



**RAINN Day Guide  
September 22, 2011**

**Rape, Abuse & Incest National Network  
(RAINN)**

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Thank you for your interest in joining the fight against sexual violence and becoming a RAINN Day coordinator for your campus! This guide will help you develop the most successful event possible for your community. It offers a wide variety of ideas, plans, informational materials, and resources that can be adjusted for your event's size and budget. There are general steps and tips that apply to every event, as well as step-by-step planning guides for everything from a candlelight vigil to a 5k run. RAINN resources, event ideas, and information for local organizations will help your planning process go as smoothly as possible. We want to help you plan your RAINN Day event from concept to fruition. Every event, large or small, will go a long way in the fight against sexual violence. You can make a difference!

## **I. Let's Get Started!**

### **What Is RAINN?**

RAINN (Rape, Abuse & Incest National Network) operates the National Sexual Assault Hotlines, providing a lifeline to those who have been affected by sexual violence. Since 1994, RAINN has provided free, confidential, help 24/7 to over 1.4 million people through the telephone hotline (800.656.HOPE) and the *Online* Hotline available at [online.rainn.org](http://online.rainn.org). In addition to directly supporting survivors, RAINN has led national efforts in the fight against sexual violence in the U.S. by educating the public about prevention and recovery, and championing national efforts to improve services to victims.

### **What Is RAINN Day?**

RAINN Day is RAINN's annual campaign to raise awareness and fight against sexual violence on college campuses. Each year, RAINN Day reaches over 1,000,000 students in all 50 states, DC, Puerto Rico, and Canada with information on how to reduce the risk of sexual violence and what to do if they or a friend have been assaulted. Students and volunteers raise awareness through educational events, volunteer drives, speakers, petitions, posters, and passing out RAINN Day cards and other handouts.

### **When is RAINN Day?**

RAINN Day 2011 will be held on September 22, although organizers can and should adjust the date to fit specific campus needs. For instance, in order to receive the best turnout possible at their event, organizers should take into consideration what else is scheduled to happen on campus that day.

### **How Will RAINN Help Plan My Event?**

The first step in holding a RAINN Day event is registering at [LINK] . This will give you access to free resources and materials, as well as allow RAINN to track your event and sign you up for monthly emails, which include new information, ideas, resources, and frequently asked questions.

RAINN's Multimedia Resource Center (located at [rainn.org/get-involved/college/materials](http://rainn.org/get-involved/college/materials)) offers materials available for both individual and public use. Materials range from broadcast and audio public service announcements to live-read scripts, banner ads and art for websites, flyers and handouts, posters, and talking points with which you should become familiar in order to properly educate your campus about sexual assault. All multimedia materials are free to use and easy to download, so please take full advantage!

If at any time you have questions or need guidance with your planning initiatives, contact the RAINN Day Coordinator at [rainnday@rainn.org](mailto:rainnday@rainn.org)

## **II. General Event Planning**

Planning an event has many steps and requires a lot of attention to detail. This section will explain the steps of planning a general event, while later sections will give you more event-specific information that you will need for your own particular program. Every event and every person made aware of these issues will go a long way in the fight against sexual violence. So make sure you follow these steps and have a good plan of action to achieve your event goals.

### **A. Choosing Your Type of RAINN Day Event**

When choosing your event, think about how you want to observe RAINN Day. Do you want a big, enthusiastic event to raise awareness? Do you want a small gathering of people to share stories? Large or small, your event will make a difference in the lives of the students on your campus! Choose from one of our ideas, or come up with your own.

#### **i. Event Goals – What is the Purpose of Your Event?**

- a. Education / Empowerment** – A great goal for your event is to spread information, statistics, and awareness about sexual assault, as well as increase knowledge of how to get help through the available resources. RAINN's informational materials are available to download at [rainn.org/news-room/multimedia](http://rainn.org/news-room/multimedia)
- b. Increase Visibility** – There's a lack of awareness about how many people, especially on college campuses, are affected by sexual assault. Get the word out by having a lot of people get together to learn about RAINN.
- c. All of the Above!**

#### **ii. Event Ideas to Consider**

- a. Rally**
- b. March**

- c. 5K Run / Walk
  - d. Fashion Show / Talent Show / Battle of the Bands / Dating Auction
  - e. Eating Contest / Cook-Off
  - f. Movie Screening
  - g. Speak Out
  - h. Candlelight Vigil
- iii. **Event Extras**
- a. Handing out Get Carded cards
  - b. Every Two Minutes...
  - c. Self-Defense Demonstration
  - d. Arts & Crafts

## **B. Choosing a Time, Length, and Size of Your Event**

- i. **Time of Day** – Choose an appropriate time of day where many people will be free to come to your event. If you want a particularly large attendance, afternoons or early evenings would be the best time to schedule your program. These are high traffic times on campus and would attract many passers-by to join in.
- ii. **Length of Event** – The length of the event depends on what kind of event you choose. Some events may take only an hour. If you are planning several related activities, the overall event may last the entire day. Either way, make sure you have a definitive start time to list on your promotional materials.
- iii. **Size** – How many people will your budget support? How many people will your venue hold? Make sure you allot enough resources for the number of people expected to attend the event.
- iv. **Level of Involvement** – Depending on how many people you can get to volunteer for your event and how much time you have to prepare for the event, choose your personal level of involvement accordingly. The guide offers a variety of levels of involvement to ensure success regardless of the size of the team and preparation time.

\* **Reminder:** Check your campus activities calendar for other events happening on campus at the same time. Make sure there aren't any major conflicts that will draw people away from your event.

## **C. Choosing a Location for Your Event**

- i. **Venue** – For events with a larger crowd, make sure you have enough room to include everyone. For smaller events, the smaller space can provide a better feeling of intimacy in the group.

- ii. **Equipment for Event** – Make sure that your venue has or can support the necessary equipment for your event. If it doesn't already have the equipment you need, make sure you can bring it yourself. For example:
  - a. Tables for a booth in the student center or outside in the quad
  - b. An audio, visual, and sound system for a rally
  - c. TV for a movie screening
  - d. Platform or stage for a talent show or battle of the bands
- iii. **Facilities** – Especially for larger events, make sure you have nearby access to bathroom facilities and trash cans; if you don't, provide them. Make sure that the location is accessible to everyone.
- iv. **Weather** – If your event is outdoors, always plan for an alternate venue in case of bad weather!

\* **Reminder:** Make sure there are enough power outlets and extension cords.

#### **D. Seeking Authorization for Your Event**

- i. **Administration** – Get permission from your college administration to hold your event and put it on the campus activities calendar. Each campus has its own process for getting activity approval, so go to your student programming or events office if you need help. These offices will have more information about venue and equipment compliance for your specific campus.
- ii. **Permits** – Check for necessary permits – for example, if your event is using a speaker system outdoors, see if you need a permit for amplified sound.
- iii. **Local Community** – If your event takes you through the local community (like a march or 5k run/walk), alert the local authorities, including:
  - a. Local police
  - b. City hall
  - c. Fire departments
  - d. EMT / local hospitals

#### **E. General Organization Before Your Event**

- i. **Register Your Event with RAINN** –[LINK]
- ii. **Visit RAINN's Online Digital Resource Center** – For materials such as public service announcements, live-read scripts, banner ads and art for websites, flyers and handouts, posters, and talking points, visit: [rainn.org/news-room/multimedia](http://rainn.org/news-room/multimedia)
- iii. **Event Scheduling** – Create a schedule to follow on the day of the event, stating when setup will begin, when each activity of the event will take place, and when the event finishes.

- iv. **Volunteers** – Volunteers should be assigned to help set up and cleanup booths, banners, trash, food areas, and stage, and coordinate with vendors and talents.
  - a. Make a set schedule of assignments and duties for them to follow.
  - b. Assign each volunteer specific responsibilities for the day of the event.
- v. **Talent** – Secure the people that will be speaking and entertaining.
  - a. Looking for a survivor speaker? If you are interested in bringing a member of the RAINN Speakers Bureau (who can speak to the issue of sexual violence) to your event, visit: [rainn.org/get-involved/speakers-bureau](http://rainn.org/get-involved/speakers-bureau)
- vi. **Equipment** – Work with your school to obtain the necessary equipment such as chairs, a sound system, microphones, a platform, or stage. Often schools will have all of this equipment just for students like you to reserve for free or for a nominal fee.
- vii. **Food** – If you are serving food, secure food supplies and vendors needed for the event at least one week in advance. If you are making your own food, make sure you have grills, coolers, tables, utensils, and other necessary items to prepare and keep food safe.
- viii. **Administration** - Each campus has its own process for getting activity approval, so go to your student programming or events office if you need help. These offices will have more information about equipment and food compliance for your specific campus.
- ix. **Safe Space** – Work with the Student Counseling Center and/or a non-campus resource to have help available before, during and after the event. Certain aspects of your event or just the event in general, may be too much for volunteers or participants to handle. It is important for them to know that support is available. Keep information on hand about the National Sexual Assault Hotlines (800.656.HOPE and [online.rainn.org](http://online.rainn.org)).

## **F. Recruiting Volunteers for Your Event**

Recruiting volunteers is a great way to get more people involved and really expand the impact of your event. The number of volunteers needed for your event depends on the size and type of event you plan to hold. Assume from the get-go that volunteers will be needed, and take the following steps to ensure they are prepared to make your event the best it can be.

### **i. Who to Recruit?**

There are many places you can seek volunteers, but the best place to start is within your circle of family, friends and club members whom you've worked with in the past and with whom you have a solid relationship. These people will care about you and your event in a deep, personal way. After you have recruited them, check out other groups, organizations, and community programs that share your dedication to the fight against sexual

violence. Here are some good places to look / ways to go about finding volunteers:

- a. University Center Activities Board** (they set up events for schools)
  - b. Send out Campus-Wide Emails**
  - c. Contact all On-Campus Organizations**
    - Sexual Assault Awareness / Program Services
    - Student Health Center
    - Student Counseling Center
    - Campus Police
    - Resident Assistant Program
    - Sororities / Fraternities
    - Multi-Cultural Associations
    - Gay / Lesbian Organizations
    - Volunteer / Community Service Organizations
    - Religious Organizations
  - d. Contact Local Rape Crisis Centers**
    - [centers.rainn.org](http://centers.rainn.org)
  - e. Contact Local Community Centers**
  - f. Contact Department Heads**
    - Women's Studies
    - Gender Studies
    - Sociology
    - Psychology
    - Criminal Justice
- ii. Volunteer Coordination**
- a.** Obtain your potential volunteers' name and contact information.
  - b.** Organize a volunteer information session to discuss the event and the volunteer's role.
  - c.** Distribute volunteer packet.
  - d.** Assign specific duties (and keep track of who is doing what).
  - e.** Follow up throughout the planning process to remind volunteers of the event and what they need to do.
  - f.** As follow-up, thank all volunteers for their hard work and update them on the success of the event!
- iii. Volunteer Packets**
- Create a guide for volunteers containing information about the event and their role in the event. You want to make sure the volunteers feel that their time is being well spent and that you (as the organizer) have things under control. A volunteer packet will help your volunteers be on time and prepared for their responsibilities prior to, during, and after the event. This packet should include:
- a.** Purpose / Goal of the event
  - b.** Your contact information
  - c.** Time, location and logistics of event

- d. Volunteer responsibilities / duties
- e. Information on support and resources available before, during and after the event for volunteers who need to talk

### **G. Day of Event Reminders**

- i. Arrive early for plenty of preparation time to set up your event; always allow room for error, because if something goes wrong you will want time to fix it (e.g., sound check for audio/visual system).
- ii. Depending on the type of event, run through your schedule of performances/speakers to make sure everyone is ready and knows where to be when they perform/speak.
- iii. Ensure that you have all of your materials and that they are where they should be for the event to run smoothly.
- iv. Set up the registration and information booth or station with the promotional materials and literature about RAINN and recovery resources.
- v. Ensure that everyone knows where on- and/or off-campus support services will be located if help is needed during or after the event. Keep information on hand about the National Sexual Assault Hotlines (800.656.HOPE and [online.rainn.org](http://online.rainn.org)).
- vi. Appoint someone to take pictures during your event.
  - a. Make sure the subject of the picture is in the center of the frame. Be sure there are no unwanted people in the background.
  - b. Adjust the lighting as necessary. Don't take a picture of something with direct sunlight in back, and use flash when needed.
  - c. Take some candid pictures of people looking engaged, picking up materials, talking to each other, participating in the event.
  - d. NOTE: You may need participants to sign "Model Release" forms before you use or share the photos taken during the event. Visit RAINN's Online [Multimedia Resource Center](#) for a standard form.
- vii. Ensure that all volunteers have received and understand their assignments.

### **H. Post Event Follow-up**

- i. Have an evaluation meeting with co-chairs, sponsors, and volunteers to celebrate the success of the event and discuss what should be changed in the future.
  - a. Ask participants to give testimonials, perhaps in the form of a survey you create beforehand, discussing what they liked and disliked about the event. Participant/observer feedback is extremely important in making future years just as successful, if not more so.
- ii. Follow up with organizations to ensure they have proper RAINN information for victims to obtain help or supporters to get involved. Let them know this information will be most visible on their websites or at their resource centers.

- a. Website URL ([rainn.org](http://rainn.org))
  - b. National Sexual Assault Hotline (800.656.HOPE)
  - c. National Sexual Assault *Online* Hotline ([online.rainn.org](http://online.rainn.org))
  - d. RAINN information materials (Get Carded cards, volunteer handouts, brochures, pamphlets, posters, etc.)
- iii. Send thank you letters to organizations and businesses that helped advertise and donated materials (include professors/administration that directly helped put together the event).
  - iv. Send photos and testimonials of the event to our RAINN Day Coordinator ([rainnday@rainn.org](mailto:rainnday@rainn.org)) so we can put it on our website and share your success with students nationwide!

### III. Event Budgeting

This guide will help ensure the success of your event no matter the size of your budget. Often college events have to work with a limited budget – but that doesn't mean you have to cut down the scale of your event! You can always ask for donations from local businesses, your administration, or college departments; partnering with another organization can work, too. Follow these steps to create a budget that works for your event.

#### A. Create a Master To-Do List

- i. **Attendance** – Budget for a little more than the true anticipated number to avoid running out of materials. Think about amount of food, chairs, tables, staff, etc.
- ii. **Location** – Find out if you need to pay to reserve a location/venue, and how far in advance you'll need to book.
- iii. **Materials** – Visit the RAINN Digital Resources Center ([rainn.org/news-room/multimedia](http://rainn.org/news-room/multimedia)) to download informational materials, posters, etc.
  - a. Don't forget to factor in the cost for little things like extension cords, trash bags, paper products, markers, or pens if needed.

#### B. Access Resources and Materials Already Available to You

- i. RAINN has great materials to help you with your event planning and outreach in your communities. Visit: [rainn.org/news-room/multimedia](http://rainn.org/news-room/multimedia) and download the materials you need for your event (**see Resources Section**).
- ii. Does your school provide funding for your organization? If so, how can you apply for such funding?
- iii. What materials does the campus activities center provide for free or at a discounted price?
  - a. Do they provide free or discounted printing for marketing materials?



### **C. Invitations**

- i. Make sure that while you are asking organizations and businesses to advertise your event, you also invite them to the event so that they may participate.
- ii. Contact your local media outlets (newspapers, television stations, radio stations), letting them know about your event and what it's doing for the campus and surrounding communities.
  - a. Make sure you're sending emails and letters to the right person in the right department, such as the outlet's metro or health reporters. If you can't identify the correct reporter, request the assignment editor. Visit [www.newslink.org](http://www.newslink.org) to find info on local media in your area.
  - b. Do not get offended if your phone calls or emails to reporters are not returned – or even if a reporter declines to cover your event or your personal story of survival. It's not that your story is not important enough, or that the reporter does not personally care; it's a matter of space from the media outlet's point of view.
- iii. Create events and send out frequent reminders to your friends and followers on social networking sites (e.g., Facebook, Twitter) (**see Types of Event Promotion**).

### **D. Types of Event Promotion**

The following are general ideas for spreading the word about your event. You do not have to follow ALL of these suggestions in order to have a successful event, but we highly recommend covering your bases and using as many outlets as possible. NOTE: It is most important to encourage diversity at your event. Do not assume a certain campus group or campus demographic won't attend – invite everyone! Remember that awareness means different things to different people, so be sure to keep your event culturally appropriate and relevant.

- i. **Word of Mouth** – Talk up your event in classes and at club meetings. Ask your professors, friends, and other organization leaders to do the same.
- ii. **Campus-Wide Emails** – Contact necessary administration officials to get permission to send an email out to the entire campus about your event.
- iii. **RAINN Materials** - RAINN has great free materials to help you with your event planning and outreach in your community. Visit: [rainn.org/news-room/multimedia](http://rainn.org/news-room/multimedia) and download the materials you need. Be sure to incorporate your own ideas to make your event as enjoyable and successful as possible (**see Resources Section**).
- iv. **T-shirts** – Create an event t-shirt
  - a. Consider selling t-shirts a week or two before the event - this will increase visibility.

- v. **Flyers** – Create flyers to promote the event and put them up on bulletin boards all over campus, as well as in the mailboxes of potential attendees (students, professors, other organizations on campus).
  - a. If you do not have the budget to print flyers, contact local businesses or your school library to ask for a donation of paper and printing.
- vi. **Media Outreach** – Contact your local media outlets (newspapers, television stations, radio stations), letting them know about your event and what it’s doing for the campus and surrounding communities.
- vii. **Local Businesses** – Ask businesses to hang posters / flyers in store windows, or include flyers in their merchandise, services, etc.
- viii. **Online Social Networking Sites** – This is a free and effective method for promoting events to the largest online communities.
  - a. **Facebook** – Create an event by visiting the “Events” tab on your profile bar and clicking “+Create event”. Fill in the Event information, select a display picture and start inviting guests.
    - Invite all of the committee members’ friends and your friends and anyone else who goes to your school who has and uses Facebook.
    - Don’t forget to invite RAINN ([LINK] ).
    - Send a message to all guests one week in advance and the night before the event reminding them to come. Follow up and reminders are key to having guests attend.
  - b. **Twitter** – Tweet your event at least once a day for a week or two prior to your event.
    - Send a direct message to RAINN01 and RAINN can also tweet about your event to all of our followers.
- ix. **Chalking** – If your campus allows it, buy sidewalk chalk or another visible, removable material to write a message / reminder about your event.
  - a. Write “RAINN Day,” key slogans, or promotional information for your event in heavily trafficked areas of campus.

## V. Event – Specific Planning Guides

There are many different formats (e.g., budget, goals, size, volunteers, time, level of difficulty) to consider when planning an event. This section will provide you with event-specific information you will need to tailor your event to your specific goals. Each format can be flexible according to your budget and resource availability. Keep in mind that your event goals should be education and visibility. Any event you choose will make a difference in the fight against sexual violence! NOTE: Speak with Student Counseling Services and/or a non-campus resource about being available before, during, and after the event for those who need to talk.

## **A. Planning a March**

- i. Level of Planning Difficulty – Easy / Moderate**
- ii. Time of Day / Length of Event – 2-3 hours; afternoon or evening**
  - a. Expect to wait at least 15 minutes after advertised meeting time before actually beginning the march, because some people are always late.
- iii. Location – Map out a route to march where there will be high visibility. Choose a prominent ending location in a large public area that will draw spectators.**
- iv. Size – Medium group attendance (about 15-30 people) is suggested because it is easier to march with a reasonable size group.**
  - a. If there is much interest in your march, welcome as many people as will participate!
- v. Permissions – If outdoors, check for amplified sound permit; contact campus and/or local authorities letting them know of the event and its march route.**
- vi. Pre-Event Planning / Necessary Elements**
  - a. Choose a meeting place, start line and finish line for the march.
  - b. Secure speakers/performers.
  - c. Reserve equipment (microphones, sound system, platform).
  - d. Make posters/signs for the march.
  - e. Print out sheets with chants/songs for the marchers.
- vii. Event Promotion – To increase attendance at your event, utilize as many event promotion techniques to reach out in as many ways as you can (see Event Promotion Section).**
- viii. Day of the Event**
  - a. Set up signs at beginning, middle and end of route.
  - b. Pass out posters/songs/chants to marchers.
  - c. Make sure bullhorn is functioning/sound system works.
- ix. Event Personnel / Volunteer Responsibilities (7-10 people)**
  - a. **Set up crew (2)** – make banners/posters; print-out song/chant sheets; set up signs at beginning, middle and end of route; set up trash cans along route; set up information booth
  - b. **Set up platform and sound system (2)**
  - c. **Set up and work information booth (2)**
  - d. **Clean up crew (2)** – pick up trash along route
  - e. **Program coordinator (1)** – ensure things stay on schedule
  - f. **March Leader (1)** – lead the march; begin songs/chants
  - g. **Volunteer Coordinator (1)** – facilitate responsibilities

## **B. Planning a Movie Screening**

A movie screening is a low-key event that can be very effective in spreading the message of RAINN Day. Watching a movie with sexual assault themes can be difficult, but it may facilitate a discussion of the movie afterwards, talking about

how the attack was portrayed and how the characters dealt with it. Preview the movie before the screening and make a list of questions to discuss. You can also hold a Speak Out after the film (see Speak Out Section). Four movies we recommend are [\*The Girl With the Dragon Tattoo\*](#), a film adaptation of Stieg Larsson’s novel; *Open Window*, a 2006 Showtime film by Mia Goldman, *The Line*, a documentary by one of RAINN’s Speakers Bureau members, Nancy Schwartzman; and *Precious: Based on the Novel Push by Sapphire*, a 2009 American drama film by Geoffrey S. Fletcher.

- i. Level of Planning Difficulty – Easy**
- ii. Time of Day / Length of Event** – 2-3 hours; evening
- iii. Location** – Room with a large TV screen and DVD player or projector
- iv. Size** – Medium size crowd (20-40 people)
- v. Permissions** – Check with movie company and school administration about viewing rights.
  - a.** Most mainstream films come from one of two main distributors: SWANK Motion Pictures, Incorporated ([www.swank.com](http://www.swank.com), or 1-800-876-5577) or Criterion ([www.criterionpic.com](http://www.criterionpic.com), or 1-800-890-9494).
    - You can also look at the Internet Movie Database to find the distributor – go to [imdb.com](http://imdb.com), find the film, go to the “Company Credits” and look up “distribution”.
    - If you still can’t find the distributor, call the Reference Library of the Motion Picture Academy at 310-247-3020.
  - b.** The film distributor will ask you: your name and the name of your organization; how you intend to show the film (the whole campus v. a small group, whether you are charging, what venue will be used); how your organization will pay the charge; when you intend to show the film; contact information for your organization; whether or not you need them to send you a copy of the film.
  - c.** It may or may not cost you money to show the film; it depends on whether you are charging, to how many people the film will be shown, etc.
  - d.** Show proof to your university that you have the rights – the written record or confirmation that the distributor sends.
- vi. Pre-Event Planning / Necessary Elements**
  - a.** Purchase refreshments.
  - b.** Reserve room and equipment to show film.
  - c.** Prepare list of questions or talking points to discuss after the film (see **Resources Section**).
  - d.** Consider doing a “Speak Out” (see **Speak Out Section**).
- vii. Event Promotion** – To increase attendance at your event, utilize as many event promotion techniques to reach out in as many ways as you can (See Event Promotion Section).
- viii. Day of Event**
  - a.** Ensure you have the movie and equipment to view film.

- b. Set up information booth.
- c. Set up refreshment table.
- ix. **Event Personnel / Volunteer Responsibilities (3-5 people)**
  - a. **Set up crew (1-2)** – ensure movie viewing equipment is working properly
  - b. **Set up and work information booth**
  - c. **Clean up crew (1-2)** – pick up trash
  - d. **Program Coordinator (1)** – ensure things stay on schedule; facilitate discussion after the film

### **C. Planning a “Speak Out”**

A Speak Out is a smaller, more intimate event in which members of the group are welcome to share their stories and experiences. Pick a quiet location and perhaps a dimly lit room to create the intimate setting. Make sure you announce and stress the confidentiality of the stories shared at the event. Introduce the goal of the event and invite people to talk about how sexual assault affected them or their families and friends. Consider giving a small gift/token of appreciation to speakers for their courage to share their stories. Prepare a few students before hand to speak and get the event started.

- i. **Level of Planning Difficulty – Easy**
- ii. **Time of Day / Length of Event** – 2 hours; evening
- iii. **Location** – Small intimate setting, preferably indoors
- iv. **Size** – Small crowd (10-20 people)
- v. **Pre-Event Planning / Necessary Elements**
  - a. Organize a speaking schedule.
  - b. Reserve a room/tables/chairs.
  - c. Consider having counselors available during and after the event; visit: [centers.rainn.org/](http://centers.rainn.org/).
  - d. Consider getting a small gift/token of appreciation for the speakers.
- vi. **Event Promotion** – To increase attendance at your event, utilize as many event promotion techniques to reach out in as many ways as you can (see **Event Promotion Section**).
- vii. **Day of Event**
  - a. Begin with an introduction - stress the importance of confidentiality and re-iterate that people choosing to speak are hoping to do so without judgment.
  - b. If any sort of media is present, ask that they turn off cameras and recording devices and do not report on anything that is being said/discussed.
  - c. Invite speakers to share their stories; invite anyone in the crowd to stand and share.
    - After someone has shared, offer them a flower or thank you note for their bravery and for sharing.
  - d. After the final speaker, present information on recovery resources.

#### **D. Planning a Candlelit Vigil**

A candlelit vigil is a gathering in honor of those affected by sexual assault. While a small event, it can be very effective and moving as the participants think about themselves or the people they know who have been affected by sexual assault.

- i. Level of Planning Difficult – Easy**
- ii. Time of Day / Length of Event** – 1-2 hours; evening
- iii. Location** – Public area outdoors
- iv. Size** – Medium size crowd (20-40 people)
- v. Permissions** – Contact school administration and fire marshal about using candles in an open area.
  - a.** If you cannot secure this permission, consider battery-operated lighting.
- vi. Pre-Event Planning / Necessary Elements**
  - a.** Contact local businesses for donated candles and matches (ask for candles with protective bases to prevent wax from dripping onto hands).
  - b.** Obtain fire extinguisher for emergencies.
  - c.** Arrange to have a speaker or emcee that will announce the vigil.
  - d.** Consider having a choir or acapella group sing at the vigil.
- vii. Event Promotion** – To increase attendance at your event, utilize as many event promotion techniques to reach out in as many ways as you can (see **Event Promotion Section**).
- viii. Day of Event**
  - a.** Pass out candles to the crowd as they enter area.
  - b.** Begin with introduction about the vigil.
  - c.** Ask that the crowd light their candles and stand for a moment of silence.
  - d.** Invite crowd to share stories or feelings.

#### **E. Planning a Rally**

A rally is traditionally a form of peaceful action by groups of people in order to show support for a particular cause. At these rallies, a large group gathers in a public place and participates in chants and songs. They also listen to speakers or musicians who talk about the cause, which in this case is RAINN and fighting sexual assault. There can also be prerecorded music, food (like a barbecue), and other performances. Below are some elements you can consider when planning:

- i. Level of Planning Difficulty – Moderate / Complex**
- ii. Time of Day / Length of Event** – 2-3 hours; afternoon or evening
- iii. Location** – Large area outdoors or in a gymnasium, with sound system capability and a platform or stage; accessibility to restrooms
- iv. Size** – Ideally a large group will be in attendance (about 30-50 people)
- v. Permissions** – If outdoors, check for amplified sound permit; contact campus and/or local authorities letting them know of the event.
- vi. Pre-Event Planning / Necessary Elements**

- a. Secure speakers/performers.
- b. Purchase food/drinks.
- c. Reserve equipment (microphones, sound system, stage).
- d. Create schedule of show and let speakers/performers know their stage time.
- e. Develop layout map of information booths/stage/chairs/food.
- f. Contact local businesses for donations (t-shirts/giveaways).
- vii. **Event Promotion** – You’re aiming to get large diverse attendance at your event, so utilize as many event promotion techniques to reach out in as many ways as you can (**see Event Promotion Section**).
- viii. **Day of Event**
  - a. Set up information booths/stage/chairs/food.
  - b. Set up trash cans/ signs leading to restrooms.
  - c. Hang banners/posters.
  - d. Set up stage/sound system.
- ix. **Event Personnel / Volunteer Responsibilities (10-15 people)**
  - a. **Set up crew (2-3)** – hang banners/posters; set up tables/chairs/trash cans/information booth
  - b. **Set up stage and sound system (2-3)**
  - c. **Set up and work information booth (2)**
  - d. **Emcee (1)**
  - e. **Cooks (2)**
  - f. **Clean-up crew (3)** – pick up trash
  - g. **Program Coordinator (1)** – ensure things stay on schedule
  - h. **Vendor Coordinator (1)** – direct vendors to booths
  - i. **Volunteer Coordinator (1)** – facilitate responsibilities

## **F. Planning an Eating Contest / Cook-Off**

An eating contest or cook-off is a great way to have fun and increase visibility and raise money. An eating contest is pretty self-explanatory – arrange for a supply of popular food, like pie or hot dogs, and whoever eats the most within a given amount of time wins! A cook-off takes a little more preparation pre-event. Contestants must prepare their food (chili, kebobs, etc.) beforehand and bring it to the event for the judges to taste and rank. Either way, these events are great for the warmer months. Make sure to bring in RAINN by mentioning the organization and set up the information booth near the food!

- i. **Level of Planning Difficulty – Easy / Moderate**
- ii. **Time of Day / Length of Event** – 2-3 hours; afternoon or evening
- iii. **Location** – Large area indoors or outdoors
- iv. **Size** – Small or medium size crowd (20-30 people)
- v. **Permissions** – If outdoors, check for amplified sound permit
- vi. **Pre-Event Planning / Necessary Elements**

- a. Contact school to rent tables/chairs.
  - b. Contact local stores to donate utensils/paper products.
  - c. Advertise for and register contestants; decide if you'd like to announce a theme for cooking or a menu for eating.
  - d. Organize times and schedule for competition.
  - e. Obtain drop cloth for under tables and buckets for possible upset stomachs.
- vii. Event Promotion** – To increase attendance at your event, utilize as many event promotion techniques to reach out in as many ways as you can (see **Event Promotion Section**).
- viii. Day of Event**
- a. Set up banners/posters.
  - b. Set up judges table/chairs; registration table.
  - c. Set up stage/sound system.
  - d. Set up trash cans/signs for restrooms.
  - e. Set up food tables.
  - f. Set up vendor booths/information booth.
- ix. Event Personnel / Volunteer Responsibilities (12-15 people)**
- a. **Set up crew (2-4)** – hang banners/posters; set up registration table/information booth/vendor booths; set up judges table/chairs; set up trash cans/sign for restrooms; set up food table
  - b. **Set up and work registration table/information booth (2)**
  - c. **Set up stage and sound system (2-4)**
  - d. **Judges (3-5)**
  - e. **Emcee (1)**
  - f. **Clean up crew (2-4)** – pick up trash
  - g. **Program Coordinator (1)** – ensure things stay on schedule
  - h. **Vendor Coordinator (1)** – direct vendors to booths
  - i. **Volunteer Coordinator (1)** – facilitate responsibilities

## **G. Planning a 10K / 5K Run / Walk**

Planning a run or a walk is a bit more complex than other events, but is extremely effective in increasing visibility, educating the public, and raising money. The run/walk involves a course set up through local neighborhoods, parks, or the college campus. Contacting athletic groups on campus (e.g., intramural/club/college running teams, track teams, and local running organizations) is an effective way to increase attendance for the event. While 5ks are the usual distance for a run/walk, you can also extend the course to make a 10k distance for more avid runners, while the walkers use the 5k courses.

- i. Level of Planning Difficulty – Complex**
- ii. Time of Day / Length of Event** – 5-6 hours; start early in the morning to avoid afternoon heat
- iii. Location** – Map out a route for a 5K or 10K using sidewalks, paths or streets (if you can get them roped off from traffic). The route should be easy to navigate, with few low-hanging branches, mud or streetlights.

Choose a prominent ending location in a large public area that will draw spectators, with space for a post-run celebration.

- iv. **Size** – Medium to large size attendance (about 50-100 people) would be suggested including runners, staff, cheering fans, etc.
- v. **Permissions** – If outdoors, check for amplified sound permit for end celebration speech; contact campus and/or local authorities letting them know of the event, asking for roped off roads, and parking permission for commuting runners.
- vi. **Pre-Event Planning / Necessary Elements**
  - a. Contact local vendors or schools for water coolers/cups/trashcans to place along the course.
  - b. Purchase and print t-shirts to sell at event and give to runners.
  - c. If you want to give prizes to the winners of the race, purchase or get donated sports equipment, gift certificates, trophies, cash prizes, ribbons, etc.
  - d. If you want to have a post-race celebration, get food, tables, music, supplies, energy bars, etc. Contact a local masseuse to volunteer at your event!
  - e. Prepare “race numbers” for each runner to wear (don’t forget safety pins to attach to shirts/shorts).
  - f. To record time, you can use a stopwatch, or choose not keep time at all.
  - g. Acquire the materials needed for the course: cones, signs to direct the runners and traffic, finish line ribbon, trash cans, cups, coolers, water, tables for the water station.
  - h. Contact EMS for first aid to have on hand.
- vii. **Event Promotion** – You’re aiming to get a large diverse attendance at your event, so utilize as many event promotion techniques to reach out in as many ways as you can (**see Event Promotion Section**).
- viii. **Day of Event**
  - a. Set up registration tables.
  - b. Set up signs/cones, start/finish/traffic managers.
  - c. Set up cheer/water/food stations.
  - d. Set up booths for vendors/information booth.
  - e. Set up trash cans/signs for restrooms.
- ix. **Event Personnel / Volunteer Responsibilities (25-30 people)**
  - a. **Set up crew (8-15)** – set up start/finish lines; signs/cones; water/food/cheer stations; registration tables; trash cans; vendor booths
  - b. **Cooks (1-2)** –
  - c. **Set up stage and sound system (2-3)**
  - d. **Set up and work registration table/information booth (2)**
  - e. **Clean up crew (8-15)** – pick up trash
  - f. **Traffic Managers (3-5)** – direct runners on the correct route
  - g. **Program Coordinator (1)** – ensure things stay on schedule

- h. **Vendor Coordinator (1)** –direct vendors to booths
- i. **Volunteer Coordinator (1)** –facilitate responsibilities

## **H. Planning Live Performances (Fashion Show / Talent Show / Battle of the Bands)**

Live performance events involve onstage performances with talent/entertainers from your own student body. A fashion show can feature students as models with clothes designed by themselves, or donated by local designers or businesses. A talent show or Battle of the Bands can have an “American Idol” feel, with performers being judged by funny commentators, or have the audience vote for their favorite by applause. If you want to have a fundraising event, this is a fun way to do it.

- i. **Level of Planning Difficulty – Moderate / Complex**
- ii. **Time of Day / Length of Event** – 2 hours; afternoon or evening
- iii. **Location** – indoor or outdoor performing venue; auditorium
- iv. **Size** – Prepare for 50 attendees
- v. **Permissions** – If outdoors, check for amplified sound permit; contact campus and/or local authorities letting them know of the event.
- vi. **Pre-Event Planning / Necessary Elements**
  - a. Advertise for desired contestants/performers all over campus; contact local stores to donate clothing/props.
  - b. Reserve room and hold auditions/interviews.
  - c. For Talent Show or Battle of the Bands – put together a panel of judges (consider professors, school administrators, students).  
\*Make sure to outline judging criteria.
  - d. Reserve/rent sound equipment from school or local business.
  - e. Determine whether you will charge for event attendance or simply accept donations.
  - f. Organize times and schedules for each performance/contestant.
  - g. Reserve room and hold a dress rehearsal.
  - h. Recruit an engaging emcee. Having an entertaining emcee between acts keeps the event moving and makes it much more fun. You can even do it yourself! To highlight RAINN Day, you can make a list of good statistics to present between acts to raise awareness.
- vii. **Event Promotion** – You’re aiming to get a large diverse attendance at your event, so utilize as many event promotion techniques to reach out in as many ways as you can (see **Event Promotion Section**).
- viii. **Day of Event**
  - a. Set up banners/posters.
  - b. Set up registration tables/vendor booths/information booth.
  - c. Set up judges table/chairs.
  - d. Set up stage/sound system.
  - e. Set up trash cans/signs for restrooms.
  - f. Set up food and drink tables.

- g. If you choose to accept donations, remember not to leave your donation jar unattended at your event! Every little bit counts, and we want to make sure that each dollar goes to help victims of sexual assault.
- ix. **Event Personnel / Volunteer Responsibilities (10-20 people)**
  - a. **Set up crew (2-4)** – hang banners/posters; set up registration table/judges table/trash cans/signs for restrooms/vendor booths/food tables
  - b. **Cooks (1-2)**
  - c. **Registration table for check-in/donations (1-2)**
  - d. **Judges (3-5)**
  - e. **Set up stage/sound system (2-4)**
  - f. **Emcee (1-2)**
  - g. **Set up and work information booth (1-2)**
  - h. **Clean up crew (2-4)** – pick up trash
  - i. **Program Coordinator (1)** – ensure things stay on schedule
  - j. **Vendor Coordinator (1)** – direct vendors to booths
  - k. **Volunteer Coordinator (1)** – facilitate responsibilities

## **I. Event Extras**

These event extras are good things to have going on during your larger event (Rally, Talent Show, Movie Screening). If you have limited resources, these can also be stand-alone events to celebrate RAINN Day.

- i. **Get Carded cards**
  - a. Download the .pdf design of these wallet-size cards directly from [rainn.org/news-room/multimedia](http://rainn.org/news-room/multimedia), print as many as you will need and hand them out at your event.
  - b. Provide a small prize for students who actually carry their RAINN Day cards with them. Create a “Get Carded” Patrol of volunteers to “card” unsuspecting students.
- ii. **Every 2 Minutes**
  - a. Explain that every 2 minutes, someone in the U.S. is sexually assaulted. Do something at an event to represent this statistic.
    - e.g., Every 2 minutes... light a candle for a victim, have someone write a message of support on a poster.
    - See the increase in victims over time in a way that has the largest impact.
- iii. **Moment of Silence**
  - a. Request that the crowd be silent for a desired length of time in honor of those affected by sexual violence (discuss the significance in the amount of time chosen; e.g., 2 minutes).
    - Thank everyone and return to other activities.
- iv. **Self-Defense Demonstration**

- a. Ask your local police department or a martial arts studio to provide tips for self-defense in compromising situations.
  - Make sure there is enough room for demonstrators to perform.
- v. **Arts & Crafts**
  - a. Involve students in creative art projects to increase visibility and awareness about sexual violence on campus, such as:
    - **Create t-shirts** using puffy paint, fabric paint or markers (check out <http://www.clotheslineproject.com> for inspiration).
    - **Create RAINN umbrellas** using umbrellas purchased in bulk (or donated), and paint or fabric markers.
    - **Create Poster Display** in heavily trafficked areas around campus using large poster board and colored markers.
    - **Chalk Messages** in heavily trafficked areas around campus (with the school administration's permission) using sidewalk chalk and RAINN-provided statistics (**see Resources Section**).

## VI. Resources

As the nation's largest anti-sexual violence organization, RAINN is a trusted resource for safety information, statistics, and expert commentary. RAINN provides materials for both individual and public use, ranging from public service announcements to web banners to print material. Please reference the RAINN website (and more specifically the downloadable materials pages) to best present the issue of sexual violence during your RAINN Day event!

### A. Important RAINN Information & WebPages

- i. RAINN Website – [rainn.org](http://rainn.org)
- ii. RAINN Day Email – [rainnday@rainn.org](mailto:rainnday@rainn.org)
- iii. Information about Sexual Assault by State – [rainn.org/get-help/local-counseling-centers/state-sexual-assault-resources](http://rainn.org/get-help/local-counseling-centers/state-sexual-assault-resources)
- iv. Resource and Reference Links for More Information – [rainn.org/get-information/links](http://rainn.org/get-information/links)
- v. Find the Rape Crisis Center Nearest to Your Campus – [centers.rainn.org/](http://centers.rainn.org/)
- vi. Statistics – [rainn.org/statistics](http://rainn.org/statistics)
- vii. National Sexual Assault Hotlines – [rainn.org/get-help](http://rainn.org/get-help)
- viii. Volunteer for RAINN Opportunities – [rainn.org/get-involved/volunteer-for-RAINN](http://rainn.org/get-involved/volunteer-for-RAINN)
- ix. Donate to RAINN – [donate.rainn.org/](http://donate.rainn.org/)

### B. Survivor Speakers

- i. **RAINN Speaker Bureau** – [rainn.org/request-a-speakers-bureau-member](http://rainn.org/request-a-speakers-bureau-member)
  - a. The Speakers Bureau is comprised of survivors or sexual assault victims & their family/friends. The members share their experience in order to educate about sexual violence. They are spread all across the United States, and often talk to student groups and communities like yours as well as to victim service groups and members of the media.
  - b. A Speakers Bureau member would be an amazing speaker to have at your event. You can find a speaker from the Bureau by filling out the form on our website and we will find someone in your area that you can contact about speaking at your event.
- ii. For alternative speakers, consider volunteers at your local rape crisis center, employees at your health center, local policemen, professors, etc.

### C. Movies

- i. *The Girl With the Dragon Tattoo*, a mystery thriller based on Stieg Larsson’s international best selling novel
  - a. <http://dragontattoofilm.com/>
- ii. *Open Window*, a 2006 Showtime film by Mia Goldman
- iii. *The Line*, a documentary by Nancy Schwartzman
  - a. To invite Nancy to your campus or organization, visit: <http://whereisyourline.org/about/bookings/>
- iv. *Precious: Based on the Novel Push by Sapphire*, a 2009 American drama film by Geoffrey S. Fletcher

### D. Books

- i. **Books on Recovery**
  - a. The Rape Recovery Handbook: Step-By-Step Help for Survivors of Sexual Assault by Aphrodite Matsakis
  - b. Recovering From Rape by Linda Ledray
  - c. Journey to Wholeness by Monique Lang
  - d. If You are Raped by Alan McEnvoy
  - e. The Sexual Healing Journey: A Guide for Survivors of Sexual Abuse by Wendy Maltz
  - f. How to Survive Sexual Assault for Women, Men, Teenagers, and Their Friends and Families by Helen Benedict
  - g. I Can't Get Over It, A Handbook for Trauma Survivors by Aphrodite Matsakis
  - h. Hush by Nicole Braddock Bromley
- ii. **Books on Ritual Abuse**
  - a. Not Without My Sister by Celeste Jones, Christina Jones, and Juliana Buhrling
- iii. **Books for Friends, Family Members and Partners**

- a. When You Are the Partner of Rape or Incest Survivor: A Workbook for You by Robert Barry Levine
- iv. **Books for Male Incest Survivors**
  - a. A Beautiful World by Gregg Milligan
  - b. Father's Touch by Donald D'Haene
- v. **Books for Teens**
  - a. It Happened to Me: Teens Guide to Overcoming Sexual Abuse by Wm Carter
  - b. How Long Does It Hurt: A Guide to Recovering from Incest and Sexual Abuse for Teenagers, Their Friends, and Their Families by Mather & Debye
- vi. **Books for Adult Survivors of Childhood Sexual Abuse**
  - a. Courage to Heal: A Guide for Women Survivors of Child Sexual Abuse by Ellen Bass
  - b. Hush by Nicole Braddock Bromley
  - c. The Courage to Heal Workbook: For Women and Men Survivors of Child Sexual Abuse by Laura Davis
  - d. Voices of Courage by Michael Domitrz
  - e. Lucky by Alice Sebold
- vii. **Books on Acquaintance Rape**
  - a. I Never Called It Rape by Robin Warshaw

## **E. Downloadable Materials**

RAINN has great free materials to help you with your event planning and outreach in your communities. Visit: [rainn.org/news-room/multimedia](http://rainn.org/news-room/multimedia) and download the materials you need for your event. Be sure to incorporate your own ideas to make your event as fun, personal and successful as possible.

- i. **Get Carded cards** - Includes National Sexual Assault Hotline number, safety tips to reduce the risk of sexual assault, what to do if sexually assaulted, and how to help a friend.
- ii. **General Information about RAINN** – Includes information on the phone and online hotline, policymaking, educating and fundraising.
- iii. **Sexual Assault Statistics and Information** – Includes general statistics, tips on reducing risk, getting help following an assault, and tips for parents.
- iv. **Facts & Myths about Sexual Assault** - Myths about rape and sexual assault are still prevalent in our society and are frequently reinforced by television, the media and those who simply don't know the facts.
- v. **Volunteer Handouts** - Includes information on how to get help through the National Sexual Assault Hotline and how to get involved by volunteering.
- vi. **Every 2 Minutes cards** - "Every 2 minutes, someone in the U.S. is sexually assaulted. To get help, get involved, or learn more about the National Sexual Assault *Online* Hotline, visit: [online.rainn.org](http://online.rainn.org)."

- vii. **Statistics Handouts** - Includes information on the number of sexual assaults per year, age of victims, attacker's relationship to victim, etc.
- viii. **Stop & Listen Posters** - "83% of college men respect their partners' wishes about sexual activity. Make sure you both want the same thing."
- ix. **What Would You Do Posters** - "74% of college men would intervene to prevent a sexual assault. You could save a friend from becoming a victim of sexual assault. Or from committing a crime."
- x. **PSAs (Audio, Video, Live-Read)** – Includes pre-produced public service announcements available in broadcast formats, and scripts for you to put a personal touch on.

## **F. Sample Letters**

- i. **Media Pitch** – This may help you approach reporters, editors, producers, or bloggers. Insert your information and make it your own.
  - a. It is helpful, and often necessary, to follow up with a phone call a day after you hit send.
- ii. **Press Release** – This may help you spread the word about your event through outlets such as the local newspaper, radio station or television station. Insert your information and make it your own.
- iii. **Friend Email** – This may help you get your friends and family involved in the fight against sexual violence. Insert your information and make it your own (the more personal, the better).
- iv. **NOTE:** If you are reaching out to a certain demographic (multi-cultural, LGBTQ, male survivors), be sure to tweak the sample letters to best fit your audience. If you are interested in reaching a general / broader audience, take this opportunity to heighten your awareness of who the victims may be – include everyone!

### **Sample Media Pitch**

Start contacting media outlets in advance of your event to help with promotion and coverage.

- Insert your information into the brackets below
- Make the release your own by including quotes and information specific to your school
- Copy and Paste the text into an email to the reporter or editor at your school or local newspaper
- Follow up with a phone call
- Take pictures of your event to send to local media post-movie screening
- For specific help with the press, contact Megan Erhardt (Ph: 202.544.5537, [megane@rainn.org](mailto:megane@rainn.org))

Hi [editor's name],



Did you know that college students are more likely to be sexually assaulted than any other age group? In fact, college girls are FOUR times more likely.

I wanted to let you know about our efforts to raise awareness through our RAINN Day event on [DAY OF WEEK], September [DATE], here at [school name].

RAINN Day is RAINN's (Rape, Abuse & Incest National Network) annual campaign to raise awareness about sexual assault on campuses around the country. This year, [organization/I] is/am doing everything we/I can to spread the word. We're/I'm organizing a variety of fun events and activities such as [list specific events] to get [college name] students involved and we/I could use your help.

An event listing or story in the next issue would be great in helping us spread the word. The more students we reach, the more we can do to raise awareness about sexual assault on our campus. Below is the press release with more information.

Let me know if you'd like to know more about RAINN Day. Again, it's [DAY OF WEEK], September [DATE]. You can contact me at [contact info].

Thanks!

[your name]

### **Sample Press Release**

Send to local media after your event to tell of your success. If you're sending this out prior to the event, change the wording to encourage people to attend.

- 
- Insert your information into the brackets below
  - Make the release your own by including quotes and information specific to your school
  - Copy and Paste the text into a new word document
  - Distribute the release to your local and college media (radio, TV, newspaper) via email or fax
  - Follow up with a phone call
  - Take pictures of your event to send to local media post-RAINN DAY
  - For specific help with the press contact Megan Erhardt (Ph: 202.544.5537, [megane@rainn.org](mailto:megane@rainn.org))
-



\*\*\*For Immediate Release\*\*\*

**CONTACT:**

[Student Name]  
[Phone #]  
[Email Address]

**[STUDENT ORGANIZATION]  
Participates in RAINN DAY**

*[UNIVERSITY] Hosts [EVENT] to Raise Awareness About Sexual Violence*

September [DATE], [YEAR] – [CITY, STATE] - Today, [STUDENT ORGANIZATION] joined forces with RAINN (Rape, Abuse, & Incest National Network) for RAINN DAY [YEAR]. Students from [STUDENT ORGANIZATION] at [UNIVERSITY] raised awareness about sexual violence by [ONE LINE DESCRIPTION OF YOUR EVENT], where they gave out information to more than [# OF STUDENTS] about getting help and support through the National Sexual Assault Hotline, 800.656.HOPE, and the Online Hotline available on rainn.org. [UNIVERSITY] is one of more than 1000 college campuses across the country participating in RAINN DAY, and has helped reach more than 1 million students.

Sexual assault is a serious problem affecting people of all ages, races, and genders. In fact, every 2 minutes someone in America is sexually assaulted, and college age women are **four times more likely** to be the victim of sexual violence than any other age group. “By participating in RAINN DAY, we are raising awareness of the prevalence of sexual assault and providing valuable information and resources to our students/classmates,” said [NAME], organizer of [UNIVERSITY]’s RAINN DAY program. [OR ADD YOUR OWN QUOTE]

[DETAILS OF CAMPUS RAINN DAY EVENTS, SUCH AS VOLUNTEER DRIVES, CONCERTS, OR FUNDRAISING]. [QUOTES FROM OTHER PARTICIPANTS/SCHOOL OFFICIALS]

Overall, the event was a great success in promoting awareness and education about sexual assault and the efforts of RAINN to fight it.

###

**About RAINN:**

Every 2 minutes, someone in America is sexually assaulted. 80% of victims are under 30. RAINN operates the National Sexual Assault Hotlines at 800.656.HOPE, the Online Hotline, and rainn.org and carries out programs to prevent sexual assault, help victims, and ensure that rapists are brought to justice.

**For more information about RAINN’s National RAINN DAY Efforts contact:**

Megan Erhardt (Ph: 202.544.5537, Email:[megane@rainn.org](mailto:megane@rainn.org))



## RAINN Day Email to Send Your Friends

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*\* Insert your information in the brackets. Then cut and paste into an email to your friends and colleagues at other schools.*

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Organize a RAINN Day on Your Campus! Sign Up Today!

Make It RAINN on Your Campus This September

Hi [your friend's name],

Did you know that 1 in 6 women and 1 in 33 men in the U.S. have experienced an attempted or completed rape in their lifetime? Did you know that people in college have the highest risk for sexual assault? That's why I signed up for RAINN Day [YEAR], and it'd be great if you could join me!

This year, RAINN Day will take place on Thursday, September [DATE].

You can sign up at <http://www.rainn.org/rainn-day-sign-up>, and RAINN will send you updates and event ideas very soon.

RAINN Day is a great way to raise awareness on campus for the fight against sexual assault. You can download RAINN materials and then choose from many of their suggested fun events.

Make RAINN Day a part of your college experience. We can work together to come up with cool ideas. And please pass this on your friends at other schools who might be interested in joining us in the fight against sexual assault.

Thanks!

[your name]