

A Timeline for the Back to School: Drop the Labels (DTL) Campaign 2005

Week 1 (8/29-9/4)

- Email the endorsement form to youth@gpac.org.
- Set a **Drop the Labels** (DTL) informational and brainstorming meeting date.
- Reserve space for DTL meeting.
- Get other people and organizations involved to build a diverse coalition of people who want to co-sponsor and/or endorse the **Drop the Labels** by inviting them to the DTL meeting.
- Hang general GenderYOUTH posters for student recruitment [**Use poster we have provided (make sure to fill in blank spaces) and/or your own posters**].

Week 2 (9/5-9/11)

- Hold your meeting to brainstorm with interested individuals and co-sponsors/endorsers about what activities you all would like to organize together and ways to gain visibility for your campaign on campus and/or in your community.
- Brainstorm gendered labels and examples of gender stereotyping that you might put up on posters with co-sponsors in order to have full support on words used [**See Gender Stereotyping Stories Sheet for suggestions**].
- Reserve a table and space to sit/stand one day or more during the week of the campaign.
- Reserve space(s) for event(s) during the week of DTL.
- Begin recruiting individuals if an event requires speakers.

Week 3 (9/12-9/18)

- Recruit volunteers to hang flyers, posters, and to sign up for tabling time slots.
- Make DTL posters/t-shirts.
- Continue to inquire into speakers for your DTL event(s).

Week 4 (9/19-9/25)

- Send a press release and/or Op Ed to your local media and school newspaper, radio and/or TV station **no later than September 21st** [**See the sample press release and Op Ed provided – Be sure to fill in the blanks before sending**].
- Hang DTL posters and flyers **no later than September 21st**.
- Secure speakers for any event(s).

Week 5 (9/26-10/2)

- Prepare materials you will need in a box ready to set up the table. **Don't forget DTL postcards and copies of "Share Your Story."**
- Consider having instructions and a thank you note for your volunteers.
- Table during the week of the campaign. **DTL day is September 28th!**
- Hold your event and/or a meeting [**See Additional Activities and Events sheet for suggestion**].
- Hold a "Drop-off" for all postcards collected at a mail box on **September 28th**. Make sure to take pictures of the event for the GenderYOUTH website!

Week 6 (10/3 – 10/9)

- Send thank you emails/letters/cards to any organizations that supported you.
- Return the campaign feedback form, and collected "Share Your Story" sheets to Gender Public Advocacy Coalition's Youth Program Director Lindsay Bond at youth@gpac.org.