



Celebrate.

Remember.

Fight Back.

Ideas to consider when planning for Fight Back!

When planning for Fight Back, the #1 goal should be to figure out how to get as many people as possible to pledge to Fight Back by visiting the Fight Back Tent.

Some ideas to get people to the tent during the event:

- **Set up a Fight Back Detour.** Have your Fight Back Tent placed right beside the track, directly on the track, or going over the track. The detour could be a permanent detour for the entire event, or you could have specific times throughout the day where the track is blocked off and people are required to go through the detour. The only way a participant can pass the detour is if they are wearing a "I Pledge to Fight Back Sticker."
- **Have a "barker" at the Fight Back tent** urging participants walking by to stop and pledge to Fight Back! This could be a karaoke machine at the Fight Back Tent. Once the participant has made their pledge, have them say their pledge over the karaoke machine to gather more interest.
- **From the main stage, during a busy time of the day, have a Fight Back Ceremony Preview or Sneak Peak** to ensure participation at the tent and at the ceremony.
- **Hang the pledge cards around the tent, or on the fence of the track if visible, as people sign them as a visual reminder that everyone needs to Fight Back.**
- **Every time someone makes a pledge ring a cow bell (or other noise maker) to get people's attention! Make people hear you!**
- **Ensure there are people who are able to speak about ways to Fight Back at the tent, so when someone does come in, and asks how they can help, we can give them options.**
- **If your event offers Spirit Points to teams, offer points for team members who visit the Fight Back Tent.**