzz for the week. Show how this week will be different.

- Hang DUDE. be nice signs around the school/Give out DUDE. be nice stickers
- Create a Nice Bulletin Board: Students will write something nice about someone on a sticky note and post it on the main bulletin board in the school.
- Assembly with the whole school to introduce DUDE. be nice.
- Start nomination process for Friday's event.



# TUESDAY

## A DAY TO SUPPORT YOUR RAD CLASSMATES.

**Objective:** Students will make gestures of friendship and support to classmates.

- Support a club or sport on campus you have not yet attended
- Find someone new to you on campus and invite them to hangout with your crew for the day
- Show encouragement: send a note of encouraging and positive words to a classmate
  - Upside down lunch periods: encourage different groups of students to interact socially; perhaps teachers could open their doors to let students across grade levels or tracks have the opportunity to get to know each other in a supportive environment. See: Best Buddies



# WEDNESDAY

## A DAY TO EXPRESS GRATITUDE.

**Objective:** Reach out to someone who works for your school (teachers, faculty, food service workers, office staff, custodians, instructional aides, school volunteers) and tell them thanks in a creative way for all they do. Flowers, cards, cookies, hugs, anything! Use your imagination!

- Pass out flowers to all the faculty to let them know they are appreciated.
- Take over custodian duties for the day; clean up bathrooms, mop and help them out.
- Make your favorite teacher breakfast and bring it to them instead of an apple- or bring them an apple! Hey, they are teachers, aren't they?
- Create posters in the hallway to be hung outside teachers' doors, listing reasons they are appreciated on campus. Hang these posters in the morning and leave them up the rest of the week!





# THURSDAY

## A DAY TO REACH OUT THE COMMUNITY.

**Objective:** Students are challenged to think outside of the box. Work together to find a way to do something nice for someone

or a group of people in your community. It can be small or big, just take part in something nice.

- Volunteer to help in your community- after school programs, events, and homeless shelters.
- Students go to their favorite restaurant in the community and say thanks for their service. Maybe even throw a tip their way!
- Do something awesome for the service men and women in your community- police, firefighters or crossing guards.



# FRIDAY

## A DAY TO RECOGNIZE SOMEONE AWESOME ON YOUR SCHOOL CAMPUS WITH A DUDE. BE NICE AWARD PRESENTATION.

**Objective:** There are plenty of opportunities to recognize some of the "smartest", "most talented" or "most athletic" students on your campus, let's give a little love to the person who lives the most DUDE. be nice lifestyle.

- Before the week starts, work to get a nomination campaign set up - students should nominate who they think lives the DBN lifestyle. Each nomination may include a written letter in support of the candidate nominated for their school's project. High school campus: use the TV/radio/technology facilities on campus to create 30 second "advertisements" for your nominees.
- Encourage students to campaign for their nominees with posters, speeches, interpretive dances, whatever.
- Just like you'd honor your homecoming queen, honor your winner on Friday during lunch or at a special assembly. Showcase all of the top nominees and award the winner by decking him/her out in DBN stickers or throw a new DBN tee on their back.



## NOW IT'S TIME TO TAKE IT TO THE NEXT LEVEL. DO YOU THINK YOU HAVE WHAT IT TAKES? IF SO, THE NEXT STEP IS YOURS. IT'S TIME TO CREATE YOUR OWN DUDE. BE NICE PROJECT!

Be Creative. Work together to pick someone in the school/community who deserves to be shown some appreciation. Get to know the person, so you can make your surprise fun, creative, and memorable - it's supposed to be like a positive version of MTV's Punk'd. Use the information you know about them to make it special. Example: favorite sports team, favorite candies, what they like to do for fun. Make it personal!

**MONDAY**

**DUDE.**  
be nice.

**TUESDAY**

**WEDNESDAY**

**THURSDAY**

**FRIDAY**