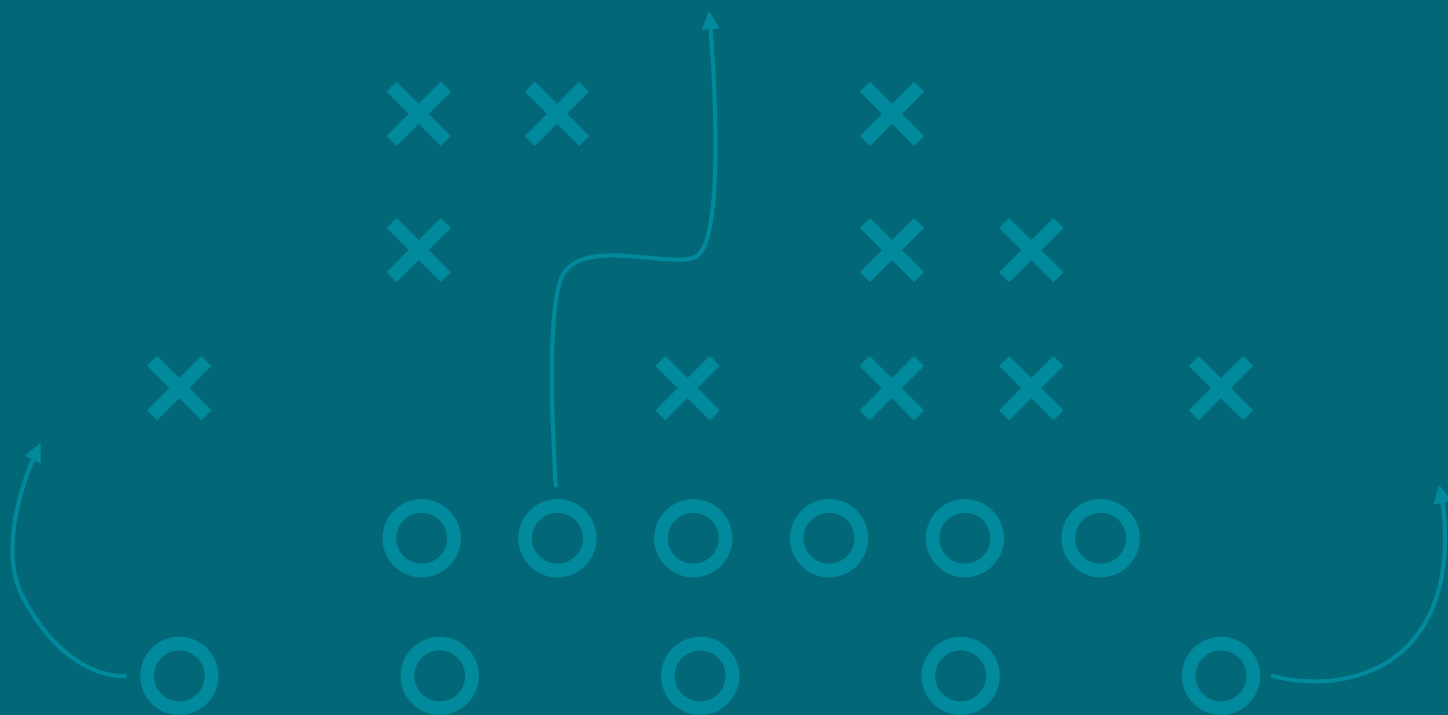




ERADICATE
HATE®

STUDENT SUMMIT

Playbook



DEDICATION

We dedicate this Playbook to the victims, survivors, and loved ones affected by the October 27, 2018 attack on the Tree of Life building, where members of Tree of Life Congregation, Congregation Dor Hadash, and New Light Congregation were gathered in worship. We also dedicate this Playbook to the victims, survivors, and family members of all incidents of hate-fueled violence.



We honor their memory, resilience, and courage, which inspire Eradicate Hate's work to forge practical solutions to prevent all forms of hate-fueled violence.

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APPENDIX

PRESEASON FOUNDATIONS

Begin with the Why



The season starts long before the first whistle.

Before planning agendas, recruiting speakers, or scheduling events, it is important to understand the purpose behind the Student Summit model and the role students play in preventing hate-fueled violence. This chapter explores the origins of the Eradicate Hate Student Summit, the need it was created to address, and the unique power of young people to shape safer, more connected communities.

Like any successful team, you'll need a strong foundation before building your game plan. Consider this chapter your preseason training camp—a chance to understand the mission, build your mindset, and prepare for the work ahead.

ABOUT ERADICATE HATE AND THE STUDENT SUMMIT

Eradicate Hate is a nonpartisan nonprofit that forges practical solutions to prevent all forms of hate-fueled violence. Rooted in the aftermath of the deadliest antisemitic attack in the United States, Eradicate Hate turns expertise and lived experience into action.

Through the annual Eradicate Hate Global Summit, [Prevention Practitioners Network](#), [UP End Hate](#), issue-specific working groups, and resources like the [Reach Out Resource Hub](#), Eradicate Hate builds safer, more resilient communities for all. Learn more at www.eradicatehate.org.

The **Eradicate Hate Student Summit** is a one-day event that brings together high school students and educators to spark youth-led efforts to prevent hate-fueled violence. The Student Summit empowers students to eradicate hate in their schools and communities by connecting them with survivors, introducing them to youth-serving organizations, and launching peer-to-peer projects that strengthen connection, wellness, and belonging throughout the school year.

THE BACKSTORY

On October 27, 2018, Pittsburgh, Pennsylvania, became the site of the deadliest antisemitic attack in United States history when a gunman killed 11 worshippers from three congregations at the Tree of Life Synagogue.

In the months that followed, leaders from across the Pittsburgh region united around a shared goal: preventing future acts of hate-fueled violence. Their efforts led to the creation of the Eradicate Hate Global Summit, bringing together experts, practitioners, survivors, educators, researchers, and community leaders to develop solutions and strengthen partnerships.

As the movement grew, organizers recognized an important truth: lasting change requires young people. Students are not only affected by school and community culture—they help shape it every day.

The first Eradicate Hate Student Summit was held in Pittsburgh on September 28, 2023, bringing together more than 150 students and educators from 14 high schools representing 13 school districts. By 2026, participation has grown to more than 500 students and educators from 44 school districts from six counties across Southwestern Pennsylvania.

As interest in the Student Summit model continues to grow, communities across the country have asked how they can create similar experiences for their students. This Playbook was designed to answer that question.



WHY THIS MATTERS

Hate-fueled violence is a growing challenge affecting communities across the United States. Sometimes referred to as “targeted violence,” it involves planned acts of violence directed at people or groups based on characteristics such as race, religion, ethnicity, gender, sexual orientation, or other identities.

Students are often in a unique position to notice warning signs that adults may miss. Research suggests that many acts of targeted violence can be prevented through early recognition and intervention. The U.S. Secret Service National Threat Assessment Center found that in 81% of school shooting cases, at least one person was aware of a planned attack beforehand. In 93% of those cases, that person was a peer.

Schools are also places where students may experience bullying, harassment, exclusion, and other acts that undermine connection and well-being. At the same time, online spaces can amplify these challenges. Young people may encounter communities that normalize hate, glorify violence, or slowly draw them toward harmful ideologies. Because this content is often packaged as humor, entertainment, or social belonging, students may not recognize the risks until they are deeply immersed.

The good news is that students can be part of the solution.

Young people see, hear, and understand aspects of school culture that adults do not. They often recognize emerging trends first and notice when a classmate is struggling or displaying concerning behaviors. When students choose to challenge hate, support their peers, and promote belonging, they help create safer and healthier school communities.

Peer influence is especially powerful during adolescence. The same desire for connection and acceptance that can make young people vulnerable to negative influences can also make them powerful advocates for positive change. By launching student-led projects, the Student Summit harnesses that influence to strengthen school climate and build a culture of support.

Simply put, students are not just participants in creating safe schools—they are essential teammates. The Student Summit puts students in the game and equips them to lead.



HOW TO USE THIS PLAYBOOK

This Playbook is designed to help educators, facilitators, and student leaders plan and lead a successful Student Summit for students in grades 9–12.

Like any successful team, every community brings its own strengths, challenges, and goals to the field. No two Student Summits should look exactly alike. The most effective Summits are tailored to the unique needs of the schools and communities they serve.

Start by listening. Meet with student leaders. Have informal conversations. Ask students what issues they see in their schools and communities, what concerns them, and what changes they hope to create. Their experiences, passions, and ideas should shape your Summit from the very beginning.

Use this Playbook as a guide—not a script. The templates, discussion guides, and activities included here are starting points. Adapt them to fit your local context. Add community partners, incorporate student-led ideas, and highlight voices that reflect your community's experiences.

Most importantly, remember that a Student Summit is not the finish line. It is the kickoff. The goal is to launch meaningful student action that continues long after the event ends. Build structures that help students stay engaged, connected, and supported throughout the school year.



THE PLAYBOOK AT A GLANCE

This Playbook is organized into five chapters that mirror the lifecycle of a successful Student Summit:

Preseason Foundations - Understand the history, purpose, and principles behind the Student Summit model.

Building Your Program - Assemble your leadership team, define your vision, and establish the foundation for your Summit.

Developing the Gameplan - Build support, secure resources, design your agenda, and engage speakers and community partners.

Game Preparation & Execution - Coordinate participating schools, prepare students, measure impact, and execute a successful Student Summit.

Beyond the Final Whistle - Support student-led action, measure long-term impact, and sustain momentum after the Summit concludes.

KEY FEATURES THROUGHOUT THE PLAYBOOK

Throughout the Playbook, you'll find several recurring features designed to help your planning team stay organized and focused:



Coach's Takeaway - A brief reflection highlighting the most important lesson from each chapter. If your team remembers only one thing before moving on, it should be the Coach's Takeaway.



Playbook Huddle - Discussion prompts designed for planning team meetings. Use these questions to spark conversation, identify challenges, and ensure everyone stays aligned.



Chapter Checkpoint - A readiness review at the end of each chapter. Chapter Checkpoints help your team assess progress and ensure you're prepared to move on to the next phase of planning.



Milestone - Milestones mark important moments in the Student Summit process that require specific action. These include opportunities to connect with the Eradicate Hate team for co-branding review and post-event reporting.

MAKE IT YOUR OWN

Before you begin planning, it is important to understand the four core elements that define the Student Summit model. The most successful Student Summits combine fidelity to the core model with local creativity and student voice. Use the required Student Summit elements as your foundation, but allow students and community partners to help shape the experience.

The goal is not to replicate someone else's Student Summit exactly. The goal is to create a Student Summit that reflects your community while empowering students to build safer, kinder, and more connected schools.

REQUIRED ELEMENTS

While every Student Summit should reflect local needs and priorities, **four core elements** define the Student Summit model. These elements ensure that participants have a consistent experience and that the Summit remains grounded in the principles that have guided the initiative since its founding.

Communities are encouraged to innovate, adapt, and build upon the model while preserving these essential components.

Element 1) Connect students with survivors or individuals with lived experience related to hate-fueled violence.

Element 2) Provide students access to youth-serving organizations, resources, and support networks.

Element 3) Bring together students who may not otherwise have opportunities to interact, collaborate, and build relationships.

Element 4) Catalyze student-led, peer-to-peer projects that promote connection, wellness, and prevention of hate-fueled violence following the Student Summit.



OPTIONAL CO-BRANDING WITH ERADICATE HATE

Communities are encouraged to adapt the Student Summit model to meet local needs while preserving the four required elements outlined above.

Organizations interested in using the Eradicate Hate Student Summit name and co-branding may be eligible to do so through a streamlined, low-cost review process designed to ensure alignment with the Student Summit model. While communities are welcome to replicate the model independently, the use of the official Eradicate Hate name and logo is permitted only through this co-branding process.

Co-branding connects local Student Summits to a growing national network of educators, students, and community leaders working to prevent hate-fueled violence and strengthen school communities.

To qualify for co-branding, organizers should:

1. Submit a draft agenda and event overview to the Eradicate Hate team for review prior to the event.
2. Demonstrate how the four required Student Summit elements will be incorporated into the program.
3. Enter into a licensing agreement authorizing use of approved Eradicate Hate branding and attribution.
4. Submit a brief post-event report, including attendance data, key outcomes, lessons learned, and examples of student-led projects or next steps.

The purpose of this process is not to prescribe how local communities should design their Summit, but rather to ensure that co-branded events remain aligned with the core principles and goals of the Eradicate Hate Student Summit model.

Organizers remain responsible for all event planning, fundraising, logistics, speaker recruitment, school engagement, and implementation activities.

If you are interested in co-branding or additional planning support, please reach out to the Eradicate Hate team using the [Contact Us form](#) linked in the QR code below.





COACH'S TAKEAWAY

Student Summits work because students are not spectators. They are teammates, leaders, and culture-shapers.

Before building your team or designing your agenda, take time to understand the purpose behind the Student Summit model and the role students play in creating safer, more connected communities.

The most successful Student Summits stay true to the core elements of the model while reflecting the unique needs and strengths of their local community.

Remember: strong programs start with a strong foundation.



PLAYBOOK HUDDLE

Discuss with your planning team:

- Why is a Student Summit needed in our community?
- What challenges are students facing that adults may not fully see?
- What strengths do students already bring to the table?
- How do we want students to feel when they leave the Summit?
- Which of the required Student Summit elements may be easiest—or hardest—for us to implement?



CHAPTER CHECKPOINT

Before moving on, make sure your team understands:

- The purpose and goals of the Student Summit model
- The role students play in preventing hate-fueled violence
- The four required Student Summit elements
- The difference between local adaptation and model fidelity
- The co-branding process and requirements
- How this Playbook is organized and intended to be used

A background image showing a group of diverse students in a library or study area, looking at books and talking. A teal banner is overlaid on the top of the image.

BUILDING YOUR PROGRAM

Build Your Team

Every great team starts with a roster and a shared vision.

Now that you understand the purpose behind the Student Summit model, it's time to begin building your program. In this chapter, you'll assemble your leadership team, define your Summit's goals, and identify the key ingredients that will shape your Student Summit.

The strongest Student Summits aren't built by a single person. They are created by committed teams that work alongside students to identify local needs and design meaningful experiences. The decisions you make here will shape everything that follows, so take the time to build the right team and establish a clear sense of purpose.

Let's get your program off the ground.

STEP 1 - ASSEMBLE YOUR BENCH: FORM YOUR LEADERSHIP TEAM

Why This Step Matters

A successful Student Summit starts with a strong team behind the scenes. Just as every sports team needs players covering different positions, every Student Summit needs people responsible for planning, logistics, communications, programming, and student engagement.

One person may fill multiple roles, and multiple people may share responsibilities. What matters most is that every function has a clear owner.

Key Actions	Key Roles (Overview)
• Identify a Summit Lead to oversee planning, timeliness, and coordination. • Recruit a diverse planning team that includes educators, students, and community members. • Ensure representation from each participating school through Outreach Coordinators from each school. • Assign clear roles across key functions (programming, logistics, communications, evaluation). • Establish a regular meeting cadence to maintain momentum and accountability. • Develop a high-level timeline with milestones and key deadlines.	• Summit Lead – Provides overall leadership and accountability for the event. • Outreach Coordinators – Serve as the primary point of contact for participating schools and coordinate recruitment, communication, and participation logistics. • Content Creators (Programming Team) – Design the Summit agenda, sessions, and materials. • Logistic/Operations Team – Manage venue, materials, and day-of coordination. • Survivor Liaison – Coordinates speaker engagement, communication, preparation, and trauma-informed support. • Evaluation and Follow-up Lead – Oversees measurement, reporting, and post-event engagement. • Student Representatives – Ensure authentic student voice throughout planning, programming, outreach, and post-event action planning.

Step 1: Tools & Templates

- Suggested Student Summit planning timeline
- Template outreach emails for recruiting planning team members
- Sample Student Summit agenda
- Planning team roles and responsibilities checklist



STEP 2 - DEFINE YOUR WHY: ESTABLISH YOUR VISION

Why This Step Matters

Before drawing up the X's and O's, take time to define your game plan.

A clear purpose helps guide every decision you'll make—from selecting speakers and activities to identifying outcomes and measuring success. Most importantly, students should help define that purpose. Their perspectives will ensure that the Student Summit addresses issues that are meaningful and relevant to their peers.

Once you establish your "why," you can build goals, objectives, and programming that align with that vision.

Key Actions

- Identify your students' concerns about hate-fueled violence and make your students' passions and concerns the foundation of your Summit.
- Develop the specific objectives of your event within the framework of the four critical elements of an Eradicate Hate Student Summit listed above.
- Reflect the theme and objectives of your Summit throughout the agenda, including the plenary and optional breakout sessions.
- Invite speakers with lived experiences in line with your theme, if possible.

Tips & Best Practices:

- Talk to student leaders to help identify what will resonate with your students.
- Avoid the temptation to pack dozens of items and activities into your Summit. A clearly defined "why" helps avoid agenda overload and keeps the focus on a few key goals.

Consider goals such as:

- Increasing awareness of the causes and impacts of hate-fueled violence.
- Building empathy, understanding, and respect across differences.
- Encouraging student collaboration on school- or district-based initiatives.
- Connecting students with community organizations and resources.
- Strengthening student leadership and peer-to-peer engagement.
- Creating sustainable student-led efforts that continue after the Summit ends.



COACH'S TAKEAWAY

Great teams don't start with playbooks—they start with purpose.

Before focusing on agendas, speakers, or logistics, invest time in building the right team and listening to students. The most successful Student Summits are grounded in a clear vision, shaped by authentic student input, and supported by adults who provide structure, guidance, and encouragement.

Use the Student Summit model as your playbook but let students help call the plays. When young people help define the vision and shape the experience, the Summit becomes more than an event—it becomes the launch point for meaningful, student-led change.

Remember: the goal isn't to run a great day. The goal is to start a movement that continues long after the final whistle.



PLAYBOOK HUDDLE

Discuss with your planning team:

- Do students have meaningful roles in planning?
- Have we clearly defined our Summit's purpose and goals?
- Which of the four required Student Summit elements might be easiest to implement?
- Which element will require the most planning?



CHAPTER CHECKPOINT

Before moving on, make sure your team has done the following:

- Planning team established
- Key roles assigned
- Student representatives identified
- Summit vision drafted
- Preliminary goals established
- Four required Student Summit elements reviewed



DEVELOPING THE GAMEPLAN

Make a Plan

The team is assembled. The vision is clear. Now it's time to draw up the game plan.

This chapter focuses on turning ideas into action. You'll identify supporters, secure resources, design the Student Summit experience, and engage speakers who can inspire meaningful learning and student leadership.

Just as coaches develop strategies before game day, Student Summit organizers must think intentionally about how every piece of the event works together. From fundraising and community partnerships to agenda design and survivor engagement, the choices you make during this stage will help set the tone for the entire Summit.

Let's move from planning to preparation.

STEP 3 - MOBILIZE YOUR FANBASE: BUILD BUY-IN AND SUPPORT

Why This Step Matters

Securing funding early is one of the most important steps in planning a successful Student Summit. Having the financial resources to cover expenses such as venue rental (and insurance, if necessary), food and drinks, technology expenses (including photography and videography), speaker honoraria, and promotional costs, for example, allows you to focus on creating an engaging and high quality event, rather than making difficult compromises because of budget limitations.

Key Actions

- Identify all specific expenses you anticipate and create a budget that reflects the funding you need for each item.
- Identify potential funding sources. Make a list of school, district, and community funding sources, including parent organizations, education and community foundations (e.g. family, youth, and faith-based foundations), state education departments, and non-profit organizations.
- Research funding eligibility criteria, application requirements, and deadlines so you can plan ahead and avoid missing opportunities.
- Develop a description of the Student Summit's value for potential funders, including the anticipated impact on students so you can demonstrate the impact you expect the Student Summit will have.
- Identify community champions who can help promote and support the Student Summit.
- Build relationships with school leaders, educators, families, and community organizations.
- Recruit partners who can contribute expertise, resources, speakers, or volunteer support.
- Develop a communication plan that explains the Student Summit's purpose and anticipated impact.



Tips & Best Practices

- Make sure your funding request is clear. Prepare a concise description of the Student Summit outlining its purpose, expected outcomes, the number of students involved, and how the funds will be used.
- Ask local businesses to donate in-kind contributions or services like food, printing, or other supplies and materials to reduce cash outlays.
- Track funding commitments. Keep a record of your requests, pledged contributions, and deadlines and application statuses, if appropriate, to keep organized.
- Recognize and thank supporters. Acknowledge sponsors and donors during the Summit and after the event. Your appreciation will help build lasting relationships and may make it easier to secure funding for future Summits.

Step 3: Tools & Templates

- Budget template
- Student Summit potential funding sources
- Template letter for funder outreach
- Template thank-you letter for funders



STEP 4 - DRAW UP THE GAMEPLAN: DESIGN YOUR AGENDA

Why This Step Matters

Time to get down to X's and O's! A clear game plan for organizing your Student Summit will help ensure that all aspects of your Summit work together toward a common goal. Planning in advance allows you to coordinate activities, allocate time and resources effectively, and prepare for potential challenges. A strong game plan will help create a more organized, engaging, successful event for everyone involved.

Key Actions

- Prepare a project timeline. Planning a Student Summit can take six to twelve months, depending on the size and scope of the event.
- Develop an agenda outlining the sequence and timing of activities, including student breakout activities. Most Student Summits include a combination of:
 - Shared learning experiences, such as keynote presentations or survivor stories
 - Small-group discussions
 - Interactive activities that foster relationship-building
 - Access to community organizations and resources
 - Planning time for student-led projects and next steps
 - *Note: See the Appendix for a sample agenda using this framework.*
- While every Student Summit should reflect local priorities, organizers should ensure that the four required Student Summit elements are clearly incorporated throughout the day.
- Consider incorporating films to start/facilitate discussions among the students or in conjunction with any guest speakers.
- Define the Summit outcomes you want to measure and how you will do that. See Step 8 of this Playbook for strategies and tips on how to measure your event's impact.



Tips & Best Practices

- Once you have your timeline and agenda, review it with key stakeholders and make any necessary revisions.
- Build in time during your event agenda for collecting data and feedback. Use QR codes and have attendees share feedback with you in real-time. See Step 9 of this Playbook for details and strategies for measuring your Student Summit's impact.

Step 4: Tools & Templates

- Suggested Student Summit planning timeline
- Sample Student Summit agenda
- Sample *Repairing the World* film discussion questions
- Sample "Wall of Courage" UP End Hate student activity
- Sample Community Snapshot mapping activity
- Sample Idea Sprint Activity worksheets
- Eradicate Hate Student Project Guide: Ideas and Inspiration
- Student Summit logistics checklist



MILESTONE #1: REVIEW YOUR GAMEPLAN

Before moving forward, pause and ask:

- Do we have a clear agenda?
- Are all four Student Summit elements represented?
- Have students reviewed the plan?
- Have key partners been consulted?
- Is our budget aligned with our goals?

If you are pursuing co-branding with Eradicate Hate, now is the time to submit your draft agenda and event overview. Please see the "Optional Cobranding with Eradicate Hate" section on page 7 of this Playbook for more information.

STEP 5 - BRING IN THE HEAVY HITTERS: ENGAGE SURVIVORS AND SPEAKERS

Why This Step Matters

Hearing directly from survivors of hate-fueled violence is often one of the most powerful and memorable parts of a Student Summit. Personal stories can deepen students' understanding, build empathy, and inspire action in ways that facts and statistics alone often cannot.

Like a great coach sharing lessons learned from experience, survivors and other speakers bring real-world perspectives that help students connect the day's themes to their own lives and communities. However, these conversations require thoughtful planning to ensure a safe, respectful, and trauma-informed experience for both students and speakers.

Key Actions

- Identify speakers whose experiences align with your Student Summit's theme and student audience.
- Assign a dedicated Survivor Liaison to coordinate all communication and logistics.
- Decide on format (in-person, virtual, or film-based) based on availability and resources.
- Provide speakers with clear information about the audience, schedule, and goals.
- Coordinate with participating schools regarding student preparation activities related to speakers and survivor engagement (see Step 9 of this Playbook).
- Establish guidelines for Q&A to ensure questions are appropriate and non-harmful.

Preparing Speakers (Trauma-Informed Approach)

- Discuss the Summit goals and format with speakers ahead of time.
- Share audience context (age, background knowledge, group size).
- Offer speakers the ability to set boundaries on topics and questions.
- Provide questions in advance for panels or moderated discussion.
- Discuss any sensitive topics or content that may arise during the presentation or Q&A.
- Ensure on-site support (e.g., quiet space, point of contact during the event.)



Tips & Best Practices

- Always prioritize the emotional safety and agency of survivors.
- Use a facilitator or moderator for structured discussions.
- Whenever possible, select speakers whose experiences align with the Student Summit's theme(s) and resonate with the local student audience.
- Consider using films if live speakers are not available.
- Avoid overloading the agenda with too many speakers.
- Follow up with speakers after the event to thank them and gather feedback.

Step 5: Tools & Templates

- Speaker outreach email template
- Suggested moderator questions
- Speaker briefing template
- Speaker agreement / planning sheet
- Survivor guest invitation email template





COACH'S TAKEAWAY

A winning season requires more than passion—it requires preparation.

By this point, you've built your team, defined your purpose, secured support, and started designing the Student Summit experience. Now is the time to make sure every piece of the game plan works together toward the same goal: empowering students to create safer, more connected school communities.

Great Student Summits are powered by strong partnerships, thoughtful planning, and voices that inspire action. Whether you're recruiting supporters, finalizing your agenda, or preparing speakers, each decision should reinforce the vision you established from the start.

Remember: students may only attend the Summit for one day, but they will feel the effects of your planning in every session, conversation, and opportunity to lead. The best Student Summits don't just inspire students in the moment—they equip them to take action long after the crowd has gone home.



PLAYBOOK HUDDLE

Discuss with your planning team:

- What resources do we already have?
- What resources do we still need?
- Does our agenda reflect the vision we established in Step 2?
- Are students given enough time to connect, discuss, and plan action?
- Which speakers or lived-experience voices would resonate most with our students?



CHAPTER CHECKPOINT

Before moving on, make sure your team has done the following:

- Budget drafted
- Funding opportunities identified
- Community partners engaged
- Preliminary agenda completed
- Four required elements incorporated
- Speaker strategy developed
- Co-branding review submitted (if applicable)



GAME PREPARATION & EXECUTION

Get Ready for Kickoff

The Playbook is written. The team is assembled. The game plan is in place. Now it's time to get ready for kickoff.

A successful Student Summit depends on more than a great idea—it requires preparation, coordination, and execution. In this chapter, you'll work with participating schools, finalize communications, prepare students and speakers, establish your measurement strategy, and make sure every detail is ready for Game Day.

Just like athletes spend countless hours preparing before a big game, organizers lay the groundwork that allows students to step onto the field with confidence. The more thoughtfully you prepare, the more fully students can engage in meaningful conversations, build connections, and launch projects that create lasting impact.

Let's get ready for Game Day.

STEP 6 - INSIDE THE HUDDLE: SCHOOL COORDINATION

Why This Step Matters

The best Student Summits don't start when students walk through the door—they start with strong planning and coordination among participating schools. Clear communication, defined responsibilities, and consistent processes help ensure that everyone arrives informed, prepared, and ready to participate.

Effective coordination reduces last-minute surprises, streamlines logistics, and creates a smoother experience for students, educators, speakers, and organizers alike. When everyone is on the same page before game day, the Student Summit can focus on what matters most: student learning, connection, and action.

Key Actions

- Assign one person on your planning team to coordinate with designated representatives from all participating schools.
- Ask each participating school to identify a primary point of contact who will serve as the liaison between Student Summit organizers and their school community. This person should coordinate all aspects of their school's participation, including registration, permission slips, transportation, communications, and pre-Summit preparation activities.
- Encourage participating schools to identify student leaders who can support recruitment, communications, and day-of participation efforts.
- Schedule regular meetings among the school contacts to share information, such as the Student Summit agenda, timelines, deadlines, and responsibilities.
- Confirm anticipated attendance numbers and registration deadlines with participating schools.



Tips & Best Practices

- Encourage participating schools to contribute ideas for discussion topics, breakout activities, and student project opportunities. Early input can strengthen engagement and help schools feel invested in the Student Summit's success.
- Maintain a shared planning document or communication hub to track deadlines, transportation plans, registration numbers, and other key logistics.
- Establish clear deadlines for registration, transportation arrangements, permission forms, and other key logistics, then communicate them regularly.

Step 6: Tools & Templates

- Sample Qualtrics school registration form
- Template school registration form questions and confirmation email
- Template student registration form questions and confirmation email
- Template chaperone registration form questions and confirmation email
- Template guest registration form questions and confirmation email
- Sample video/photo release form
- Sample school arrival and departure form
- Sample information sheet for students and chaperones
- School coordinator planning checklist



STEP 7 - OUTSIDE THE HUDDLE: COMMUNICATIONS AND OUTREACH

Why This Step Matters

Eradicate Hate Student Summits are a powerful story worth sharing. Effective communications and outreach help build excitement, increase participation, recognize supporters, and amplify the impact of students' work.

Even the best teams need fans in the stands. By planning ahead and intentionally sharing your Student Summit's story, you can build community support, highlight student leadership, and extend your Student Summit's impact far beyond game day.

Key Actions

- Appoint one person on your planning team to run point on all external communications.
- Develop a communications timeline that identifies key messages and outreach opportunities before, during, and after the Student Summit.
- Create talking points and social media templates that can be shared with the planning team, participating schools, student leaders, and other stakeholders.
- Identify local media outlets and reporters to invite to cover the Student Summit.
- Designate event spokespersons—including students, when appropriate—to speak with media representatives.
- Designate someone to serve as the event photographer (or photography team) and provide them with the event schedule and any must-have photo requests.



Tips & Best Practices

- If your organization has a communications team or designated communications professional, involve them early in the planning process.
- Student-created and student-delivered content often resonates more authentically within school communities than adult-generated messaging. Consider involving students in creating social media content before, during, and after the event.
- Be sure to obtain appropriate parental permission for any students who may be interviewed by local media outlets.
- If time allows, hold preparation sessions with all individuals designated to speak with media representatives.
- Prepare a few key student success stories, project examples, or impact highlights that can be shared consistently with media outlets and community partners.
- Consider developing a simple social media toolkit that includes graphics, photos, key messages, hashtags, and template language that supporters can easily copy and share.
- Remind participants to tag partner organizations, sponsors, participating schools, and Eradicate Hate (if applicable) when posting content about the Student Summit.
- Develop a plan for collecting photos, videos, testimonials, and student stories that can be used for post-event communications and impact reporting.

Step 7: Tools & Templates

- Sample media talking points
- Sample social media templates
- Sample press release or media advisory
- Suggested media and communications timeline



STEP 8: KEEP SCORE: PLAN FOR IMPACT MEASUREMENT

Why This Step Matters

You probably don't need a survey to know when a Student Summit has made an impact. You can feel the energy in the room, hear the conversations taking place, and see students beginning to think differently about their role in creating safer communities.

But if you want to tell that story to school leaders, funders, community partners, and future supporters, you'll need more than anecdotes. Just as coaches rely on statistics and game film to evaluate performance, Student Summit organizers should collect data to understand what worked, identify opportunities for improvement, and demonstrate impact.

By planning ahead for measurement, you can capture both the numbers and the stories that help illustrate the power of a Student Summit. A combination of quantitative and qualitative data will provide the clearest picture of your Student Summit's success and its lasting influence on students, schools, and communities. After all, you can't celebrate a win—or improve for next season—unless you know how you're keeping score.

Key Actions

- Identify the audiences for your evaluation findings (students, school leaders, funders, community partners, etc.) and determine how results will be shared with each group.
- Identify a small set of key success indicators that align with your Student Summit's goals and can be measured consistently over time.
- Measure student engagement and participation through metrics such as the number of districts, schools, educators, and students represented at the Student Summit.
- Create observation checklists that can be used during sessions to track participation and engagement in discussions and breakout activities.
- Develop pre- and post-Summit surveys to assess changes in students' knowledge, attitudes, confidence, or intentions to take action.
- Track student action plans, project commitments, and other follow-up activities that emerge from the Student Summit.

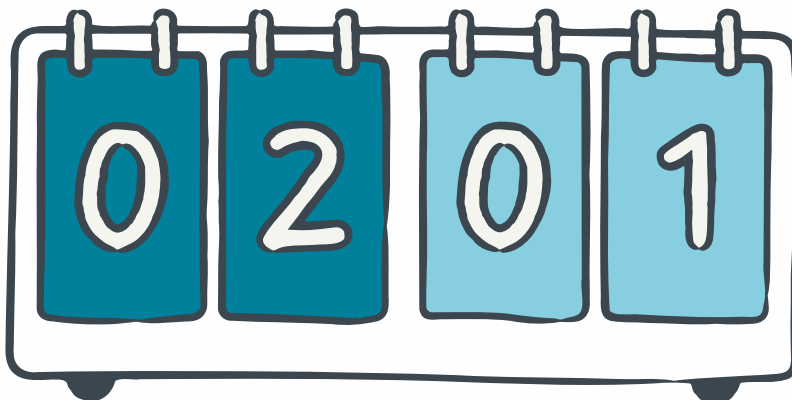


Tips & Best Practices

- Decide what information you want to collect early in the planning process so you can build data collection opportunities into the event design.
- Design questions that are simple, specific, and aligned with your Summit goals.
- Consider embedding evaluation questions into existing processes such as registration forms, session feedback forms, or post-event surveys.
- Collect only the information you truly need. If personally identifiable information is not necessary, avoid collecting it.
- Include photos, media coverage, student testimonials, and social media content as part of your qualitative data collection strategy.
- Remember that stories and statistics work best together. Numbers help demonstrate scale; student voices help demonstrate impact.
- Incentivize participation through positive reinforcement or small rewards (e.g., the first school to complete the post-Summit survey receives Student Summit swag).

Step 8: Tools & Templates

- Observation checklist
- Pre-/post-Summit survey questions
- Student reflection questions
- Impact-reporting framework
- Impact report summary
- Sample post-Student Summit survey
- Sample grant reporting questions



STEP 9: PRE-GAME PREP: FINAL PREPARATIONS

Why This Step Matters

Just as athletes spend time preparing before a big game, students benefit from preparation before attending a Student Summit.

The more background knowledge, context, and reflection students bring with them, the more meaningful their Summit experience will be. Once you've identified your event theme(s) and speakers, take time to prepare students, educators, and chaperones for the conversations they will have, the stories they will hear, and the actions they will be asked to consider.

Thoughtful preparation helps create a common foundation for learning and ensures students arrive ready to engage, reflect, and participate.

Key Actions

- Share films, articles, discussion guides, and other resources with participating schools to build awareness and encourage pre-Summit conversations.
- Provide pre-Summit materials and discussion prompts to school representatives so they can prepare students in advance for Summit-day activities.
- Develop a consistent set of preparation materials for participating schools to ensure students begin the Student Summit with a shared foundation of knowledge.
- Provide guidance for educators and chaperones on facilitating discussions and supporting student engagement before and after the Student Summit.

Preparing Students for Meaningful Participation

- Provide background information on the topics, incidents, or issues that will be discussed during the Student Summit.
- Encourage students to reflect on their own experiences and prepare thoughtful questions in advance.
- Set clear expectations for respectful, inclusive, and trauma-informed engagement.
- Offer optional classroom activities, discussion prompts, or reflection exercises that can be used before the Student Summit.
- Encourage students to think about what changes they would like to see in their schools or communities prior to attending.

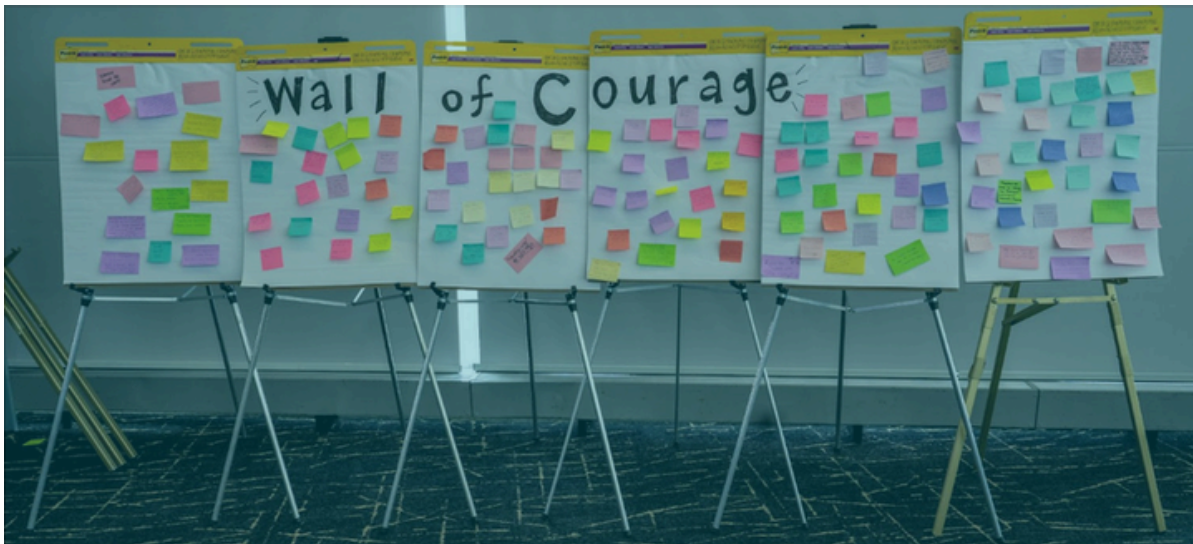


Tips & Best Practices

- Share the same preparation resources with all participating schools whenever possible to help ensure a consistent baseline of knowledge.
- Avoid overwhelming students with too much information. Focus on a few high-quality resources that align directly with your Student Summit's goals.
- Brief educators and chaperones on any sensitive topics that may arise during the event.
- If using films or survivor stories as preparation materials, provide opportunities for discussion and reflection afterward.
- Encourage participating schools to incorporate preparation activities into existing advisory periods, club meetings, or classroom discussions.

Step 9: Tools & Templates

- Student preparation guide
- Facilitator discussion guide with Student Summit discussion prompts
- Sample pre-Student Summit discussion prompts
- Suggested classroom reflection activities
- [Not In Our Town films and educational resources](#)
- [UP End Hate student toolkits and Upstander Certification resources](#)
- [Reach Out Resource Hub](#)



STEP 10: GAMEDAY!

Why This Step Matters

The big day is finally here! Months of planning have led to this moment. By focusing on execution, flexibility, and student engagement, you can create an experience that inspires meaningful action and connection.

Game Day Checklist

Before students arrive:

- ☐ Test audio/visual equipment
- ☐ Confirm speaker arrival and logistics
- ☐ Set up registration and signage
- ☐ Review staff and volunteer assignments
- ☐ Ensure evaluation tools and QR codes are ready

During the Student Summit:

- ☐ Keep sessions running on schedule
- ☐ Capture photos and videos
- ☐ Support speakers and facilitators
- ☐ Monitor student engagement
- ☐ Collect feedback throughout the day

Before participants leave:

- ☐ Make sure students understand next steps
- ☐ Collect evaluations
- ☐ Recognize and thank speakers, partners, volunteers, and sponsors
- ☐ Celebrate student participation and accomplishments



COACH'S TAKEAWAY

Great game plans are only as effective as their execution.

By this stage, you've coordinated participating schools, developed communications strategies, prepared students, planned for measurement, and finalized event logistics. Your preparation creates the conditions for success, allowing students to focus on learning, connecting, and leading.

Remember that students experience the Student Summit as a single day, but their experience is shaped by months of behind-the-scenes planning. Every detail—from communications and preparation materials to speaker support and evaluation—helps create an environment where students can fully engage.

When preparation and execution work together, the Student Summit becomes more than an event. It becomes a catalyst for student action.



PLAYBOOK HUDDLE

Discuss with your planning team:

- Are students arriving prepared for the Summit experience?
- Have we created opportunities for meaningful student interaction and collaboration?
- Are speakers, facilitators, and volunteers equipped for success?
- How will we capture both quantitative data and personal stories from the event?
- What would success look like at the end of Game Day?



CHAPTER CHECKPOINT

Before moving on, make sure your team has done the following:

- School coordination plans are complete
- Student preparation materials have been distributed
- Communications and media plans are finalized
- Evaluation tools are ready
- Speaker logistics are confirmed
- Event-day roles and responsibilities are assigned
- Registration and attendance plans are finalized
- Students leave with clear next steps and opportunities for continued involvement



BEYOND THE FINAL WHISTLE

Keep the Momentum Going

The final whistle may mark the end of the event, but it is only the beginning of the real work.

A Student Summit is designed to spark action that continues long after students leave the room. This chapter focuses on sustaining momentum, supporting student-led initiatives, measuring impact, and creating opportunities for participants to reconnect and learn from one another.

Championship teams don't judge success by a single game. They focus on growth, improvement, and long-term impact. The same is true for Student Summits.

Let's keep the momentum going.

STEP 11- POST-GAME REVIEW: SUMMIT FOLLOW-UP

Why This Step Matters

The final whistle may have blown, but the season isn't over. A Student Summit is designed to be the kickoff for ongoing student action, not a one-day event. The conversations, connections, and ideas sparked during the Student Summit require continued support and encouragement to grow into meaningful change.

Just as teams review the game film after a big win, event organizers should take time to reflect, celebrate successes, learn from challenges, and support what's next. Thoughtful follow-up helps ensure that the Student Summit's impact continues long after Game Day.

Key Actions

Short-term:

- Capture the story of your Student Summit while it is still fresh. Gather photos, videos, survey data, participant feedback, and examples of student action that can be used for reporting and future planning.
- Host a reflective meeting with the planning team and gather feedback from participating schools to identify successes, lessons learned, and opportunities for improvement.
- Analyze data and use findings, stories, and visual media to create a post-Summit report, highlight reel, or impact summary.
- Report initial outcomes and next steps to Eradicate Hate.
- Create a system and process for regular follow-up with participating schools and student leaders.

Long-term:

- Track the progress of student-led projects and the use of seed funding (if applicable), and identify opportunities where additional support, resources, or recognition may help sustain momentum.
- Establish a regular communication cadence (e.g., email updates, newsletters, virtual check-ins) to share progress, resources, and success stories with participating schools.
- Share long-term outcomes and student impact stories with Eradicate Hate.





MILESTONE #1: REPORT YOUR RESULTS

Before wrapping up your Student Summit season, pause and ask:

- Have we collected and reviewed our event data and participant feedback?
- Have we documented key outcomes, successes, and lessons learned?
- Have we gathered examples of student-led projects, commitments, or next steps?
- Have we thanked our speakers, partners, sponsors, and volunteers?
- Have we communicated results to participating schools and stakeholders?
- Have we identified opportunities to sustain momentum and support student action?

If your Student Summit was co-branded with Eradicate Hate, now is the time to submit your post-event report and share your results with the Eradicate Hate team. Your Eradicate Hate Liaison should contact Eradicate Hate to provide attendance data, key outcomes, lessons learned, and examples of student-led projects or next steps. Eradicate Hate will provide a simple reporting template and can discuss opportunities to support ongoing student efforts in your community.

Tips & Best Practices

- Celebrate successes early and often. Recognizing student accomplishments can help sustain momentum.
- Follow up with schools while enthusiasm from the Student Summit is still high.
- Look for opportunities to highlight student-led projects through school newsletters, local media, and social media.
- Maintain realistic expectations. Meaningful change often happens gradually over time.
- Document lessons learned while they are still fresh so future planning teams can benefit from them.

Step 11: Tools & Templates

- Student Summit post-event impact report template





COACH'S TAKEAWAY

The Summit is not the finish line—it's the kickoff.

The real measure of success is not what happened during the event; it's what happens afterward. Student-led projects, new partnerships, stronger school cultures, and ongoing engagement are where the lasting impact is created.

Your role now shifts from event organizer to coach and supporter as students put their ideas into action. The most meaningful victories often happen long after the crowd has gone home.



PLAYBOOK HUDDLE

Discuss with your planning team:

- What worked especially well?
- What surprised us?
- What would we change next time?
- What early evidence of impact are we seeing?
- What support will students need moving forward?



CHAPTER CHECKPOINT

Before moving on, make sure your team has done the following:

- Event data has been collected and reviewed
- Post-event report has been completed
- Results have been shared with stakeholders
- Student projects are being tracked
- Follow-up communications have been sent
- A decision has been made whether to host an optional Reconvening (Step 12)
- Co-branding reporting requirements have been completed (if applicable)

STEP 12: LEVEL UP: HOST A RECONVENING

A Reconvening provides students with an opportunity to reconnect several months after the Student Summit, celebrate progress, share lessons learned, connect with resources, and strengthen ongoing student-led efforts. While the focus shifts from launching projects to sustaining them, the Reconvening builds on the same core principles as the Student Summit: student voice, peer connection, collaboration, and action.

Why This Step Matters

A Student Summit is designed to launch student-led action, but meaningful change takes time. A Reconvening event provides an opportunity for students to reconnect, celebrate progress, learn from one another, and build momentum for the future. Because the Reconvening serves as a continuation of the Student Summit experience, organizers can often build upon the relationships, communication channels, and planning structures already established through the initial Student Summit planning process.

By bringing participants back together several months after the Student Summit, organizers can reinforce key relationships, showcase student achievements, identify common challenges, and connect students with additional resources and support. A Reconvening also sends an important message: student leadership and community impact matter long after the day of the Student Summit.



Key Actions

- Schedule the Reconvening within the same school year as the Student Summit, ideally several months after the event.
- Invite student participants, educators, community partners, and youth-serving organizations that participated in the original Student Summit.
- Create opportunities for students to share updates on their projects, accomplishments, challenges, and lessons learned.
- Highlight and celebrate student-led initiatives and outstanding examples of leadership.
- Facilitate networking and collaboration among students from different schools and communities.
- Provide access to resources, funding opportunities, and community partners that can help students continue their work.
- Review your original Student Summit goals and project commitments to identify themes, success stories, and discussion topics that should be highlighted during the Reconvening.

Typical Reconvening Components

A Reconvening may include:

- Student project showcases or presentations
- Small-group discussion sessions
- Networking opportunities
- Recognition and celebration of student accomplishments
- Resource tables featuring youth-serving organizations
- Workshops focused on sustaining and expanding student-led efforts
- Planning time for future collaboration



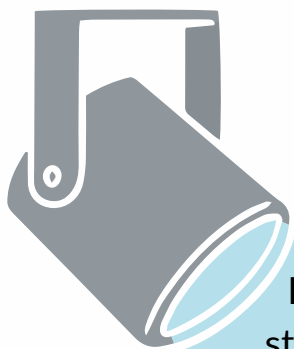
Tips & Best Practices

- Put students at the center of the event by giving them opportunities to lead presentations, panels, and discussions.
- Focus on progress rather than perfection. Students should feel comfortable discussing both successes and obstacles.
- Invite community partners who can help students overcome challenges and expand their impact.
- Use the Reconvening as an opportunity to collect additional impact stories and examples of student leadership.
- Celebrate students' and schools' accomplishments publicly. Recognition helps sustain motivation and momentum.
- Whenever possible, use the same planning team, communication structure, and school points of contact that supported your Student Summit.
- Many of the templates, timelines, communication tools, registration forms, evaluation instruments, and logistical planning resources used for the Student Summit can be adapted for the Reconvening, saving time and reducing administrative burden.
- Think of the Reconvening as the second half of the game rather than a brand-new event. Build on the momentum, relationships, and lessons learned from the Student Summit.

Step 12: Tools & Templates

- Sample Reconvening agenda
- Sample Reconvening independent activities
- Sample post-Reconvening survey





Pittsburgh Spotlight

In Southwestern Pennsylvania, the annual Reconvening brings students back together several months after the Student Summit to showcase projects, celebrate accomplishments, discuss challenges, and learn from one another. The event reinforces the idea that student-led change is an ongoing process rather than a one-day experience.



Scan the QR Code to watch a video overview of the 2025 Student Summit Reconvening in Pittsburgh.



BEYOND THE PLAYBOOK

Every successful season starts with preparation, teamwork, and a shared vision. The same is true for a Student Summit.

Throughout this Playbook, you've learned how to build a team, define a purpose, design a meaningful experience, and support students as they take action in their schools and communities. While every Student Summit will look a little different, the most successful ones share a common belief: young people are not just participants in creating safer, more connected communities—they are leaders, problem-solvers, and changemakers.

Remember that the Student Summit itself is not the destination. It is the kickoff. The conversations students have, the relationships they build, and the projects they launch are what create lasting impact. Your role is not simply to organize an event, but to create opportunities for students to learn, connect, lead, and grow.

As you move forward, stay grounded in the core elements of the Student Summit model, listen closely to students, and celebrate progress along the way. Some victories will be visible immediately. Others may take months or even years to emerge. Both matter.

Thank you for joining this growing movement to prevent hate-fueled violence and strengthen school communities. We hope this Playbook helps you bring students together, inspire meaningful action, and build momentum that lasts long after the final whistle.

APPENDIX

The tools, templates, sample documents, and planning resources contained in the Appendix are designed to help you put the strategies in this Playbook into action. Adapt these resources to meet your local needs and build upon them as your Student Summit grows. You can use the QR codes at the end of step to access those specific resources, or use the QR code below to access the [entire Appendix](#).



