



EVENT PLANNING GUIDE

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Thank you for joining the fight against sexual violence by becoming a RAINN Day organizer! Your event will go a long way towards ending sexual violence. You have the power to make a difference.

## I. RAINN Background Information

### What Is RAINN?

RAINN (Rape, Abuse & Incest National Network) is the nation's largest anti-sexual violence organization and was named one of "America's 100 Best Charities" by Worth magazine. RAINN created and operates the National Sexual Assault Hotline (800.656.HOPE and [online.rainn.org](http://online.rainn.org)) in partnership with more than 1,100 local rape crisis centers across the country. RAINN also carries out programs to prevent sexual violence, help survivors and ensure that rapists 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. RAINN Day is a grassroots program designed to empower college students to raise awareness of sexual violence and recovery resources on campus.

### When is RAINN Day?

RAINN Day will be held on September 27, 2012. Individual organizers can adjust the date as needed to find the best time for your group/campus. To get the best turnout possible you should take a look at what other campus events are happening that day.

### How Can RAINN Help With My Event?

By registering to hold a RAINN Day event, you've opened yourself up to a world of resources! This guide will provide you with information and ideas to start your event. Have specific questions or need help with an aspect of your event? Just email us: [rainnday@rainn.org](mailto:rainnday@rainn.org)

### Let's Be Friends

Join RAINN on Facebook & Twitter! Keep us posted on your event progress and we can help promote your event with postings and RTs.

RAINN Facebook: [facebook.com/RAINN01](https://www.facebook.com/RAINN01)

RAINN Twitter: [twitter.com/RAINN01](https://twitter.com/RAINN01)



## II. Let's Get Started!

The tools and ideas in this guide will help you maximize your impact and create a great event. This section contains elements to consider in your planning process.

### What Kind of Event Works Best For Your School?

You can choose to do almost any type of event for your RAINN Day. Do you want a big 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 these ideas, combine ideas, or create an event unique for your campus:

#### Event Ideas

Rally/March	5K Run / Walk	SABRE College Safety Class	Battle of the Bands
Information Table	Movie Screening	Donation Drive	Art Project
Speak Out	Candlelight Vigil	Fashion or Talent Show	Flash Mob

\*Note: See Appendix A for detailed planning guides for each event

### Event Goals – What is the Purpose of Your Event?

An important first step for your RAINN DAY experience is to identify your goals for the event. You may want to ask yourself these questions:

- 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 Empower students
  - Increase awareness of sexual violence
  - Raise funds for RAINN

By answering these questions, you will be able to identify your event goals and tailor an event to help you meet them.

### Event Logistics

Your event will run much more smoothly if you take these logistical elements into consideration.

- Time of Day – Choose an appropriate time of day, such as afternoons or early evening, when many people will be either out of classes or between classes.
- Length of Event – How long do you want your event to run? It could range from one hour to a whole day. Either way, make sure you have a definitive start time to list on your promotional materials.
- Size – How many people are you looking to include? Consider examining how many people your budget will support or your venue will hold.
- Level of Involvement – How much time do you have? How many volunteers can you recruit? The guide offers a variety of levels of involvement to ensure success.

- **Tip!** Check your campus activities calendar for other events happening on campus at the same time.
- If there are any major conflicts that will draw people away from your event, pick an alternate date that will work better for your goals.

## Choosing a Location

Select a venue that will best suit your event needs and goals

- Venue – Pick an accessible location that will be the best fit for the number of people attending.
- Equipment– Do you need equipment for your event? If so, make sure the venue can support these needs, such as:
  - Tables for a booth in the student center or outside on the quad.
  - An audio, visual, and sound system for a rally.
  - TV or screen for a movie viewing.
  - Platform or stage for a talent or fashion show.
  - Access to power outlets.
- Facilities – Make sure you have nearby access to restroom facilities and trash cans; if you don't, provide them.

- **Tip!** If you are planning an outdoor event, create an alternate plan for inclement weather. For instance, have a back-up venue or rain date.

## Permissions/Permits

Ensure that your event is respectful of your campus and community guidelines or laws. If you're not sure, check with campus administration or the local authorities to make sure. Consider the following:

- Administration – Do you need to get permission from campus administration to hold your event? Check with the student activities office.
- Permits – Check for necessary permits. Does your event require sound? If your event is using a speaker system outdoors, see if you need a permit for amplified sound.
- Local Community – If your event takes you through the local community (like a march or 5k run/walk), check with the local authorities.

## Extra Considerations

- Materials – Visit RAINN's Multimedia 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.

- Talent– Will you have anyone performing or speaking at your event? Make sure to secure them in advance.
- Safe Space – Certain aspects of your event may trigger difficult feelings or memories for your event participants or volunteers. Work with the student counseling center and your local rape crisis center to have professional staff available throughout the event. It is important for people to know that support is available. Keep information on hand for the National Sexual Assault Hotline (800.656.HOPE and online.rainn.org).
- Refreshments – If you are serving refreshments at your event, secure the supplies/vendors needed for the event in advance. If you are preparing your own food, make sure you have the necessary items to prepare and keep food safe to eat.

Tip! Are you looking for a survivor speaker? The RAINN Speakers Bureau is comprised of volunteer survivors of sexual assault (& their family/friends) who are interested in sharing their experience to help others. You can request a speaker by filling out the form on our website.

## Recruiting Volunteers for Your Event

Get your community or campus involved right from the start! The more people you involve, the bigger impact and reach your event will have.

### How to Recruit?

The best place to start recruiting volunteers is within your circle of friends, club members, and classmates. Here are some additional ways to go about finding volunteers:

- Post on Social Media: Ask your friends on social media platforms, such as Facebook or Twitter to get involved.
- University center activities board. Post volunteer opportunities on a virtual or physical activities board. Check with the student activities office to get your material approved for public display (i.e., flyers).
- Email: Ask the Student Assembly or on-campus groups (such as PanHellenic groups, service organizations, etc.) to include information in their e-announcements or listservs.
- Word of Mouth: Make an in-class announcement. Most professors will happily allow their students to make an announcement at the beginning of class. Ask officers of on-campus groups to do the same at their weekly meetings.

### Volunteer Coordination:

Organization will help keep your team on the same page. Here are some coordination tips:

- Have the names & contact information for all volunteers on one document. Have back-up copies of the list just in case.
- Hold a volunteer information session to talk about the event and everyone's specific role/duties.



### III. Event Budgeting

Are there costs associated with your RAINN DAY event? Planning ahead will help to ensure that you have everything you need for a successful event.

#### Create a Budget

What kind of budget will your event require? Consider factoring in these elements:

- Materials – How many people are you anticipating? Make sure you have ample supplies or materials for event participants.
- Location – Is there a fee or security deposit for your location/venue?
- Permits – Are there any permits that require payment?
- Extras – Little costs add up! Plan for items such as extension cords, printing fees, print materials, tape, or markers as needed.

#### Utilizing Campus and Local Resources

There may be no-or-low cost resources available from your campus or local community. Consider reaching out to these groups:

- Student Activities Office: Does your school provide funding for your organization? If so, how can you apply for such funding? Are there materials available for free, or to rent?
- On-Campus Organizations: Ask other groups if they would like to co-sponsor the event and pay for part of the cost.
- Donations: Consider soliciting material or funding donations from local businesses.
- Campus Printing: Does your school provide free or discounted printing for student groups or safety materials?

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• **Tip!** Keep track of all your receipts/contracts/other paperwork to ensure that you will not go over budget or make a mistake in paying a vendor. This will also allow for easier planning for future events. If possible, appoint a treasurer for the event to keep track of the finances.

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## IV. Promote Your Event

Spread the word about your event. Promotion is key to attracting event participants and having a successful RAINN Day.

### Things to consider:

- Consistency is Key.
- Make sure all promotional materials or event listings include these key elements:
  - Event details: Day/time, location, event type (movie viewing, speak out, rally, etc.)
  - Contact information: Provide the organizer contact information (individual or group).
  - RAINN information: RAINN website (rainn.org) and/or the National Sexual Assault Hotline (800.656.HOPE and online.rainn.org)
- Be Inclusive
  - Encourage diversity at your event. Keep your event open to your entire student body and make an effort to include different types of diverse student groups.
  - Be sensitive. Sexual violence is a crime that affects women, men, boys and girls of all cultural and socio-economic backgrounds. Make sure your promotional material is welcoming to all.

### Event Listings

Add your event to local event calendars — or create your own listing using social media!

### Campus and Local Media:

Alert your campus newspaper, radio and television stations about your event and ask for their help with promotion. Provide reporters with information on your event goals and how it will benefit the campus and students.

### Social Media

- Create a Facebook event for RAINN DAY on your campus.
- Adjust the privacy settings to “public” if you want to make the invitation open to those outside of your friend list.
- Send a reminder message to guests a few days before the event. Follow up reminders are key to having guests attend.
- Don't forget to invite RAINN! (facebook.com/RAINN01)

\*See page 12 for sample Facebook and Twitter posts

### Promotional Activities

There are many ways to promote your event on-and off line. Here are some ways to get started:

- Social Media – Use Facebook and Twitter to promote your event. Amplify your reach by asking your friends to send it out to their online networks. You can also ask your student group or university to post the event information on their official Facebook or Twitter feeds.



## V. Promotional Materials & Sample Text

Need some help getting the word out about your event? This section contains sample text for emails, press releases and social media posts. Personalize the text and add in your event details for optimum results.

### Media Pitch

Use this sample email text to reach out to your campus and local media (newspapers, radio, TV stations) about your event. Insert your event details into the brackets below. Personalize the pitch by adding quotes and specific information about your school.

• • • • •  
• **Tip!** Follow up your email pitch with a phone call to make sure that your event receives the attention  
• it deserves.  
• • • • •

Hi [editor or reporter's name],

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

I wanted to let you know about our efforts to raise awareness of this crime 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 violence 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 EVENT DETAILS] to get [SCHOOL 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 and community members we reach, the more we can do to raise awareness about sexual assault on our campus and in our community. 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 PHONE #].

Thanks,  
[YOUR NAME]

## Sample Press Release

Consider sending local media a press release about your event. Insert your event details into the brackets below. Personalize the release by adding quotes and specific information about your school.

• • • • •  
• **Tip!** Take pictures or video of your event. Local media may want to include these multimedia elements •  
• in their coverage. •  
• • • • •

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

CONTACT:  
[Organizer Name]  
[Phone #]  
[Email Address]

[STUDENT ORGANIZATION] Tackles the Issue of Sexual Violence on Campus  
[SCHOOL NAME] Hosts [RAINN DAY 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 [SCHOOL NAME] raised awareness about sexual violence by [ONE LINE DESCRIPTION OF YOUR EVENT]. The event reached more than [# OF STUDENTS] with vital information about sexual violence prevention and recovery. [SCHOOL NAME] is one of more than hundreds of college campuses across the country participating in RAINN DAY, which has educated thousands of students nationwide.

Sexual assault is a serious crime, impacting 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 sexually assaulted 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 recovery resources to our students/classmates," said [NAME], organizer of [SCHOOL NAME]'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]

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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 Hotline (800.656.HOPE and online.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 program contact the RAINN Day Coordinator at rainnday@rainn.org

## Social Media Posts

Social media platforms such as Facebook and Twitter provide a free and effective way to promote your event. Send out posts from your personal accounts to engage your friends in the fight against sexual violence. Amplify your reach by asking your friends, on-campus organization and your school to send out posts from their accounts. Below are sample social media posts, which can be personalized for your event and school. Insert your event details into the brackets below.

**Tip!** Tag RAINN in your social media posts! We'll share and RT as often as possible to expand your reach: RAINN Facebook: [facebook.com/RAINN01](https://www.facebook.com/RAINN01) RAINN Twitter: [twitter.com/RAINN01](https://twitter.com/RAINN01)

### Facebook:

- Every two minutes, somebody in the U.S. is sexually assaulted. Help me make a change on [insert date] at [insert university name]'s RAINN Day event! [insert event page link]
- Are you wondering what RAINN Day is all about? The best way to find out is to attend [insert university name]'s RAINN Day event! I'll see you there! [insert event link]
- 1 out of every 6 American women will be sexually assaulted in her lifetime. Help make a change by participating in RAINN Day with me on [insert date].
- You know where you should be on [insert date]? With me, raising awareness about sexual violence at [insert venue]!
- Help me raise awareness about the National Sexual Assault Hotline (800.656.HOPE & online. [rainn.org](http://rainn.org)) to support survivors of sexual violence. Join me at [insert event location] on [insert event date]!
- 97% of rapists will never spend a day in jail. You can make a difference by attending our [insert event type] on [insert date]. Be there!

### Twitter:

- Every 2 minutes someone in the U.S. is sexually assaulted. Help me change that on [insert date]! See you there! #RAINNDay
- Help support me at [insert university name]'s #RAINNDay event! It's [insert date] at [insert time]. See you there!
- Are you excited to help end sexual violence on #RAINNDay? I am! Ask me about it.
- What are you doing on [insert date]? Help me end sexual violence at [insert venue & time]! #RAINNDay
- 97% of rapists never spend a day in jail. Help raise awareness about sexual violence on [insert date]. See you there! #RAINNDay
- Sexual violence impacts men and women, boys and girls – join me at [insert event location] on [insert date] to make a difference. #RAINNDay

# Appendix A: Event-Specific Planning Guides

Are you stumped about what kind of event to have or how to get started? Below you'll find helpful ideas and pointers on how to create the best RAINN DAY event for your school. Each event idea can be tailored to fit your campus and resources!

## Tips to Remember:

- Arrive early to make sure all equipment is in working order.
- Allow extra time after the event to clean up.
- Consider accepting donations for RAINN at your event.
- Make sure someone is photographing or recording your event to send to RAINN!

### Event Ideas

Rally/March	5K Run / Walk	SABRE College Safety Class	Battle of the Bands
Information Table	Movie Screening	Donation Drive	Art Project
Speak Out	Candlelight Vigil	Fashion or Talent Show	Flash Mob

## I. Movie Screening

Films with themes of sexual violence provide an opportunity for audiences to engage in a dialogue about the crime. For instance, the audience can discuss a film's portrayal of violence and recovery.

- Venue – Room with a large screen and DVD player or projector
- Event Prep
  - Watch the movie before the screening. Prepare list of questions or talking points to discuss after the film.
  - Reserve a room and equipment to show film.
  - Perform an audio and video check before starting the movie.
  - Set up information booth and refreshment table.

**Licensing:** Check with the film distributor and school administration about viewing/licensing rights. Many films are licensed through one of these distributors: SWANK Motion Pictures, Incorporated ([www.swank.com](http://www.swank.com), ph: 800-876-5577) or Criterion ([www.criterionpic.com](http://www.criterionpic.com), ph: 800-890-9494). The film's distributor can be found at the Internet Movie Database, or you can call the Reference Library of the Motion Picture Academy at 310-247-3020.

- Movie Ideas: (Note: These films are not endorsed by RAINN)
  - Killing Us Softly 4 (documentary) – 2010
  - Boys and Men Healing (documentary) – 2010
  - The Line (documentary) – 2010
  - Asking For It: The Ethics & Erotics of Sexual Consent (documentary) – 2010
  - Speak – 2004

- Open Window – 2006
- Precious: Based on the Novel Push by Sapphire – 2009
- In a Town This Size (documentary)—2011
- The Girl with the Dragon Tattoo - 2009

## II. Speak Out

A Speak Out is an event in which members of the group are invited to share stories and experiences in a more intimate setting. If you know anyone who would want to speak about their experience, ask them if they would be willing to start off the event and break the ice.

- Venue – Intimate/quiet setting, preferably indoors.
- Event Prep
  - Organize a speaking schedule.
  - Reserve a room/tables/chairs.
  - Set Ground Rules - Ask that people turn off cameras and silence phones
  - Set the Tone - stress the importance of confidentiality and re-iterate that people choosing to speak are hoping to do so without judgment.
  - Invite speakers and attendees to speak and/or share their stories.



Acknowledge each speaker with a small token of appreciation such as a flower, thank-you note, etc.

**Tip!** Are you looking for a survivor speaker? The RAINN Speakers Bureau is comprised of volunteer survivors of sexual assault (& their family/friends) who are interested in sharing their experience to help others. You can request a speaker by filling out the form on our website.

## III. Sabre College Safety Classes

A SABRE class is a fun and engaging way to learn about self-defense and safety. A SABRE certified instructor will equip students with vital safety information and offer a hands-on defense training with pepper spray.

- Location – Two spaces are needed: A classroom setting for the presentation portion, and a large open space (such as a gym or an outdoors area) for the training portion.
- Event Prep
  - Register for a class at [www.sabrered.com/college](http://www.sabrered.com/college) and enter “RAINN” as the promo code. An instructor will contact you to coordinate the class.
  - Reserve a space and projector ahead of time.

Advanced planning is required. SABRE must be contacted at least 2 weeks before the planned date. The class costs \$25/attendee. Each attendee will receive three inert practice pepper sprays and a SABRE notebook.

#### IV. Art Project

Art can be an easy and fun way to engage your campus and increase awareness about sexual violence.

- Location – Indoor or outdoor space with room for art materials
- Event Prep
- Art project ideas:
  - T-shirts
  - RAINN umbrellas
  - Visual representations of statistics
  - Sidewalk chalk art
  - Murals
  - Paper cutouts with facts written on them
- Secure all needed materials.
- Set up information booth near the area that people will be working.
- Designate a photographer.

Send pictures to **RAINN!**

#### V. Information Table

Hosting an information table can a great way to raise visibility of sexual violence, inform your school and get recovery resources into the hands of students.

- Location—Indoor or outdoor space in a highly trafficked area
- Event Prep
  - Consider downloading and printing RAINN materials.
  - Set up table in space. If possible, consider balloons or other materials that will draw the eye from a distance.
  - Print materials such as Get Carded cards, brochures, etc. from RAINN's website to give out at the table.

#### VI. Candlelight Vigil

There are different approaches for conducting a candlelight vigil. Participants can honor survivors on campus or nationwide.

- Venue – Public area outdoors
- Event Prep
  - Contact local businesses for donated candles and matches (ask for candles with protective bases to prevent wax from dripping onto hands).
  - Obtain fire extinguisher for emergencies.
  - Arrange to have a speaker or emcee that will announce the vigil.
- Event Flow
  - Pass out candles to the crowd as they enter area.
  - Begin with introduction about the vigil, then ask that the crowd light their candles and stand for a moment of silence.



- Invite crowd to share stories or feelings.
- Battery-operated candles are a great alternative to open flames. Check out your local craft or art store.
- Consider having choir or acapella groups sing at the vigil.

## VII. Rally

Rallies involve a large group gathering in a public place and participating in chants and songs to show support for a cause. Speakers/musicians who talk about the cause can be featured.

- Location – Large area outdoors or in a gymnasium, with sound system capability and a platform or stage;
- Event Prep
  - Secure speakers/performers.
  - Reserve equipment (microphones, sound system, stage).
  - Create schedule of show and let.
- Extra Points to Consider
  - You can have giveaways such as T-shirts, food, etc. Consider contacting local businesses for donations.
  - You could choose to have pre-recorded music and food.
  - Need a speaker? Consider contacting RAINN's Speakers Bureau!

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• **Tip!** Are you looking for a survivor speaker? The RAINN Speakers Bureau is comprised of volunteer survivors of sexual assault (& their family/friends) who are interested in sharing their experience to help others. You can request a speaker by filling out the form on our website.

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## VIII. 10K / 5K Run / Walk

Combine exercise and awareness by hosting a run or walk through your community!

- Venue – Map out a route for a 5K or 10K using sidewalks, paths or streets (if you can get them roped off from traffic). Choose a prominent ending location in a large public area that will draw spectators, with space for a post-run celebration.
- Pointers — Allocate Sufficient Time for:
  - Set up
  - Runners/walkers to complete course
  - Breakdown
  - Race numbers
  - Awards
  - Stopwatch
- Have a post-race celebration. Get food, tables, music, supplies, energy bars, etc. Contact a local masseuse to volunteer at your event!

- Prepare “race numbers” for each runner to wear (don’t forget safety pins to attach to shirts/ shorts).
- Record times using a stopwatch.
- Acquire and set up 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.

Invite athletic groups on campus to participate or co-sponsor the race. It’s an effective way to increase attendance for the event!

- Extra Points to Consider
  - To make the event a little extra special, consider giving prizes to the winners of the race. Purchase or get donated sports equipment, gift certificates, trophies, etc.
  - Create t-shirts for your event. Shirts can be tie-dyed, decorated with an iron-on transfer or fabric paint, or printed at a local T-shirt shop. Consider giving them to runners and selling them at your event.
  - Position volunteers along the race route to cheer on participants.

#### IX. Live Performances (Fashion Show / Talent Show / Battle of the Bands)

Live performances are a great way to host a fundraising event while involving 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.

- Venue – Indoor or outdoor performing venue; auditorium.

**Tip!** To highlight RAINN Day, you can make a list of statistics to present between acts.

- Pointers
  - Reserve room and hold auditions/interviews.
  - Reserve/rent sound equipment from school or local business.
  - Hold a dress rehearsal to practice timing, music cues, etc.
  - 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.
  - Organize a time schedule of performances/contestants.

#### X. Flash Mob

A flash mob is an exciting and fun way to increase visibility and awareness about sexual violence. It’s also a fun way to get the audience involved by picking a popular song that everyone can either dance or sing along to!

- Venue —Highly trafficked area with ample space to dance!



## Important Web Links

**RAINN:** [rainn.org](http://rainn.org)

**National Sexual Assault Hotline:** 800.656.HOPE and [online.rainn.org](http://online.rainn.org)

**Donate to RAINN:** [donate.rainn.org/](http://donate.rainn.org/)

**Volunteer for RAINN Opportunities:** [volopps.rainn.org](http://volopps.rainn.org)

**Local Rape Crisis Center Search:** [centers.rainn.org/](http://centers.rainn.org/)

**Statistics:** [rainn.org/statistics](http://rainn.org/statistics)

**Downloadable Materials:** <http://www.rainn.org/news-room/multimedia>

**RAINN Speakers Bureau:** <http://www.rainn.org/get-involved/speakers-bureau>