



# RACHEL'S STORY

*Preparation Guide*

*Rachel's*  
**Challenge**

# Rachel's Story Preparation Guide

Thank you for selecting Rachel's Challenge to present to your students and faculty. We have created this Program Preparation Guide to assist you in preparing for your Rachel's Challenge program. We have provided specific directions and important information to ensure your event is as successful as possible while creating a sustainable positive impact on the culture of your school and community.

## Event Materials Box

Rachel's Challenge provides your school and students with event materials that reinforce the message of kindness and compassion. This box of materials will arrive 1-2 weeks prior to your event.

\*\*Event materials will arrive in one box per event day. Contents will depend on the programs your organization selected. Materials listed below are designed to go along with your program and they will arrive among the other program materials.

### *Banner*

The banner is used after the program for students and teachers to sign and should be located in a high traffic area. By signing the banner, an individual is making a commitment to accept the challenges put forth in the program. After your program, hang the signed banner in a prominent location of your school. Please note: you will receive one banner for your school. To purchase additional banners, visit [www.rachelschallenge.myshopify.com](http://www.rachelschallenge.myshopify.com).

### *FOR Club Kit*

The Friends of Rachel Club Kit was designed to keep the impact going in your school after the live presentation. It gives you clear guidelines on how to form a Friends of Rachel Club in your school as well as tools and strategies to engage and transform, not only your school, but also your entire community. This unique program provides the opportunity for your school to partner with Rachel's Challenge to continue the chain reaction of kindness and compassion all year long. The main goal of this club is to help create a permanent culture change in both your school and community.

### *Support Materials Catalog*

The Rachel's Challenge catalog contains a wide variety of materials that can create unity on your campus (bracelets, t-shirts, etc.) and help school staff members continue to inspire students (lessons, curriculum, books, etc.). Orders can be placed online at [www.rachelschallenge.myshopify.com](http://www.rachelschallenge.myshopify.com).

## Technical Requirements

Please provide the following to ensure effective lighting, audio and visual components on your program day.

### *Presentation Venue*

We recommend the presentation occur in an auditorium, not a gym. Poor acoustics and line of sight hinder the outcome of the program. If a gym is the only option, please seat the audience on one side of the room.

### *Technical Assistant*

Please select a Technical Assistant to help the presenter set up audio, video and lighting for your program.

This person will need to meet your presenter one hour before the program to provide ample time for set-up. Please acquire the Technical Assistant's cell number for your presenter as it is crucial for them to connect.

### *AC Power*

Please provide AC power for the presenter's computer at his/her presenting position with either an extension cord or wall outlet. It is best if the presenter's projector and computer can be on the same AC outlet at the front of the venue next to the screen.

### *Sound System*

A sound system capable of reproducing the presenter's voice and audio from the presenter's computer is necessary for an effective presentation. If a permanent system is not installed, a portable powered speaker system is required. Computer speakers will not be adequate. Two inputs to the system are required; one for the microphone and one for the computer audio.

### *Handheld Wired Microphone*

Our presenters prefer a wired microphone, as it is more reliable. If a wireless microphone is the only option, please make sure extra batteries are on hand.

### *XLR Microphone Cords (2)*

Ensure the cords are long enough to reach from your sound system to the presenter's computer stand (presenter will supply stand), which will be positioned at the front of the room. Presenters will use their stand and will not need a podium.

### *LCD Projector, Table and VGA Cable*

It is crucial to provide an LCD projector, table and VGA cable. Your presenter will provide a projector, but occasionally these devices malfunction. If you do not have access to an LCD projector, we recommend you borrow one from a neighboring school, as it is necessary for all programs. Please note: the VGA cable must reach from the presenter's computer stand on the stage to the projector's table. If you are using HDMI for the event, the venue Technical Assistant needs to supply cables to connect to the PC laptop. The Technical Assistant needs to note that the program visuals and audio are run from the PC laptop by the presenter on the stage.

### *Screen*

We encourage the largest screen possible to ensure every participant is able to see each image. We recommend the screen be 10 by 10 feet at minimum. You may consider borrowing one from another school or business in your area.

### *Lighting*

Lighting can be a problem in a gym. The program involves extensive video playback. Please ensure there is no direct sunlight on the screen during the presentation. It may be necessary to cover windows. If lighting is configured in zones, plan to turn off rows or zones closest to the screen. However, it is important for the presenter and audience to see one another. Please, no spotlight on the presenter.

## Pre-Event Preparation

Please review the following items as necessary essential tasks towards a successful event.

*Preview Videos.* Please watch the preview videos (<http://www.rachelschallenge.org/event-prep/preview-videos>) as you prepare for your upcoming Rachel's Challenge event. These inspirational clips inform and encourage staff participation. It is recommended to present these videos at an upcoming staff meeting

*Allow emails from addresses ending in "rachelschallenge.org" to be marked as "safe" to send and receive.*

*Return "Program Preparation Email" that arrives via email from our Event Manager.* This email will confirm all contact information, event dates and times we have been given. If any additions or changes need to be made, please respond with the correct information.

*Select program day volunteers.* In addition to selecting a technical assistant, you may want to select some adult volunteers to assist the host in preparing for the program.

*Provide your local media with the Rachel's Challenge Media Fact Sheet (see Page 4) and invite them to attend the event.* Also, advertise your event using school newsletters, word of mouth, local businesses and media. The media not only helps promote your program times and locations, but also helps publicize your school's initiative in bringing this positive catalyst to your community. Please note: it is acceptable to film 1-2 minutes of the presentation for promotional use; however the presentation in its entirety is not allowed to be filmed due to copyright issues.

*Reserve time before and after your program to hold classroom discussions using the Pre-Event and Post-Event Questions (see page 5).* These discussion points encourage dialogue about bullying and school culture and reviews the challenges set forth in the program.

*Invite entire school staff to attend program.* Because Rachel Scott's story is so powerful, we strongly encourage you to have your entire faculty and staff attend one of your programs.

*Presenter logistics.* Your presenter will contact you the day before your event to confirm his/her arrival in your city and to confirm your first program time in case there have been any changes in the schedule. Expect your presenter to arrive at your school one hour before your first program. They will check in at your main office, unless otherwise specified, to meet you and your technical assistant. Please take your presenter to the venue as soon as they arrive to ensure enough set-up time

*Allow 30 minute transition times between presentations.* Please keep transition times in mind as you adjust the school schedule to allow enough time for students to enter and exit the program. Please note: if you are moving locations between programs (for example: auditorium to library) a minimum of one hour is required.

# Rachel's Challenge

## Media Fact Sheet

### Profile of Rachel's Challenge

Rachel's Challenge exists to equip and inspire individuals to replace acts of violence, bullying, and negativity with acts of respect, kindness, and compassion. Rachel's Challenge is based on the life and writings of Rachel Joy Scott who was the first victim of the Columbine school shootings in 1999. Through her example, Rachel's Challenge is making a positive impact in the lives of millions of people every year.

Superintendents, principals, teachers, parents, and students bring Rachel's Challenge into their schools because of escalating problems such as: bullying, student isolation, teen suicide, discrimination, school violence, and increased disciplinary actions. Through powerful presentations, trainings, community events, and professional development, Rachel's Challenge provides the sustainable solution.

Rachel's inspiring story provides a simple, yet powerful example of how small acts of kindness and acceptance motivate us to consider our relationships with the people we come in contact with every day. Rachel's Challenge renews our hope that our life has meaning and purpose. Rachel's story gives us permission to start our own chain reaction of kindness and compassion, which positively affects the climate in our schools and communities.

### Scope of Effectiveness

A few weeks after the tragedy, Darrell Scott, Rachel's father, spoke to a Congressional House Judiciary Committee regarding issues of school violence. His speech has become one of the most widely read document on the internet. Shortly afterwards, he founded "Rachel's Challenge", a bullying and violence abatement program. More than two million students annually experience Rachel's Challenge and have the opportunity to accept the challenges, modeled after Rachel's life and writings.

Students in the United States and several other countries have heard the universal message of kindness and compassion through Rachel's story. Since inception, over 23 million people have heard Rachel's story in live settings around the world, at least eight school shootings have been prevented, and over 500 suicides have been averted. The Scott family and other Rachel's Challenge certified presenters have reached millions more on popular media outlets like CNN, Fox News, The Today Show, Good Morning America, Larry King Live, Oprah, Dateline, O'Reilly Factor, Hannity and Colmes and numerous others. Mr. Scott has also authored three books, including the bestseller "Rachel's Tears."

Darrell meets regularly with politicians and educators, and is also a keynote speaker at many large educational venues. He met with President Bill Clinton on two occasions and President George W. Bush has written a personal letter recommending Rachel's Challenge.

### Contact

For more information on how to have a Rachel's Challenge event at your school or conference, please contact us at 877-895-7060, or visit our website at [www.rachelschallenge.org](http://www.rachelschallenge.org).

## Pre-Event Discussion

Your school may find it beneficial to have classroom discussions before your Rachel's Challenge program. In the days prior to your assemblies, it is recommended to have discussions regarding the following issues:

1. What would you consider to be bullying and why?
2. Do you think those that "bully" always realize when they are "bullying"?
3. Why do you think people bully others?
4. What are some of the cliques on your campus? How do those cliques affect the school culture? Is it in a positive or negative way?
5. What are one or two activities you or your school could do that would make the biggest impact on improving the culture on campus?

## Post-Event Discussion

In the days after the presentation, your school may find it beneficial to have classroom discussions. Here are some discussion questions for your classrooms.

1. Which part of the program impacted you most?
2. Review the five challenges:
  - Dream Big and Believe in Yourself
  - Be Kind to Others
  - Practice Positive Gossip
  - Show Appreciation to Those You Love
  - Be the Answer
3. Out of the five challenges, which one impacted you most?
4. Discuss what you can do in your school to show appreciation to those you love.
5. Write down one of your major life goals.
6. Sign the "I Accept Rachel's Challenge" banner.
7. To accept the challenge online, follow us on our social media pages, [www.facebook.com/rachelschallenge](http://www.facebook.com/rachelschallenge), Twitter: @Rachelschalleng, Instagram: rachelschalleng or our website, [www.rachelschallenge.org](http://www.rachelschallenge.org).

## Post-Event Feedback

*Fill out the evaluation form emailed to you and tell us about your experience with the Rachel's Challenge Team and event. We value your feedback and are constantly working on improving our programs. Your input is very important to our growth as an organization.*

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Thank you for inviting Rachel's Challenge to your school. We sincerely hope that Rachel's Challenge can form a permanent partnership with your school in order to sustain a long-term positive impact on your campus. We have a full team of dedicated individuals available to support you before, during and after the Rachel's Challenge programs.

Remember, as Rachel Joy Scott said, "You just may start a chain reaction."

Best Regards,

Rob Unger  
Chief Executive Officer