



TAKE THE PLEDGE

MEDIA KIT



A photograph of a protest. In the foreground, a person's hand holds up a cardboard sign that reads "EVERYBODY VS RACISM" in black marker. The person is seen from behind, wearing a dark jacket and a light blue backpack. The background is a blurred crowd of other protesters, some holding signs, under an overcast sky.

EVERYBODY
VS
RACISM

PLEDGE

TO END

RACISM AND VIOLENCE

Our nation is experiencing a challenging time of civil unrest. We are still fighting unrelenting issues of racism and violence, and people of all races have finally had enough. The senseless deaths of George Floyd, Breonna Taylor and countless other Black Americans have sparked a unified front of peaceful protests, social demonstrations, and creative resistance efforts, inspiring opportunity for real change to take place. Getting to the root of the issue is critical. Exposing systemic racism and taking action is imperative. And it starts with each and every one of us. This pledge to end racism and violence gives people an opportunity to stand for something that will better us all.

OUR **VISION**

Our vision is a world of true equality; free of racism, violence and discrimination.

OUR **MISSION**

Our mission is to eradicate racism, violence and discrimination, and to empower people to create positive change in their own communities.



I TAKE THE PLEDGE **BRACELETS**

We are selling bracelets to all who take the pledge! They can be purchased at

ITAKETHEPLEDGE.COM



REACH **OUT**



itakethepledge_



itakethepledge



itakethepledge



itakethepledge@gmail.com



www.itakethepledge.com

BE THE SOLUTION. NOT THE PROBLEM. TAKE THE PLEDGE

CAMPAIGN GRAPHICS



SOCIAL MEDIA **GRAPHICS**



SAMPLE **MESSAGES**

Make your voice heard. Take the pledge.

Stand for something. Stand with us. Take the pledge.

It's time to end racism and violence in our communities. Take the pledge.

We want a world with true equality. Take the pledge.

Stand for what is right. Take the pledge.

Be the solution; not the problem. Take the pledge.

THE **PLEDGE**

PLEDGE TO END RACISM AND VIOLENCE

I, _____, PLEDGE TO BE A SOLUTION TO END RACISM AND VIOLENCE.

I PLEDGE TO STAND FOR WHAT IS RIGHT, EVEN IF IT'S NOT POPULAR.

I PLEDGE TO SPEAK OUT AGAINST ACTS OF RACISM, VIOLENCE AND DISCRIMINATION.

I PLEDGE TO USE MY OWN HANDS FOR GOOD AND NOT DESTRUCTION.

I PLEDGE TO STAND WITH THOSE WHO REQUIRE MY HELP IN MY COMMUNITY.

I PLEDGE TO BE THE CHANGE THAT I WANT TO SEE IN THE WORLD.

I PLEDGE TO BE A BEACON OF LIGHT TO THOSE WHO MAY FEEL LOST IN THEIR STANCE AGAINST RACISM.

I PLEDGE TO SUPPORT THOSE WHO MAY FEEL ALONE IN THEIR FIGHT AGAINST RACISM AND DISCRIMINATION.

I PLEDGE TO BREATHE FOR THOSE WHO CAN'T ANYMORE.



THANK YOU FOR TAKING THE PLEDGE!

ONCE YOU HAVE SIGNED:

TAG US WITH #ITAKETHEPLEDGE

FOLLOW US @ITAKETHEPLEDGE_

CHECK OUR SITE FOR UPDATES: WWW.ITAKETHEPLEDGE.COM.

TELL YOUR FAMILY, FRIENDS AND ENEMIES TO TAKE THE PLEDGE.

WE WANT A WORLD WITH TRUE EQUALITY. BE THE SOLUTION. NOT THE PROBLEM.