



MOOSE HIDE
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MOOSE HIDE CAMPAIGN DAY

TOOL KIT FOR K-12 SCHOOLS

ON MAY 14, 2026,
BE IN CEREMONY
WITH
SCHOOLS ACROSS CANADA

Your school community is invited to take part in the annual Moose Hide Campaign Day, an Indigenous-led movement to end violence against women, children, and all those along the gender continuum.

This tool kit will support school staff who would like to participate in campaign day, and plan out how to do so in away that is meaningful for their community.

DO YOU KNOW THE STORY OF THE MOOSE HIDE CAMPAIGN?

Here are a few links you may choose to share with staff, to introduce and explain the significance of the campaign:

Story of the Moose Hide Campaign (2 minutes):

<https://www.youtube.com/watch?v=jTjcEnna7gQ>

Story of the Moose Hide Campaign (6 minutes):

<https://www.youtube.com/watch?v=4FipVWaTaJE&t=4s>

For more videos, please visit the Moose Hide Campaign YouTube Chanel:

<https://www.youtube.com/@Moose-Hide-Campaign>

REGISTER YOUR SCHOOL FOR CAMPAIGN DAY

Why register?

Access free workshops

Join schools across the country

Show that this work matters

For K-12 Education Campaign Day, workshops will be pre-recorded and released on campaign day. This allows educators to choose which workshops are best for their classes and when they would like to participate.

Register at: <https://education.moosehidecampaign.ca>



EMAIL INVITATION TEMPLATE

Dear Staff,

On May 14, our school will take part in the Moose Hide Campaign Day, an Indigenous-led movement to end violence against women, children, and all those along the gender continuum.

You are invited to register your class and take part in this day of learning and reflection. Free online sessions and flexible classroom resources are available for all grade levels.

Register here: <https://education.moosehidecampaign.ca>

If you'd like to connect and share ideas on how we might approach the day, whether school-wide or within individual classrooms, please let me know.

Thank you,
[Name]

ORDER PINS TO SPARK CONVERSATIONS

The moose hide pin is a visible commitment to ending gender-based violence, and a teaching tool for dialogue that is grounded in respect and care.

Share this link to learn about the significance of the moose hide pin (2 minutes): <https://www.youtube.com/watch?v=yNssYKUU40g>

Order pins here: <https://education.mooshidecampaign.ca/pins/>

*Wearing the pin signifies:
I will stand up, speak out, and act
with care and respect*



PIN ORDER EMAIL TEMPLATE

Dear Staff,

As we prepare for Moose Hide Campaign Day on May 14, you are invited to order moose hide pins for your students.

The moose hide pin is a powerful symbol of a shared commitment to ending violence against women, children, and all those along the gender continuum.

Please watch this link (2 minutes): <https://www.youtube.com/watch?v=yNssYKUU40g>

Order pins here: <https://education.mooshidecampaign.ca/pins/>

If you'd like to be part of a conversation of how pins might be meaningfully shared with students and community, please let me know.

Thank you,

[Name]

BEGIN PLANNING FOR CAMPAIGN DAY

Some questions to consider:

1. What is realistic for our staff community over the next few weeks?
What time can we dedicate leading up to May 14?
2. What is an appropriate entry point for our students?
What feels right for this age group?
3. What is our capacity as educators?
Do we feel prepared to facilitate these conversations?
Would a simple approach (e.g., video + reflection) be most appropriate?
4. What supports are in place if students need them?
How can we contribute to a culture of respect and safety?
5. What is one meaningful way we can mark Campaign Day?
What will this day look like in our class or school, and make our commitment visible?
6. How might we engage families and community?
Are there local Indigenous relationships we can invite, respectfully honour or include?



ATTEND THE EDUCATOR'S CIRCLE

APRIL 15, 4-5 PM PACIFIC TIME

Join other educators in this online gathering for you to learn more about how your school can participate, with opportunities for you to ask questions.

Register here: <https://moosehide.swoogo.com/2026communitystewardcircles>

WHERE COMMITMENT BECOMES ACTION

A Few Suggestions for K- 12 Participation

Minimal preparation:

- Share the campaign day workshops in your classes
- Distribute moose hide pins with a short explanation
- Hold a moment of reflection or silence

Moderate preparation:

- Classroom discussion using guiding questions
- Plan a short action-based activity
- Invite students to write or draw what respect means

Deeper Engagement:

- School-wide assembly or gathering
- Support student-led initiatives (art, spoken word, awareness)
- If appropriate, invite local Indigenous speakers or knowledge keepers

School-Wide Ideas:

- Wear and share the moose hide pins with your community
- Create a wall of commitments (“I commit to...”)
- Host a quiet reflection space (library, classroom corner)
- Create a school wide art initiative
- Host a walk and invite community members to attend

FOR MORE GUIDANCE ON HOSTING AN EVENT

<https://education.moosehidecampaign.ca/events/>

CREATING A SAFE ENVIRONMENT

As students navigate identity, safety, and belonging, raising sensitive issues such as gender-based violence can feel overwhelming. The Moose Hide Campaign, committed to ethical relationships, supports these conversations through trauma-informed, developmentally appropriate resources.

For more information on preparing your classroom or school:

<https://education.moosehidecampaign.ca/preparingtheenvironment/>

OUTREACH MATERIALS

For resources & visuals to create your own poster:

<https://education.moosehidecampaign.ca/downloads/>

For our social media guide & to share our social media links:

<https://moosehidecampaign.ca/wp-content/uploads/2026/01/SocialMediaPlaybook-2026.pdf>

Submit a plan of your event for our blog (scroll down to the bottom):

<https://education.moosehidecampaign.ca/events/>

SAMPLE SCHOOL ANNOUNCEMENT SCRIPT

Today is Moose Hide Campaign Day.

We wear the moose hide pins as a commitment to ending violence against women, children, and all those along the gender continuum.

We invite everyone to take a moment to reflect on what respect and safety mean in our community.

THANK YOU!

We celebrate the care, commitment, and leadership you bring to preventing and ending gender based violence.

We hope that you will take a moment to acknowledge your hard work, and honour your school community.

As you reflect on your participation in Moose Hide Campaign Day, consider how this work can deepen relationships, accountability, and reconciliation throughout the year ahead.

To access our library of free lesson plans:
<https://education.moosehidecampaign.ca/lesson-plans/>

