

**BULLY PROOF**



**SUPERHERO ACADEMY**

## Who we are

Bully Proof is a practical, school-tested program created by Chris Casamassa, a kids' safety and self-defense expert.

We help districts reduce incidents, protect instruction time, and build confident students.

Our tools are designed for busy administrators who need clarity, speed, and compliance.

## Who we serve

K–12 principals, APs, deans, counselors, yard supervisors, and office staff.

Resources also integrate with teacher and parent packs so your whole campus moves in the same direction.

## What to expect in this toolkit

- Plug-and-play, brand-safe: A core lesson plan you can run in any studio, plus simple notes to localize school references and your class schedule.
  - Step-by-step execution: Checklists, timelines, on-mic scripts, and handouts you can use today.
  - Age-aware guidance: Notes for ages 6–8, 9–12, and parent huddles so you keep the language right.
  - Clear guardrails: When to redirect questions back to schools and how to frame “telling vs. tattling.”
  - Measurable outcomes: Simple metrics you can track weekly to see impact and enrollments.
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## What's inside (Studio Owner set)

- 60-minute Bully Proof Live lesson plan with floor map and roles
- On-mic scripts and desk-side close prompts
- Parent handouts: First 24 Hours, Home Safety Menu, Upstander Moves, Telling vs. Tattling
- Event timeline: T-10 days through T+72 hours follow-up
- 6-Week Bully Proof Starter conversion system
- Retention scripts and touchpoints for weeks 1–6
- School outreach kit for assemblies and staff rooms
- Year-round calendar and quarterly event ideas
- Preview: path to “Licensed Bully Proof Location”

## Quick wins you can deploy this week

- Post the RSVP link and run a three-touch reminder sequence
- Hang two QR posters and prep 20 Starter folders at the desk
- Add a 3-minute parent huddle at minute 45 of your event
- Use the “First 24 Hours” handout and send photos with three takeaways the same day

## Sample scripts you will use

- Safety opener (to parents): “Today your child learns how to spot bullying, respond with confidence, and help a friend. You’ll leave with a plan you can use tonight.”
  - Neutral demo frame: “Watch the choice, not the person. What happened and what helps.”
  - Early redirect (on the mat): “Pause. Reset feet. Eyes up. Try it again.”
  - Upstander line (for kids): “Not cool. We are out.”
  - Desk close: “Which schedule works better for your family, Mon/Wed or Tue/Thu.”
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## **How to implement in 30 minutes**

- **Print the run-of-show and assign roles for MC, demo lead, check-in, photos, desk**
- **Place QR codes at the entry, parent huddle area, and front desk**
- **Load the Starter offer on a tablet and set two class times to offer by default**
- **Prep the four parent handouts and lay them at the huddle zone**

## **What to track each week**

- **Event RSVPs, check-ins, and show rate**
- **Starters sold and first-two-weeks attendance**
- **Stripe ceremonies completed and referral invites sent**
- **Conversions from Starter to ongoing membership**

## **Use with your team**

- **Owners/Managers: scheduling, offers, follow-up**
- **Instructors: demos, on-mic lines, safety cues**
- **Front desk: check-in, QR flow, desk-side close**
- **Assistants: kid wrangling, photos, Starter folder hand-offs**

## **A Better Path Forward**

**Have our Bully Proof team run the first event in your studio and train your staff to deliver it year-round!**

**Book a live, in-studio Bully Proof workshop at [www.bully.org](http://www.bully.org). or shoot us an email: [chris@bully.org](mailto:chris@bully.org)**

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## **1) Event Overview (for owners)**

**Purpose:** Teach kids and parents practical anti-bullying skills and invite families into a 6-Week Bully Proof Starter.

**Audience:** Ages 6–12 with parents on the sidelines.

**Promise to parents:** “You’ll leave with a plan your child can use tomorrow.”

## **2) Floor Plan & Roles**

**Floor zones:**

**Zone A:** Welcome/check-in table near entrance

**Zone B:** Mat 1 (Physical + Verbal demos)

**Zone C:** Parent huddle space on the sideline

**Staff roles:**

**MC/Lead Instructor** (runs show, does mic)

**Demo Lead + 2 Assistants** (kid wrangling, safety)

**Check-in Lead** (RSVP list, name labels)

**Photo Lead** (group shots, family photos)

**Desk Closer** (FREE 1 Week Starter signups)

**Runner** (water, chairs, QR posters)

**Gear list:** cones x2, foam ball x1, chair x1, hand mic, QR posters x4, “name badges”, 20 Starter folders, studio schedule, small first-aid kit.

## **3) Run of Show (60 minute overview)**

**0:00–0:03** Welcome and framing

**0:03–0:10** What bullying is and isn’t

**0:10–0:18** Physical + Verbal demo

**0:18–0:26** Relational (exclusion) demo

**0:26–0:31** Cyber basics: Screenshot, Save, Tell

**0:31–0:36** Respect mini-segment

**0:36–0:41** Telling vs. Tattling

**0:41–0:45** Emotions to Actions: stance, breath, exit

**0:45–0:52** Parent huddle (kids practice with assistants)

**0:52–0:57** Graduation ribbon + photo moment

**0:57–1:00** Invitation to the Free 1-Week Bully Proof Starter

#### **4) On-Mic Scripts (verbatim)**

##### **Welcome (90 seconds)**

**"Parents, thanks for being here. Today your child learns how to spot bullying, respond with confidence, and help a friend. You'll leave with simple tools you can use tonight. We keep this positive and practical so kids feel ready for school tomorrow."**

##### **Value seeds after each demo (20 seconds)**

**Physical/Verbal: "We practice calmly so kids can use it under pressure."**

**Relational: "We train 'include first' so culture shifts for everyone."**

**Respect: "Character is a skill. We train it every class."**

##### **The Invitation (2 minutes at end of clinic)**

**"We run a FREE 1-Week Bully Proof Starter class This is our way of giving back to the community we serve. Kids learn stance, breath, clear boundary lines, and safe exits. They get a Studio Tee and a progress check. We have 20 Starter spots reserved for families here today. Scan the QR or stop at the desk. We'll set the first two classes now and adjust as needed."**

##### **Desk Close (25 seconds)**

**"Which schedule works best, Mon/Wed or Tue/Thu? I can hold those times and swap later if needed."**

##### **Starter Folder contents:(give to each parent upon arrival)**

**1-Week Starter program overview**

**Current class schedule with boxes to check two consistent times**

**Tee Shirt size chart**

**"First 24 Hours" Bully Proof handout**

**Short FAQ about your studio**

**QR code to enroll for free trial**

## **5) Objection Handling (one-liners)**

**Time:** “We help you pick two easy slots. Worst case, once this week, twice next.”

**Shy child:** “First wins are tiny. One partner. One skill. Celebrate the rep.”

**Price:** “Our program builds habits, not hype. Try it and decide after you see the changes.”

**Think about it:** “I’ll pencil Mon/Wed at 4:30. Text me by 8 pm if you want a swap.”

## **6) Event Timeline Checklist**

### **T-21days to T-14 days**

- Publish RSVP/ Checkout page with Bring-a-Friend box
- Create Facebook “EVENT” Invite everyone!
- Assign staff roles; prep gear list

### **T-14 days to T-10 days**

**Email #1 + social posts; print QR posters**

### **T-7 days**

- Email #2 reminder; SMS reminder; confirm volunteers
- Print handouts and Starter folders

### **Event Day**

- Arrive 60 minutes early; set zones & tables
- Brief staff: safety, signals, floor flow
- Test mic and QR codes

### **T+2 hours**

- Send photos + “3 takeaways” email
- SMS “Reply START to hold a spot”

### **T+24 hours**

- Call or voicemail with a specific class time held

### **T+48 hours**

- Final SMS and email with a 2-class guest pass

## **8) Year-Round Calendar (studio)**

- **Quarterly Bully Proof Nights: Jan, Apr, Aug, Oct**
- **Spring Digital Safety Night for parents**
- **Upstander Awards wall monthly**
- **School assemblies Aug–Oct with feeder schools**

## **B) Parent Handouts (1-page each)**

**Keep each to one page. You can brand and format later.**

**Text below is final.**

### **1) The First 24 Hours: Parent Plan**

**Tonight**

**Listen: “Walk me through today from first bell.”**

**Name the pattern: “Same spot. Same kids. That matters.”**

**Choose two supports for tomorrow: named staff ally, route change, lunch near staff, quiet pass, no-contact while school reviews.**

**Document: dates, times, places, names, one or two screenshots.**

**Email the school: short, factual, ask for interim safety and an update time.**

**One minute of practice**

**Posture tall, breath out slow, line once: “Stop. That does not work for me.”**

**Exit and find an adult.**

**Parent note: Facts move people to action. Keep emails short.**

### **2) Home Safety Menu**

**Pick two, review after one day.**

**Morning check-in with a named adult**

**Route change between period A and B**

**Lunch near staff for three days**

**Quiet pass for a five-minute reset**

**Walk with a buddy between hotspots**

**No-contact directive while school reviews**

**Age notes**

**K–5: Visual pass, meet an adult before first bell**

**6–8: Let your child choose one support**

**9–12: Tie supports to learning time and credits**



### 3) Upstander Moves for Friends

**Comfort:** "You with me. Let's go."

**Distract:** "Coach needs you now." or "Wrong class. Come on."

**Report:** "We need an adult at the 200 hall."

**Speak up:** "Not cool. We are out."

**Teach fast**

**Pick one line for two moves. Practice once. Pair with walk-away. No debates.**

**Report first if there are threats, pushing, slurs, or group accounts naming a student.**

### 4) Telling vs. Tattling

**Tattling:** to get someone in trouble.

**Telling:** to get help when someone could get hurt.

**Examples**

**Tattling:** "He looked at me funny."

**Telling:** "They blocked him from the swings three days in a row."

**Tattling:** "She sat in my spot once."

**Telling:** "He shoves me at the lockers between 3rd and 4th period."

**Parent line:** "When in doubt, tell. Adults can sort it out."



### **C) 3-Email + 2-SMS Event Promo Sequence (for studios)**

**Email 1 — Launch (send T-17 to T-24 days)**

**Subject: Free Bully Proof Workshop for Kids at [Studio Name]**

**Preview: Practical skills kids can use tomorrow.**

**Body:**

**Hey [First Name],**

**We're hosting a free Bully Proof Workshop on [Day/Date] at [Time]. Your child will learn how to spot bullying, respond with confidence, and help a friend. You'll leave with a simple plan for school and home.**

**What we cover:**

**What bullying is and isn't**

**Safe responses: stance, breath, exit**

**Upstander moves that actually help**

**Digital basics: Screenshot, Save, Tell**

**Seats are limited.**

**Click here to save your spot [LINK] or call [PHONE].**

### **SMS 1 — Quick reminder (T-10 to T-14 days)**

**"[Studio]: Free Bully Proof Workshop on [Date, Time]. Hands-on skills for kids + take-home plan for parents. Save your spot: [LINK]. Questions? Text back."**

### **Email 2 — Social proof + specifics (T-7 days)**

**Subject: Parents love this part of our Bully Proof Workshop**

**Preview: The 24-Hour Plan you can use that night.**

**Body:**

**Parents tell us the most helpful part is the First 24 Hours plan. Listen, write three facts, pick two supports for the next school day, and send a short email to the school. We'll walk you through it.**

**Your child will practice:**

**A calm boundary line**

**A clean walk-away**

**How to help a friend without getting pulled in**

**Click to RSVP [LINK] or call [PHONE]. Bring a friend.**

### **SMS 2 — Day-of (3–4 hours prior)**

**“[Studio]: Today at [Time]. Bully Proof Workshop. Check-in opens 15 min early. Free for families. RSVP or reply YES and we’ll hold your spot: [LINK]”**

### **Email 3 — Last call + clear CTA (T-1 day or morning of)**

**Subject: Last call for today’s Bully Proof Workshop**

**Preview: We saved a spot for [Child Name].**

**Body:**

**We kick off at [Time] today. Kids practice real skills. Parents get a simple plan for tomorrow.**

**We have a few spots left.**

**Click here to claim one [LINK] or call [PHONE].**

**Walk-ins welcome while space lasts.**

### **D) Post-Event Follow-Up Sequence (72-hour sprint)**

**T+2 hours — SMS**

**“Great training today. Want one of the 20 6-Week Bully Proof Starter spots? Reply START and I’ll hold a class time.”**

**T+18 hours — Email**

**Subject: Photos + your child’s next step**

- **Include 2–3 photos, list 3 takeaways child practiced**
- **CTA: “Grab a Starter spot” [LINK] or call [PHONE]**

**T+36 hours — Phone/VM**

**“Hi, this is [Name] at [Studio]. I saved [Mon/Wed 4:30] for [Child]. Want me to hold it?”**

**T+60 hours — SMS**

**“Last two Starter spots. Want me to reserve one for [Child]? Reply HOLD and I’ll save it.”**

**T+72 hours — Email**

**Subject: Missed you at sign-up—here’s a 2-class guest pass**

**“Try two classes this week. If it fits, continue the 1-Week Starter.”**

## **E) 6-Week Retention System (owner checklist)**

### **Week 1**

**Parking-lot win: name one visible behavior**

**Sticker goal: 3 classes = stripe ceremony Friday**

### **Week 2**

**Call check-in: pair with same buddy**

**Teach walk-away + report; praise the rep**

### **Week 3**

**3-minute mini-conference: strength, focus, home habit**

**Invite sibling or friend to class**

### **Week 4**

**Respect challenge card home with parent signature**

**Stripe ceremony video texted to parent**

### **Week 5**

**Future-cast next 6 weeks and beginner graduation**

**Offer continuation; pick two class times**

### **Week 6**

**Graduation photo + certificate**

**Desk script: "Keep the rhythm. Same days next six weeks or shift to Tue/Thu?"**

## **F) School Outreach Kit (for owners)**

**1-page school pitch copy:**

**Headline: Free Bully Proof Assembly for [School Name]**

**Body: 45 minutes. Practical skills. Clear take-home plan. We can add a 15-minute staff room mini-training after. Three dates open in [Month].**

**CTA: "Reply with a date to hold or call [PHONE]."**

**Call opener:**

**"We run a no-cost assembly that teaches students how to spot bullying, respond safely, and help a friend. Takes 45 minutes. We can also give your staff a quick 'First 24 Hours' playbook. Would you like to review two dates with your principal?"**

## **G) Path to “Licensed Bully Proof Location”**

**Step 1: Host a live workshop with our team**

**Step 2: Staff complete the Bully Proof certification mini-course**

**Step 3: Quarterly refreshers and quality check**

**Step 4: Your studio listed on our locator and included in school-district outreach**

### **Owner benefits**

**Proven lesson plans and handouts**

**Staff scripts and close frameworks**

**Community credibility and year-round programming**

**Lead flow from our district and parent channels**

**“Want us to run this live at your studio and train your team to deliver it year-round?”**

**Book a Bully Proof Live workshop at [bully.org](https://bully.org).”**

