

RAINN

SPEAKERS BUREAU



Welcome

WELCOME to the RAINN Speakers Bureau!



for volunteering your time and energy to tell your story of surviving sexual violence. Your voice is vital to this conversation, and we endlessly appreciate the courage and bravery it took for you to take this step.

Thank you for trusting us to be a partner in your journey.

We're honored to work with you.

This packet will give you important information about RAINN, the Speakers Bureau, and next steps. Please be sure to read through it entirely!

About RAINN

The **Rape, Abuse & Incest National Network (RAINN)** is the nation's largest anti-sexual violence organization.

We work to prevent sexual violence, help survivors, and ensure that perpetrators are brought to justice through four main areas of programs and expertise.

Victim Services

RAINN created & operates the **National Sexual Assault Hotline**, available by phone (**800.656.HOPE**) and online in English (**online.rainn.org**) and Spanish (**rainn.org/es**). RAINN also operates the Safe Helpline, a service for members of the US military affected by sexual assault, through a contract with the Department of Defense. All of RAINN's support services are confidential, secure, and available 24/7.

Public Education

RAINN educates the public about sexual violence on both a local and national level through its work with the media and entertainment industry, a college outreach program, online engagement via the organization's websites and various social media platforms, and its national Speakers Bureau, consisting of nearly 4,000 survivors.

Public Policy

RAINN works at the federal and state levels to improve the criminal justice system, prevent sexual assault, and ensure justice and support for survivors by developing and promoting public policy changes that make communities safer. RAINN also leads the national effort to end the rape kit backlog; and maintains the Laws in Your State database, up-to-date information on sexual violence laws across the nation.

Consulting Services

RAINN works with clients across the public, private, and non-profit sectors to develop targeted, effective sexual assault education and response programs by offering a variety of specialized consulting services to meet each organization's unique needs, including hotline services, program assessments, and both education and training.

About the Speakers Bureau

The **RAINN Speakers Bureau** falls under RAINN's **Public Education** department. It is a national volunteer program made up of nearly 4,000 survivors of sexual violence interested in sharing their stories.

MAIN GOALS OF THE SPEAKERS BUREAU:

- Put a public face on sexual violence and its effect on survivors.
- Raise awareness and educate the public about sexual violence.
- Make people aware of the National Sexual Assault Hotline and the resources RAINN provides.

WHY IT'S SO IMPORTANT:



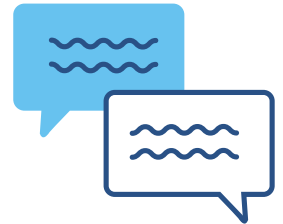
How it works



STEP 1:

You are added to RAINN's Speakers Bureau database.

STEP 2:



Someone contacts RAINN with a request for a survivor to speak at an event, be interviewed for a news article, contribute to a project, etc.



STEP 3:

RAINN searches the Speakers Bureau database to find survivors in the area of the event. If you are, RAINN emails you details of the event and the contact information of the person organizing it.

STEP 4:

If you are interested in participating in the event, you contact the event organizer directly, and they give you next steps.

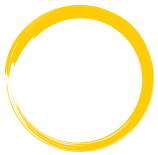


** RAINN will never give out your information to a third party without your explicit permission. Even within the Speakers Bureau, RAINN protects your identity by blind carbon copying (bcc'ing) every email.**

Rules & Expectations



Opportunities passed along to Speakers Bureau members are not necessarily endorsed by RAINN or representative of the views or opinions of RAINN. Rather, the Speakers Bureau serves to pass along outside requests that may be of interest to Speakers Bureau members.



As a Speakers Bureau member, **you represent only yourself and your personal views and opinions**. You are not authorized to speak on behalf of, or as an agent of, RAINN. This includes, but is not limited to, providing endorsements or opinions on behalf of RAINN.

WHAT YOU CAN SAY:

I am a volunteer member of the RAINN Speakers Bureau.

WHAT YOU CANNOT SAY:

I am an employee/spokesperson for RAINN.

I am giving an official media statement on behalf of RAINN.

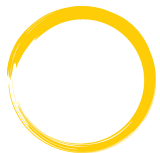
WHY IS THIS IMPORTANT?

RAINN believes that sexual violence is an issue that doesn't discriminate based on race, politics, economics, age, gender, ability, or any other variable. Our bipartisan approach allows us to serve members of the military, receive grants from the government to help survivors, and create policy change with the help of politicians from all sides of the political aisle. By making sure that you are not speaking on behalf of, or as an agent of, RAINN, we are able to continue to accomplish these goals and further serve survivors. And you are allowed to express your opinions freely.

Removal



Speakers who violate the above endorsement policy may be immediately removed from the Bureau.



If, at any time, it comes to the attention of RAINN that a member is acting in a manner contrary to RAINN's values or mission of helping survivors, RAINN reserves the right to immediately remove them from the Bureau.

If, at any time, you decide you no longer want to participate in the RAINN Speakers Bureau, simply email **speakersbureau@rainn.org** to be removed from the database.

Speakers Bureau Support

SPEAKERS BUREAU NEWSLETTER

Every month, RAINN sends out a newsletter exclusively for Speakers Bureau members. Usually sent out in the final week of the month, each newsletter introduces you to a member of RAINN's staff and a fellow Speakers Bureau member, in addition to giving you media tips, self-care tips, insights from other members about their experiences sharing their survivor stories, and the opportunity to both see other members' recent projects as well as share your own recent projects with fellow members.

MEDIA TRAINING

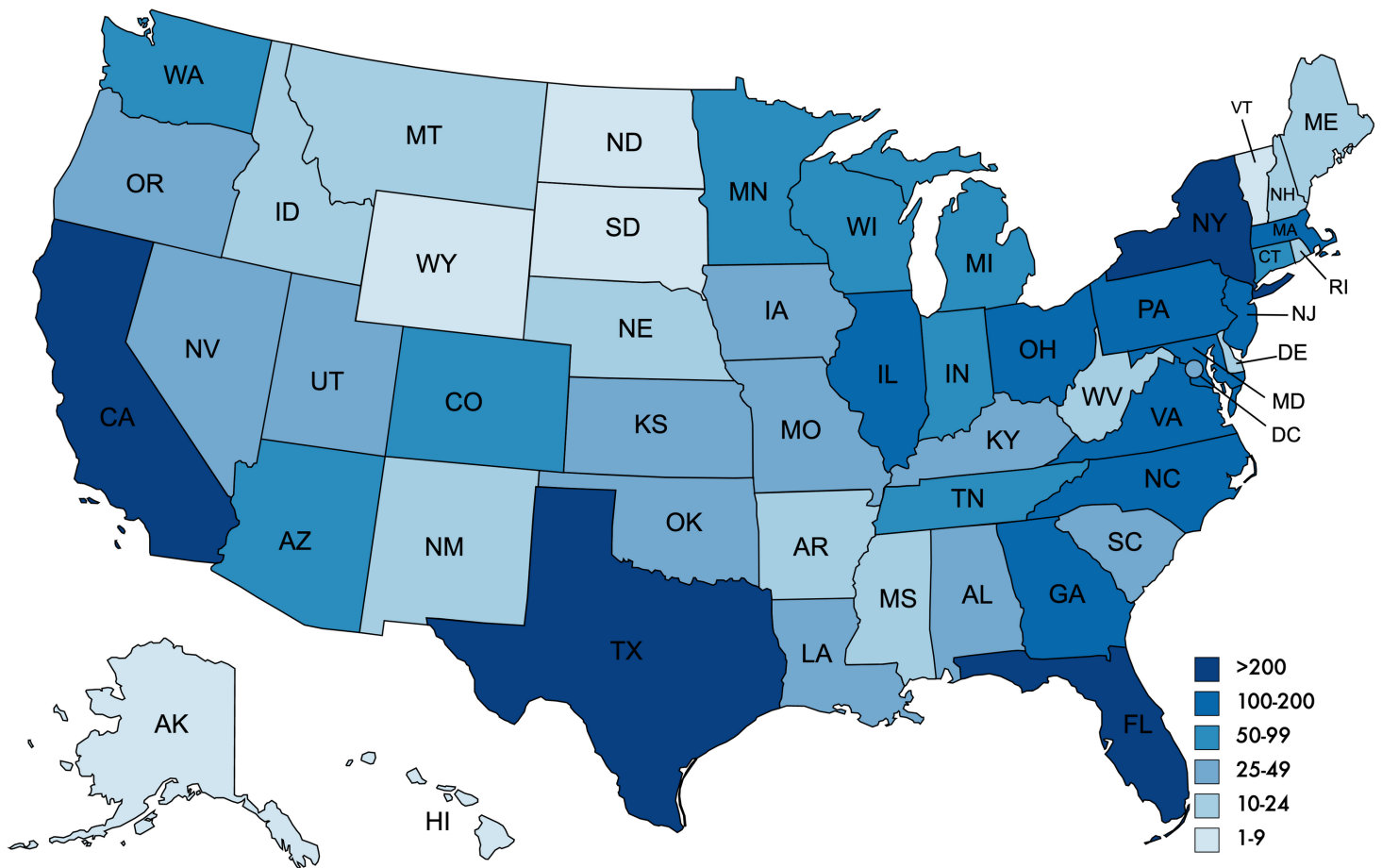
Throughout each year, RAINN offers media trainings exclusively for Speakers Bureau members both in-person and online. The goal of these trainings is to help Speakers Bureau members feel more comfortable sharing their survivor stories and ask any questions they may have about interviews, public speaking, working with the media, etc. It is also an opportunity for members to connect with each other as well as RAINN staff members. Dates for media trainings are announced via email and the newsletter.

ACCESS TO RAINN STAFF

RAINN is here to support you on this journey. If, at any point, you feel like you need extra help in sharing your story and would like to schedule a phone call with a staff member at RAINN to go over talking points for an interview, talk about a bad experience with a reporter, etc., please don't hesitate to email speakersbureau@rainn.org.

Where you are

Speakers Bureau members live in every corner of the country and represent a diverse range of background and experiences.



Together, you make up an invaluable resource of knowledge and strength.

Proactive Involvement

It can be difficult to predict when and where speaking opportunities will come from. RAINN largely relies on individuals and organizations to reach out if they would like to amplify a survivor's voice. If you aren't contacted by RAINN for awhile, but are ready to share your story, here are a few ways you can proactively reach out to your community and the media

COMMUNITY OUTREACH:

Contact your local sexual assault service provider (SASP).

Local providers often have volunteer speaking opportunities available. If you're not sure where to find one, visit centers.rainn.org.

Think outside the box.

There may be a number of civic organizations in your community that would be interested in increasing its members' awareness of sexual assault. Consider organizations like: departments of public safety, public health organizations, chambers of commerce, youth-focused non-profits, community colleges/universities, parent groups/PTA organizations.

Let people know you're in the Speakers Bureau.

Establish your credibility with organizations by mentioning you are a RAINN Speakers Bureau member looking for opportunities to raise awareness.

MEDIA OUTREACH:

Make a media list.

Traditional media includes print, television, and radio. Making a list of media contact info in your area can help. Look out for health, metro, or local reporters - or even an assignment editor. To craft your media list, research local papers, television and radio stations, or contact RAINN for help.

Monitor current events in your community.

When sexual assault is in the news in your community or at the national level, it can focus people's attention on the issue. These are good times to reach out for media coverage of your story.

Send a good pitch.

Keeping your pitch succinct and newsworthy will help grab a reporter's attention. Email is the best way to send a pitch to a reporter. (See the following page for sample pitches to use as a guide.)

Sample Media Pitches

Feel free to use these sample media pitches as a guide to help you approach reporters or editors. You can insert your own information into the brackets below and adjust the language to make it your own!

GENERAL PITCH:

Hi [Editor/Reporter's Name],

Every 68 seconds, someone is sexually assaulted in the U.S., leaving many people feeling alone and unsure about what to do next. I am a sexual assault survivor and a member of the Rape, Abuse & Incest National Network (RAINN) Speakers Bureau. I am hoping to work with you on a story regarding [an event I am hosting/sexual assault and the importance of getting help].

PITCH TO FIT YOUR EVENT:

Hi [Editor/Reporter's Name],

I am a sexual assault survivor and a member of the Rape, Abuse & Incest National Network (RAINN) Speakers Bureau. I will be [insert details of an event you are hosting/speaking at, etc.] on [date/time]. I hope to work with you on a story about this event which aims to educate the community and raise awareness about sexual assault. The more people we reach, the more we can help [area] residents.

PITCH YOUR SURVIVOR'S STORY:

Hi [Editor/Reporter's Name],

As a sexual assault survivor and a member of the Rape, Abuse & Incest National Network (RAINN) Speakers Bureau, I know how important it is to raise awareness about sexual violence, and ensure that survivors know where to turn for help. I hope to work with you on producing a piece about my story of survival. Please let me know if you are interested in working with me to continue the fight against sexual violence in [area].

Social Media

The majority of people today seek out media, news, and other information online. Many survivors have begun to use the internet as a valuable platform to share their stories. Here are some ways you may consider using social media to tell your story.

SHARE YOUR STORY AND ORIGINAL
PIECES ON SOCIAL PLATFORMS.

(FACEBOOK, TWITTER,
INSTAGRAM, ETC.)

USE RELEVANT HASHTAGS SO THAT PEOPLE
CAN EASILY SEARCH FOR/FIND YOUR STORY.

#RAINNSPEAKERSBUREAU #RAINN
#MeToo #SURVIVOR

CREATE A BLOG OR
PODCAST AND
SHARE YOUR STORY.

TELL YOUR SOCIAL MEDIA NETWORK YOU ARE
A RAINN SPEAKERS BUREAU MEMBER.

SHARE INFORMATION ABOUT RECOVERY
RESOURCES SUCH AS THE NATIONAL SEXUAL
ASSAULT HOTLINE (800.656.HOPE).

USE CONTENT WARNINGS TO
SUPPORT OTHER SURVIVORS
WHO MAY HAVE A DIFFICULT
TIME READING YOUR STORY.

SUBMIT AN OP-ED TO AN ONLINE
NEWS OUTLET.

(HUFFPOST, BUZZFEED, NEW YORK
TIMES, WASHINGTON POST, ETC.)

IT'S IMPORTANT TO STAY SAFE ONLINE.
FOR MORE INFORMATION ABOUT
PERSONALIZING YOUR PRIVACY SETTINGS
AND STAYING SAFE ON SOCIAL MEDIA,
PLEASE VISIT [RAINN.ORG/SAFE-MEDIA](https://rainn.org/safe-media).



[TWITTER.COM/RAINN](https://twitter.com/RAINN)



[FACEBOOK.COM/RAINN01](https://facebook.com/RAINN01)



[FACEBOOK.COM/GROUPS/
RAINNSPEAKERSBUREAU](https://facebook.com/groups/RAINNSPEAKERSBUREAU)

[INSTAGRAM.COM/RAINN](https://instagram.com/RAINN)



[TIKTOK.COM/@RAINN](https://tiktok.com/@RAINN)



[YOUTUBE.COM/USER/RAINN01](https://youtube.com/user/RAINN01)



Social Media

**Want to get the message out on social media, but not sure how to start?
Consider some of the following:**

EDUCATE YOUR FRIENDS:

I volunteer to tell my story as a RAINN Speakers Bureau member because sexual violence hasn't just affected my life -- it's affected nearly every family in America. Every 68 seconds, an American is sexually assaulted. Learn more and take action with @rainn at rainn.org.

DONATE TO RAINN:

When you give to RAINN, you help survivors like me get the support we deserve. 95 cents of every dollar goes directly to programs that support survivors and bring perpetrators to justice, and just \$10 provides help for one survivor on the National Sexual Assault Hotline. Help me create real change by donating today to donate.rainn.org.

SUPPORT SPANISH-SPEAKING SURVIVORS:

Soy un sobreviviente de agresión sexual. Si usted ha sobrevivido un asalto sexual también, no está solo/a. Hay ayuda en español las 24 horas/los 7 días en rainn.org/es. #RAINNayuda

(I'm a sexual assault survivor. If you have survived a sexual assault as well, you are not alone. There is help in Spanish available 24/7 at rainn.org/es.)

SHARE GRAPHICS:

You can find RAINN graphics & banners to share at rainn.org/graphics-and-banners.

Talking Points

It can be helpful to frame your individual story in a larger context using numbers and stats, to establish your connection to other survivors by mentioning your association with RAINN, and to have resources available to share with your audience.

Here are some go-to talking points you can use for your presentations and interviews. Remember to always tailor the talking points you use to fit your audience.

STATS ABOUT SEXUAL ASSAULT

- **Every 68 seconds**, another American is sexually assaulted.
- Sexual violence has affected **nearly every family** in America.
- **1 in 6 women** has been the victim of sexual violence in their lifetime.
- **1 in 33 men** have experienced sexual violence in their lifetime.
- **Every 9 minutes**, a child is sexually abused.
- **8 out of 10** rapes are committed by someone the victim knows.
- **More than half** of sexual assaults happen at or near the victim's home.
- Only 230 out of every 1,000 sexual assaults are reported to the police. That means about **3 out of 4 go unreported**.

WHAT IS RAINN?

- RAINN is the **nation's largest anti-sexual violence organization**.
- RAINN runs the **National Sexual Assault Hotline**.
- RAINN is the leading authority on sexual violence. We do four things: help victims; educate the public; improve public policy; and help companies and organizations improve the way they prevent and respond to sexual violence.

SEXUAL ASSAULT ON CAMPUS

- **13% of graduate and undergraduate students** experience sexual assault on campus. RAINN works with students, administrators, and faculty across the country to end sexual violence on campus.
- Every year, students get involved and participate in **RAINN Day**, a day of action to raise awareness and educate fellow students about sexual violence on college campuses.

HELPING SURVIVORS

- It can be hard to know where to turn after experiencing an act of sexual violence. RAINN created and operates the National Sexual Assault Hotline to support survivors at all stages of healing.
- RAINN's services are **free, confidential, and available 24/7**. Our hotline offers services both by **phone and online chat**, in **English and Spanish**.
- RAINN partners with more than 1,000 local sexual assault service providers across the country to provide support to survivors.

For more statistics, visit rainn.org/statistics.

Speaking Tips

STICK TO A KEY MESSAGE

You want your audience to walk away remembering the important things you said.

ESTABLISH YOUR CONNECTION TO OTHER SURVIVORS

Let folks know that you're a member of the Speakers Bureau.

PRACTICE MAKES PERFECT

Rehearse your presentation out loud so you can hear if a sentence or phrase sounds awkward or unnatural. Practicing increases confidence!

KEEP IT SIMPLE

Avoid using technical or scientific terms, and don't get too bogged down in statistics. One or two simple stats that drive your point home is all you need.

BE PREPARED FOR QUESTIONS

After your presentation, the audience may have questions for you. Remember, it's okay to take time and collect your thoughts. Remember your key points.

IT'S OKAY TO SAY NO

You never have to answer a question that is too personal or that makes you uncomfortable.

I am a member of the RAINN Speakers Bureau. RAINN is the nation's largest anti-sexual violence organization.

This didn't just happen to me. One in six women has been the victim of sexual violence.

Thank you for your question, but I'm not comfortable talking about that.

Self-Care

Telling your story can be incredibly empowering, but it can also be emotionally, mentally, and physically exhausting. The most important thing to do is to be sure that you are taking care of yourself, paying attention to your feelings, and being mindful of how much sharing is, or is not, helpful for you personally.

After sharing your story, spend some time processing what the experience was like for you and what you may need to do afterward to continue to feel healthy, comfortable, and strong.

There is no "right" or "wrong" methods of self-care. Everyone is different; everyone's story is different; and everyone's needs are different. But these are some questions that may help you identify what sort of self-care practices could be helpful for you.



What sort of activities or routines have previously helped you feel physically and mentally relaxed?



Is there a place or person that has previously helped you feel more comfortable?



What kinds of food have previously helped you to feel healthy and strong?



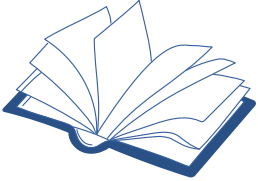
Are there things you have done previously that have helped you feel rested?



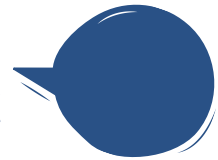
Are there things you have done previously that have helped you feel grounded in the present moment?

Self-Care Activities

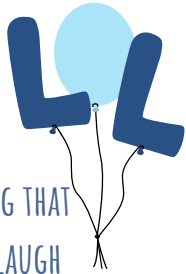
READ A BOOK



SAY NO WHEN YOU NEED
TIME, SPACE OR JUST A BREAK



DO SOMETHING THAT
MAKES YOU LAUGH



STAY HYDRATED

COOK YOUR
FAVORITE MEAL



WRITE DOWN YOUR THOUGHTS
OR CREATE A STORY



TAKE A NAP

RELAX IN THE TUB



FIND A PRIVATE PLACE AND
YELL FOR 10 SECONDS



LEARN A NEW SKILL



DO SOMETHING CREATIVE



SPEND TIME WITH A PET



DANCE BREAK!



GET THAT HEART RATE UP!
DO YOUR FAVORITE EXERCISE



WEAR SOMETHING THAT
MAKES YOU HAPPY



PLAN SOME TIME
WITH FRIENDS



RAINN Staff

Because the RAINN Speakers Bureau falls under the **Public Education** department of RAINN, Speakers Bureau members interact mostly with RAINN's communications staff. Here are the staff members from RAINN's communications team who work with the Speakers Bureau:



Kelly Johnson, speakers bureau communications manager

Kelly manages the Speakers Bureau communications, coordinates and helps lead Speakers Bureau trainings, monitor Speakers Bureau emails, pitches speaking opportunities and events, cultivates organizational relationships for speakers, and creates the monthly Speakers Bureau newsletter.



Sierra Scott, content writer

Sierra interviews a member of the RAINN Speakers Bureau each month and presents their story on RAINN's website and in the RAINN monthly newsletter.



Erinn Robinson, press secretary

Erinn helps with press opportunities for Speakers Bureau members.



Mariah Pinder, social media coordinator

Mariah will be coordinating RAINN's social media efforts and will interact with you through the different platforms we're active on.



Interns

There are different Speakers Bureau interns each semester who help Kelly manage the Speakers Bureau communications, plan events, and update member contact information.

With Gratitude from Us

"You are everything! You put a face on the issue and are the reason that more survivors are empowered to seek help, support, and resources—or even consider their options."

- ANDREA PAGANO-REYES,
VICE PRESIDENT OF DEVELOPMENT

"One of my favorite quotes by Maya Angelou is, 'How important it is for us to recognize and celebrate our heroes and she-ros!' Your strength and courage inspire me and you are my heroes and she-ros. Thank you for all you have done and continue to do."

- JESSICA LESLIE,
NATIONAL SEXUAL ASSAULT HOTLINE PROGRAM DIRECTOR

"I'd like to thank all of the RAINN Speakers Bureau members. Your stories are so important, and please know that you are truly appreciated and making a difference for survivors."

- MARIAH PINDER,
COMMUNICATIONS COORDINATOR

"Your voices are so important. You have the power to influence lawmakers and to shape legislation that will improve the lives of other survivors. Thank you so much for everything you do."

- DAPHNE PELLEGRINO
POLICY & GRASSROOTS COORDINATOR

"You are now a survivor who has a voice to help others-- never stop using that voice."

- TIFFANY MASON,
SENIOR GRAPHIC DESIGNER

"You are the reason I do this work. You give voice to all survivors and your courage in doing so humbles me."

- CLARA KIM,
VICE PRESIDENT OF CONSULTING SERVICES



"Your willingness to share your stories carries incredible power. Your honesty enables others to feel heard and allows places like RAINN to offer resources that are informed by your experience. Thank you."

- ARIEL GORDON,
NATIONAL SEXUAL ASSAULT HOTLINE PROGRAM MANAGER

"I want to express gratitude for everything that the RAINN Speakers Bureau Members do; your leadership and willingness to speak out on this issue inspire me every day. You motivate me to work harder to build stronger and better services for survivors everywhere."

- KEELI SORESENSEN,
VICE PRESIDENT OF VICTIM SERVICES

"You are not broken. You are beautiful and strong. Even on those days when you don't feel that way, those are the days you shine the most. You're growing, and evolving, and your best days are on the way."

- EBONIQUE BETHEA,
CLINICAL DIRECTOR

"The Speaker Bureau has been such a brave and strong part of our department. They make what happened real and make others who are scared to come out feel validated, heard, and understood by letting them know they are not alone."

- AMY ANDRADES,
HUMAN RESOURCES STAFFING SPECIALIST

"You are so vital to the work we do. Not only do you help raise awareness, but you shine a light for every person calling the hotline right now. You let them know that there are paths forward. Thank you."

- KELLY JOHNSON,
SPEAKERS BUREAU COMMUNICATIONS MANAGER

Moving Forward

We hope that by the end of this welcome packet, you feel a little bit more prepared for and familiar with the RAINN Speakers Bureau.

Thank you again for your willingness to be vulnerable in sharing your story with others to help make the world a better place for survivors.

Your courage and bravery inspires us every day.

If you have any questions about anything you've read here, or the Speakers Bureau, please email:

speakersbureau@rainn.org

CONNECT WITH US!



[TWITTER.COM/RAINN](https://twitter.com/RAINN)



[INSTAGRAM.COM/RAINN](https://www.instagram.com/RAINN)



[FACEBOOK.COM/RAINN01](https://www.facebook.com/RAINN01)



[FACEBOOK.COM/GROUPS/RAINNSPEAKERSBUREAU](https://www.facebook.com/groups/RAINNSPEAKERSBUREAU)



[TIKTOK.COM/@RAINN](https://www.tiktok.com/@RAINN)



[YOUTUBE.COM/USER/RAINN01](https://www.youtube.com/user/RAINN01)



THANK YOU FOR TRUSTING US TO
BE PART OF YOUR JOURNEY