



How to Do the Unity Challenge

The idea behind the Unity Challenge is to share the message that no matter our background or creed, we must work together and unify to fulfill the motto of the U.S.A. – “Out of Many, One.” The Unity Challenge will enable the nation to see and experience its diversity with a commitment to never forget that tolerance, inclusion and collaboration are the very elements that bind us as a nation.

It is imperative that this endeavor be apolitical and inclusive to ensure that the focus remains on the universal core values of the nation with no overtones that could foster division for which we have only too painfully experienced.

Step One: Introductions

Introduce yourselves and if you like, something that relates to your background or identity.

Examples: I’m John and I’m Irish-American.
I’m Susan and I’m Mexican American.

I’m Nellie and I’m a Republican.
I’m Chris and I’m a Democrat.

I’m Pat and I’m Mormon
I’m Aaron and I’m Jewish
I’m Seleem and I’m Muslim

Step Two: The Hug

Tell people why you want to spread unity. Tell them you want to show that we are one America – and that means that we embrace diversity. You could add, “hug someone different today!” or another comment you feel comfortable with, and hug. This is our vision of America. Feel free to be creative

and have fun – and remember – no political statements!!!!

Example: “We are taking the Council for Unity, Unity Challenge to hug someone different. Bringing people together is the real American dream. We need to come together as one people and bring more unity to our communities.” Hug or put arms around your shoulders.

Step Three: The Call to Get Involved

We want to get people to do something or donate to help CFU make more of a difference!!! You can either [donate](#) to Council for Unity or [act](#) on one of the ideas we provided to help bring unity to your community. Let your viewers know what you will be doing as part of the Unity Challenge:

Examples: “We are committing to [insert an action from our [list of unity ideas](#) or come up with your own!] – what will you do different?”

“We’re going to donate to Council for Unity to help them to continue to improve unity in our schools and communities - what will you do?”

Step Four: Get Others to Do the Challenge

Both people challenge others to do the challenge.

Example: I challenge Ben Franklin, Ella Fitzgerald, Diego Rivera and my Mom to do the Unity Challenge

Step Five: The Closer

“This is our America. This is OUR America!” Feel free to add a big ending like a special handshake or a dance move!!!

Text to Cut and Paste

Please cut and paste this or a similar message to help spread the word:

“Please cut and paste this message and take the challenge. Spreading our vision of America one hug at a time!” Councilforunity.org/unitychallenge @Council4Unity1 #cfuUnityChallenge #Hugsomeonedifferent #CouncilforUnity”

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