

# Publish A Mother's Day Pledge Ad



Berkshire Violence Prevention Center  
Mother's Day Newspaper Ad

## **What's a Mother's Day Pledge Ad?**

In honor of Mother's Day, communities have built on the White Ribbon Day pledge idea and drafted a "Mother's Day Pledge." The pledge entrusts men and boys to "stand up and speak out". Men and boys throughout the community, sign their names to an ad that will appear in the local newspaper. This advertisement states the pledge and publishes the list of names. Pledge signers can receive a list of "Ten Things You Can Do" about sexual assault and domestic violence and a greeting card to send to a loved one on Mother's Day. Communities can ask for donations along with the signature and donate the proceeds to a local sexual assault or domestic violence agency.

## **Why would I want to participate?**

The goal of the pledge is to initiate a conversation with men and boys and encourage them to hold each other accountable for their behavior and to work toward family peace and healthy relationships. Crafting and organizing signatures for a newspaper ad creates an opportunity to ask people to consider the pledge in advance and add their name. This can be especially exciting for young men to see their name in the newspapers. Once published, the newspaper ad reaches a wider audience about the pledge and creates yet another point of conversation about the issues and men's roles.

## **Massachusetts Examples:**

These ads are organized in several towns: in Pittsfield by the Berkshire Violence Prevention Center, in Holyoke by the Womanshelter/Compañeras, and in Amherst by the Men's Resource Center for Change. Whereas the Holyoke and Amherst ads are signed by anyone in the community, the Pittsfield project is exclusive to several area high schools where over 500 boys sign the pledge each year.

## **Websites**

<http://www.kidsplaceonline.org>

<http://www.womanshelter.org>

<http://www.mrcforchange.org>