

RAINN Day

September 22

2011

Now that you have signed up to participate in RAINN Day and received the Event Planning Guide, you can maximize the effect of your RAINN Day event by using this Event Promotion Guide! Inside you will find article ideas, sample social networking posts, and media pitches to help you get your school and local media involved in your RAINN Day event! Involving your local media is a great way to spread the word about RAINN Day! If you have any questions regarding promotion, contact Megan Erhardt at 202.544.5537.

**Event
Promotion
Guide**

Sample Article Ideas for RAINN Day 2011

***A note to organizers:** Include your campus media in RAINN Day by using the following article ideas to maximize the effect of your RAINN Day event. There is a sample pitch included in the Official RAINN Day Guide and Event Promotion Guide to get you started. Be sure to follow-up with your media contacts--a phone call can't hurt!

- The Aftermath: While not everyone has the same experience in the aftermath of sexual violence, there are a few more common reactions. ***Organizers, make sure to note that not everyone has the same reaction to sexual violence--there is no one reaction that someone is supposed to have.**
 - Some common effects are: substance abuse, depression, eating disorders, and post traumatic stress disorder (PTSD). Visit rainn.org/get-information/effects-of-sexual-assault for more information.
- Reducing your risk: Unfortunately, there is no way you can ever completely prevent sexual violence, but there are ways by which you can significantly lower your risk. Some examples are, being aware of your surroundings, trusting your instincts, and avoiding being isolated. For more information, visit rainn.org/get-information/sexual-assault-prevention.
- Safety Tips: Trust your instincts, practice safe drinking, and be careful when leaving online away messages or using the “check in” feature on Facebook or Foursquare.
- Reporting: Reporting your assault is a key way in which you can help to reduce the prevalence of sexual violence; every perpetrator that is put in jail is another perpetrator that is unable to accumulate more victims. Visit- rainn.org/get-information/legal-information
- Recovery: There are different ways in which you can help yourself (or a loved one) recover from an attack. There is no “right” way to recover. Each person will deal with it in their own way. However, there are a few things that can help the process along. Visit- <http://www.rainn.org/get-information/sexual-assault-recovery>
- How to get involved in the fight against sexual violence. Some ways you can do this are by volunteering with RAINN or your local rape crisis center. Visit- rainn.org/statistics and rainn.org/get-involved for more information or ideas.
- How men can help: ***Organizers, make sure to note that while most perpetrators of sexual violence are men, not ALL men are perpetrators.** Visit- rainn.org/get-information/sexual-assault-prevention/men-can-help

Facebook Status Updates for RAINN Day 2011

**A note to organizers: Use these Facebook status updates to expand the impact of your RAINN Day event! Social media is a great way to engage your friends in the fight against sexual violence! Make a Facebook Event for your RAINN Day event and invite all of your Facebook friends!*

- We are hosting a RAINN Day 2011 on campus! Want to get involved in the fight against sexual violence too? Join the RAINN Facebook page for more information! <http://on.fb.me/njJgPz>
- I'm going to the RAINN Day 2011 event on September 22, are you? <http://on.fb.me/njJgPz>
- Every 2 minutes, someone in America is sexually assaulted. Do something to change this by joining me at this year's RAINN Day event!
- Have you joined RAINN Day yet? Visit <http://bit.ly/RAINNDay> to get more information! Once you know all about it, contact us to get involved in the events during the day!
- Attending the RAINN Day event we are hosting on campus is a great way to get involved in the fight against sexual violence and it's also a fun way to meet new people!
- Be sure to "Like" the RAINN Facebook page to get the most up-to-date information about RAINN Day 2011! <http://on.fb.me/njJgPz>
- RAINN Day is a fun and interactive way to bring attention to a very serious issue. Visit <http://bit.ly/RAINNDay> for more information on what RAINN Day is. We'll be there, will you?
- RAINN Day is September 22, 2011, and we are hosting an event on campus! Ask me about it!
- Find out where our school's RAINN Day event is taking place and get all the latest information by searching for the event RAINN Day 2011 "**insert your school name here**" and mark yourself as "attending!"
- Don't forget to ask me about RAINN Day 2011!
- Do you like t-shirts? RAINN Day 2011 has t-shirts! Come to "**insert your RAINN Day event location here**" on September 22 to get yours!
- Where will you be on September 22? I will be at RAINN Day 2011 and so should you!

- I have joined the fight against sexual violence by making the commitment to participate in RAINN Day 2011. Ask me for more information and how you can get involved!
- RAINN Day 2011 is on September 22! “Like” the “**insert your school name/organization here**” RAINN Day Facebook page to receive all the latest RAINN Day information!
- Have you or someone you know been sexually assaulted? You are not alone! Join the fight against sexual violence by participating in RAINN Day 2011!

Sample Twitter Feeds for RAINN Day 2011

PRE- RAINN Day

- Have you heard about #RAINNDay? Check it out and get your college campus involved in the fight against sexual violence!
- #RAINNDay is a great way to educate your college campus about sexual violence, check it out at <http://bit.ly/RAINNDay>!
- Go to college? Want to help support RAINN end sexual violence? Check out #RAINNDay <http://bit.ly/RAINNDay>
- Every 2 minutes someone in the US is sexually assaulted, change this by hosting #RAINNDay on your college campus <http://bit.ly/RAINNDay>!
- Do you want to make a difference on your college campus? You can by hosting a #RAINNDay event at your school! <http://bit.ly/RAINNDay>
- Do you want to stand out? Hosting #RAINNDay on your campus is a great way to be a leader on your campus! Get involved at <http://bit.ly/RAINNDay>!
- Meet new people by hosting a #RAINNDay event on your college campus this September! <http://bit.ly/RAINNDay>
- Join the fight against sexual violence by hosting a #RAINNDay event on your college campus! <http://bit.ly/RAINNDay>
- Overwhelmed with planning #RAINNDay? We can help! Check out the event planning guide! <http://bit.ly/RAINNDay>
- When it RAINNs, it pours; be an umbrella by hosting a #RAINNDay event on your campus! <http://bit.ly/RAINNDay>
- Host #RAINNDay on your campus to spread the message, "If you see something, say something!" <http://bit.ly/RAINNDay>
- A self defense class is a great #RAINNDay event! Check out the Civilian Safety Awareness Program by SABRE at <http://bit.ly/p8HyZW>
- Have you signed up for #RAINNDay yet? It's easy to do at <http://bit.ly/RAINNDay>!
- Over 1,000 campuses across the nation host #RAINNDay each year, will your school be next? Sign up at <http://bit.ly/RAINNDay>

- Think your school is exempt from sexual violence? It's not, but you can help change that by hosting #RAINNDay! <http://bit.ly/RAINNDay>
- You still have time to sign up and host #RAINNDay on your college campus! <http://bit.ly/RAINNDay>
- Check out RAINN's Multimedia page for materials for your school's outreach against sexual violence! <http://bit.ly/qMVG5s>

Week of RAINN Day

- #RAINNDay is this week! There is still time to host an event on your campus! <http://bit.ly/RAINNDay>
- Don't forget to use the hash-mark when you tweet about #RAINNDay so everyone sees all the great things you are doing!
- Are you getting excited for #RAINNDay tomorrow? We are! <http://bit.ly/RAINNDay>
- Happy #RAINNDay! We can end sexual violence with your help! <http://bit.ly/RAINNDay>
- Thanks for your commitment to #RAINNDay and the fight to end sexual violence!

Sample Press Release RAINN Day 2011

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)

*****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.

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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)

Sample Media Pitch RAINN Day 2011

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)

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]

RAINN Day E-mail to Send to Your Friends

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

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]