

Raze Days, featuring the Living Pledge Mural



In honor of Raze's 20th birthday, hold a tobacco-free spirit week at your school or in your community to raise awareness about the dangers of tobacco and recruit more students to join your Crew. Get the whole school involved with daily activities – plus, a larger-than-life tribute to being tobacco-free... more on this later!

How It Works

1. Save the Date

Work with your school or community to determine the best week to celebrate Raze Days. Then, put it on the school or community calendar!

2. Plan Your Days

Follow the daily themes outlined here or come up with your own. Just make sure they're designed so everyone can participate. Remember: Raze is anti-smoking, not anti-smokers!

- **Motivation Monday** – Kick off the week by hanging motivational messages around the school or community to remind your friends they are enough; they don't need tobacco to be cool!
- **Talk Back Tuesday** – Give Big Tobacco a piece of your mind! What do you want to say to the companies preying on young adults and profiting from their misfortune? Create an appropriate TikTok in response to this question and tag **#RazeWV**. (English classes could use this as a writing prompt, too.)

- **Backwards Wednesday** – Wear your clothing backwards to draw attention to how backwards Big Tobacco's claims are.
- **Thankful Thursday** – Grab a treat bag for Raze's 20th birthday and learn some important tobacco stats. (Crews hand out goodie bags of Smarties candies with stats attached to them.)
- **Tobacco-Free Friday** – Wear your school or Raze colors. Living Pledge mural is revealed!

3. Build the Buzz

Hang up posters around the school or community inviting everyone to join you in a weeklong celebration of Raze's 20th birthday and how they can participate each day!

4. Prep Your Supplies

Create any signs or handouts you'll need for the week – and see the next page to plan for your Living Pledge Mural.

Community Crews:

Check to see if your meeting place or a common community center will let you display your mural!

The Living Pledge Mural

Invite everyone at your school or in your community to write why they choose to be tobacco-free on a sticky note. Have them add their sticky notes to a wall mural that's meaningful to your school or community and can be revealed at the end of your Raze Days spirit week.

What You'll Need

- Sticky notes (may want certain colors depending on mural choice)
- Painter's tape
- Pens/markers
- Table
- Raze swag + info sheets
- Raze signup sheet

Tip

Capture pictures of the mural at the end of each day so you can see the progress and even create a time-lapse video!



How It Works

1. Plan Your Mural (few weeks before)

Decide what picture, word or symbol you'll want to create with the sticky notes. It could be the Raze logo, a pair of lungs or even your school or community's mascot. You'll also want to determine where in your school or community you'll assemble the mural – preferably a wall close to the cafeteria or somewhere that'll be seen by many people.

2. Prep Your Wall & Supplies (week before)

Use painter's tape to create a template of your mural on the wall. This way, people will have an idea of where to place their sticky notes. Now's the time to gather plenty of sticky notes and pens/markers, too.

3. Set Up Your Raze HQ (week of: Monday AM)

Deck out a Raze table by your mural with the sticky notes and pens/markers. Also include Raze fact sheets for anyone who wants to learn more about our tobacco-free mission and a Raze signup sheet for new members.

4. Recruit! (week of: Mon.–Thurs. during lunch)

During your lunch period, stand by the table and invite people to write why they're tobacco-free on a sticky note and add it to the mural. Use this time to tell them more about Raze and see if they'd like to join your Crew!

5. The Big Reveal (week of: your mural)

Share a pic or video of your mural on social media with [#RazeWV](#) and [#RazeWVTurns20!](#)