



Pledge Campaign

Purpose/Summary:

Everyone has a reason they're tobacco free, and even former smokers have reasons they quit. Set up a booth and have passersby take pictures with a sign like:

"I am tobacco-free because..."

Materials Needed:

- Camera/cell phone
- Fill in the blank signs
- Markers

Preparation/Instructions:

- Pick a message for your pledge campaign. It can be anything from *"I am smoke-free because..."* to *"I support _____ tobacco-use prevention education program because..."* Choose a message that will help to advance your group's goals, and make a splash.
- Make copies of a well-designed sign, and pass them out to your group's members, or friends at school. Ask them to take a picture with the sign, and their filled in answer.
- Collect all of the photos, and create a giant pledge wall, display them in a public area, or create an online portal like Tumblr to share them.

Derived from: kickbuttsday.org