



2018 EVENT PLANNING GUIDE

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***Thank you for taking a stand against sexual violence and participating in RAINN Day.
With your help, we can make a difference on campuses nationwide.***

I. RAINN Background Information

What is RAINN?

RAINN (Rape, Abuse & Incest National Network) is the nation's largest anti-sexual violence organization. RAINN created and operates the National Sexual Assault Hotline (800.656.HOPE online.rainn.org) in partnership with more than 1,000 local sexual assault service providers across the country and operates the DoD Safe Helpline for the Department of Defense. In 2015, the Online Hotline expanded to offer services in Spanish at rainn.org/es. RAINN also carries out programs to prevent sexual violence, help survivors, and ensure that perpetrators of sexual violence are brought to justice.

What is RAINN Day?

RAINN Day is RAINN's annual campaign to raise awareness and educate students about sexual violence on college campuses. It is a grassroots program designed to encourage college students to educate their peers about sexual violence, bystander intervention, and recovery resources.

For more information, visit: rainn.org/rainnday.

When is RAINN Day?

RAINN Day is held in April (this year, 4/5/2018) to coincide with Sexual Assault Awareness and Prevention Month (SAAPM). Individual organizers can adjust the date as needed to find the best time for your group/campus. To achieve the best turnout possible, consider which other campus events are scheduled during the month of April.

What can RAINN do to help with my event?

RAINN provides RAINN Day hosts with access to free info cards, digital downloads with information about sexual violence, and more. (See Section III for more details.) This guide will provide you with information and ideas to start your event. Questions? Email us at rainnday@rainn.org.

Find us online.

Join RAINN on our social media pages to keep us posted on your event progress.



Facebook: facebook.com/RAINN01



Twitter: twitter.com/RAINN



Instagram: instagram.com/RAINN

II. Planning Your Event

Event goals and scope

Planning a successful event means taking a step back to think about your audience and your goals. Is your student body drawn to big events to raise awareness? Or would a small gathering of people sharing stories make a stronger impression on your peers?

You may want to ask yourself the following questions to help define the scope of the event.

- Why am I organizing a RAINN Day event?
- What am I hoping to accomplish through this event?
For instance, are you looking to:
 - Educate and motivate students
 - Increase awareness of sexual violence
 - Raise funds for RAINN
- How can I reach the greatest number of people? (i.e. faculty, staff, community members, and students)

Event ideas

- 5K Run or Walk
- Speak Out
- Rally or March
- Information Table
- Donation Drive
- Movie Screening
- Talent Show
- Art Project
- College Safety Class

Event logistics

Consider the following details to keep your event running smoothly.

- **Time of day:** Choose a time when busy students will be able to attend, such as early mornings, later evenings, or mid-day class breaks.
- **Length:** Events could range from one hour to a whole day. The most important factor is clearly communicating the schedule on promotional materials to prospective attendees.
- **Attendance:** Consider how many people your budget will support and your venue will hold.
- **Talent and entertainment:** If you're providing entertainment, be sure to secure speakers, performers, or entertainment in advance—and plan for any accommodations they might require.
- **Educational materials:** If you plan to distribute resources or include activities in your event, you will need to anticipate the number of attendees and order or print materials accordingly. See [Section III](#) of this Toolkit for more tips on materials.

Tip: Your campus activities calendar will list other events happening on campus at the same time. If there are conflicts that will draw people away from your event, pick a new date, or invite other groups to collaborate on your event.

- **Location and venue:** Pick an accessible location that will fit the number of people attending or has high visibility to attract passersby, such as an outdoor quad or student union.
- **Equipment:** Make sure the venue supports the equipment you will need, such as:
 - Tables for an information booth
 - AV and sound system for a rally or Speak Out
 - TV or projector and screen for a movie viewing
 - Platform or stage for a talent show
 - Access to power outlets and power cords
- **Facilities:** Make sure restroom facilities and trashcans are easily accessible.

Tip: If you are planning an outdoor event, plan for inclement weather. Secure a backup venue or choose an alternate date.

Permissions and permits

Keep campus rules, community guidelines, and local laws in mind. If you have questions, ask a campus administrator or programming coordinator for advice on the following:

- **Administration:** Do you need permission from campus administration to hold your event? Check with the student activities office.
- **Permits:** Permits may be required for events requiring sound, lighting, or additional energy sources, such as a generator.
- **Community spaces:** If your event requires attendees to pass through a community space, as marches and 5K runs/walks often do, check with local authorities to make sure that your event is respectful of community guidelines and local laws.
- **Safe space:** Aspects of your event may bring up difficult feelings or memories for participants and volunteers. Ask your student counseling center or your local [sexual assault service provider](#) if professional staff would be willing to volunteer at the event. Keep information on hand for the National Sexual Assault Hotline (800.656.HOPE, online.rainn.org y en español: rainn.org/es), and let all attendees know they can access support services.
- **Refreshments:** Secure all refreshments by making arrangements with any food or beverage vendors in advance. If you are preparing your own food, take precautions to ensure food is safe to eat, such as providing coolers for refrigeration.

Recruiting and coordinating volunteers

Build your support system by recruiting volunteers who are able to commit to your event and have a clear understanding of their role. Consider the following tips for organizing your volunteer group:

- **Start by looking in.** Look to your own network first: friends, club members, sorority/fraternity members, and classmates. Ask them for a hand.
- **Lean on your social network.** Use existing social media platforms to reach out to students and groups who may be interested. You can also look to the university center or student union for space to hang flyers or post on digital activities boards. Ask on-campus groups (such as Pan-Hellenic groups or service organizations) to send information about your event to their listservs.
- **Get together.** Hold a volunteer information session to explain specific duties and reinforce event details.
- **Share all information in one place.** Create a single shared document or website where volunteers can access critical information including: contact information for all volunteers; emergency phone numbers; key event logistics; and a list of volunteer responsibilities and duties.

Tip: If you're interested in hosting a 5k run or walk on your campus, check out **Lace Up for RAINN**. Lace Up is one day of the year (04/21/2018) when runners across the country gather in their local communities to support survivors. As a virtual participant, you can choose your own course and make it your own. [Learn more and register](#) to participate in Lace Up 2018.

III. Educate Your Audience

RAINN has produced a range of education materials—available for download—that you can share at your RAINN Day event.

Connect students with support

Make it easy for students to reach out for help by sharing information about the National Sexual Assault Hotline in visible places, such as promotional materials, banners for the event, and giveaways. Some sample text to include:

Free. Confidential. 24/7
National Sexual Assault Hotline
(800.656.HOPE and online.rainn.org)
Ayuda en español (rainn.org/es)

Free materials for your event

Educate your audience about sexual violence and connect students with support by incorporating educational materials into your event.

Download and share

- [About RAINN](#)—This PDF contains information about RAINN's programs and services and includes key statistics about sexual violence.
- [Help Someone You Care About](#)—One-pager that provides tips for responding to a survivor of sexual violence and connecting that person with support.
- [Self-Care After Trauma](#)—One-pager that offers tips for survivors on practicing self-care after sexual violence.
- [Campus resource cards](#)—Use a PDF writer to customize these campus resource cards to include campus-specific sexual violence resources.
- [Get help postcard](#)—Download and print your own National Sexual Assault Hotline postcards featuring Julianna Arujo, a survivor of sexual abuse.
- [Graphics and banners](#)—Connect even more people with the help they need by using these embed codes to share graphics via social media or on your website. Embedded images will hyperlink directly to information about the National Sexual Assault Hotline.

Have a call to action

Providing a specific ask is a great way to increase the impact of your event. Whether it's in-person or online, here are a few simple ways for your peers to take action.

- Encourage members of your campus community to review your college's sexual assault prevention program on the [Prevention Navigator](#).
- Ask your participants to share something they've learned with their own network, such as how to be an active bystander.

Invite a speaker to campus

Bring a survivor to campus to share their story with students. The RAINN Speakers Bureau comprises sexual assault survivors who volunteer to speak at events to help educate the public about sexual assault.

- Learn about the [Speakers Bureau](#)
- [Request a speaker](#) for your campus event

Learn more about the issue

There are hundreds of articles on rainn.org that can help you and your volunteers learn more about the issue. Use these resources to start informed conversations on campus; share them in social media posts; or create your own materials based on the content.

- [Protecting Your Friends](#)
- [What Can Bystanders Do?](#)
- [What Consent Looks Like](#)
- [How to Respond to a Survivor](#)
- [Staying Safe on Campus](#)

- [Alcohol Safety](#)
- [Statistics](#)
- [Types of sexual violence](#)
- [Effects of sexual assault](#)
- [Recovery after an assault](#)

IV. Event Budgeting

An effective event budget takes into account expected costs and sources of funding. Hosting a fundraiser? You'll want to keep expenses low to maximize your donation.

Expected costs

- **Planned purchases:** These expenses will depend on the type of event you hold and the number of participants you expect. Common items include:
 - Equipment rentals (sound, lighting, etc.)
 - Food and drinks
 - Decorations
 - Raffle prizes
- **Venue:** Is there a fee or security deposit for your venue?
- **Permits:** Are there any permits that require payment?
- **Talent:** Artists, speakers, and DJs may charge a fee or expect accommodations.
- **Extras:** Little costs add up. Leave room in your budget for items such as extension cords, printing fees, print materials, tape, or markers as needed.

Sources of funding

How will your organization be paying for expenses associated with the event? Consider these tips for boosting your budget and easing some of the costs associated with your event.

- **Student activities office:** Your school may offer funds and no-or-low cost materials reserved for student-led events.
- **Ticket sales:** If your event has a main attraction, such as a film screening or a performer, consider selling tickets to cover costs or boost donations.
- **Other campus organizations:** Ask other groups if they want to co-sponsor the event and pay for part of the cost.
- **Donations:** Consider soliciting material or funding donations from local businesses or community organizations.
- **Campus printing:** Does your school provide free or discounted printing for student groups or safety materials?

Tip: Keep track of all receipts, contracts, and other paperwork to ensure you will stay on budget and pay all vendors. This also will help you plan budget details for future events.

V. Promote Your Event

Once you set a clear goal for attendance and participation, it's time to spread the word. Promotion is key to attracting participants and putting on a successful RAINN Day.

Clear communication

- **Promotional materials should include:**
 - Day, time, location, and event type

- The organizer or group contact information
- National Sexual Assault Hotline resources (800.656.HOPE and online.rainn.org y en español: rainn.org/es)
- **Consistency is key.**
 - Make sure all promotional materials list the same times, dates, and locations.
- **Be inclusive.**
 - Encourage diversity at your event. Make an effort to invite a variety of students and groups to participate.
- **Be sensitive.**
 - Sexual violence is a crime that affects women, men, boys, and girls of all cultural and socio-economic backgrounds. Ensure that promotional materials are welcoming to all.

Promotional activities

Consider using a number of promotional tactics to reach audiences members with different interests.

- **Campus and local media:** Contact local media, including your school paper and radio/TV stations, for help with promotion. Provide reporters with information about your goals and how the event will benefit the campus and students.
- **Social media:** Use sites, such as Facebook or Twitter, to promote your event. Ask friends to share your posts, or request that the university post the event information on their official social media feeds.
- **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.
- **Email listservs:** Contact necessary administration or organization officials to get permission to send an email announcement out to university departments, student organizations, or the entire student body.
- **Flyers:** Create flyers to promote the event. Hang them on bulletin boards around campus and the community and ask businesses to hang them in their windows.
- **Chalking:** If your campus allows it, use sidewalk chalk to promote the event in busy areas. Consider writing a short message on chalkboards or whiteboards in frequently visited classrooms.

Social media tips

- **Facebook events:**
 - Adjust the privacy settings to "public" if you want to make the invitation open to those outside of your friend list.
 - Post a reminder on the event page a few days before the event.
- **Sample tweets:**
 - Every 109 seconds, someone in the U.S. is sexually assaulted. Join us on #RAINNDay 04/05 & do something about it.
 - What's consent? Let's talk about it on #RAINNDay 04/05.
- **Instagram ideas:**
 - Take photos of your event and post to Instagram and tag @RAINN01 with #RAINNDay.
 - Consider having participants tag your group on Instagram.
- **Download RAINN's free graphics:**
 - Downloadable cover photos, banners, and other promotional graphics are available at rainn.org/rainnday.
- **Remember to tag RAINN:**
 - [Facebook.com/RAINN01](https://www.facebook.com/RAINN01)

- [Twitter.com/RAINN](https://twitter.com/RAINN)
- [Instagram.com/RAINN01](https://www.instagram.com/RAINN01)

VI. Post-Event: Looking Ahead

Plant the seeds for next year's event by recognizing your supporters and finding ways to keep students engaged throughout the year.

Thank participants and volunteers

- Celebrate the success of your event on social media.
- Thank the students, organizations, and university officials that participated in your event.
- Ask organizations to add the National Sexual Assault Hotline (800.656.HOPE and online.rainn.org y en español: rainn.org/es) to their websites or other materials.

Tip: Send thank you notes to those who helped to make your event a success. Make sure to include campus organizations, local businesses, professors, administration officials, etc.

Reach out to RAINN

Send photos and testimonials of the event to the [RAINN Day Coordinator](#) so it can go up on RAINN's website and social media sites.

Keep students involved with RAINN

Let your peers know about other ways to get involved with RAINN and support survivors of sexual violence.

- **Fundraise:** You can start your own campaign through RAINN's fundraising program. RAINN provides you with a free online platform to collect donations and spread the word, as well as tips and tricks for creating successful campaigns. Visit www.rainn.org/fundraise-rainn to learn more.
- **Volunteer:** Check out volunteer opportunities through the National Sexual Assault Hotline and in your community.
- **Join the conversation:** Encourage students to follow RAINN (RAINN01) on [Facebook](#), [Twitter](#), and [Instagram](#).

Plan and evaluate for next year

- Hold an evaluation meeting with co-chairs, sponsors, and volunteers to discuss any improvements needed in the future.
- Provide a survey so that participants can discuss what they did and didn't like.
- Check up on engagement and participation through Google search hits, Twitter analytics, and Facebook insights.

Tip: Get more feedback by distributing an online survey through a service like surveymonkey.com or qualtrics.com.