



***The National Sexual Assault Hotline
Outreach Guide***

***800.656.HOPE
online.rainn.org***

Created by RAINN, the nation's largest anti-sexual violence organization.
RAINN.org

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Every two minutes, another American is sexually assaulted.¹ It's a crime that affects everyone, regardless of age, gender, sexual orientation or location.

RAINN provides survivors of sexual violence with the support services they need and deserve through the National Sexual Assault Hotline. Survivors can access help by calling 800.656.HOPE (4673) or by visiting online.rainn.org to chat one-on-one with a trained support specialist 24/7. It's confidential and secure, so users can feel comfortable getting the support they need. In 2015, RAINN expanded its services to reach Spanish-speaking survivors and their loved ones. Help is available in Spanish 24/7 at rainn.org/es. Together, the telephone and online hotline have helped more than 2 million people since 1994 — and the online hotline has seen a more than 100% increase in demand since 2010.

You can help us by sharing these resources with your community and campus. Here are some ideas to help you get the word out about the National Sexual Assault Hotline using the content in this toolkit:

- ➔ Include a web banner on your website
- ➔ Post to your social media accounts
- ➔ Distribute print materials at events

If you have questions about the materials provided or if you need further assistance implementing these tools, please do not hesitate to reach out. We are happy to work with you to create custom materials and content. And we are so grateful to have the support of communities that have the power to make a difference for survivors of sexual assault.

Sincerely,



Meg Biallas
Online Communications Manager, RAINN
megb@rainn.org

¹ U.S. Department of Justice. National Crime Victimization Survey. 2009-2013.

² U.S. Department of Justice. National Crime Victimization Survey. 2009-2013.

³ U.S. Department of Justice. Rape and Sexual Assault Victimization Among College-Age Females,

Included In This Toolkit

We've created materials to help spread the word about the National Sexual Assault Hotline services. Included in this toolkit, you'll find the following:

- Services Overview & Tips for Promoting
- Sample Text
- Sample Social Media Posts
- Graphics and Web Banners
- FAQs
- Fact Sheet

About the National Sexual Assault Hotline

The National Sexual Assault Hotline is available via telephone (800.656.HOPE) and online (online.rainn.org), 24/7. For support in Spanish, visit rainn.org/es.

How does the Hotline work?



Telephone: When you call 800.656.HOPE (4673), you'll be routed to the sexual assault service provider that serves your community.



Online: Visit online.rainn.org to chat one-on-one with a trained RAINN support specialist. It's simple to use — it's just like instant messaging, only much more secure. The chat is completely confidential and you will not be asked for any personally-identifying information.

Both the telephone and online services are available 24/7 and are completely free.

How can the hotline help?

The National Sexual Assault Hotline offers:

- Confidential, judgment-free support from a trained support specialist
- Someone to help you talk through what happened
- Information that can assist with your next steps toward healing and recovery
- Referrals for long term support in your area
- Information about reporting to police
- Basic information about medical resources

Tips To Connect Your Audience with Help

Online

Website

- ➔ Add a web banner to your site to direct visitors to online.rainn.org.
- ➔ Include a link to online.rainn.org in a directory of online resources.

Social Media

- ➔ Share the National Sexual Assault Hotline information via Facebook, Twitter and other social media platforms.
- ➔ Share, repost and retweet RAINN's hotline-related content:
 - facebook.com/rainn01
 - twitter.com/rainn01
 - instagram.com/rainn01
 - pinterest.com/rainn01

Newsletter or blog post

- ➔ Include an article in your next newsletter or a blog post on your organization's website
 - *See pages 5-9 for sample text, links and graphics.*

In Person

Incorporate hotline materials during one-on-one outreach and at live events

- ➔ Display hotline info cards and postcards so that they are easily accessible, such as at your organization's office(s), a counseling center or on campus.
- ➔ Distribute hotline info cards and postcards to individuals when they come to you for help.
- ➔ Distribute hotline info cards and postcards at events and conferences.

Visit store.rainn.org to request free print materials.

Sample Text

Take a page out of our book — literally. We've provided sample text that you can use in your own communication. The text below gives you options for how to talk about the National Sexual Assault Hotline.

Listing

The National Sexual Assault Hotline (800.656.HOPE and online.rainn.org).

Línea de Ayuda Nacional Online del Asalto Sexual (rainn.org/es).

Description, Option 1

If you or someone you know has been sexually assaulted, it's never too late to get help. Call 800.656.HOPE (4673) or visit online.rainn.org to chat anonymously one-on-one with a trained staff member. Para recibir ayuda en español, visite rainn.org/es.

Description, Option 2

If you or someone you know has been sexually assaulted, it's never too late to get help. Call 800.656.HOPE (4673) or visit online.rainn.org to chat anonymously one-on-one with a trained staff member. RAINN (Rape, Abuse and Incest National Network) created and operates the National Sexual Assault Hotline, which provides free, confidential support for survivors of sexual assault and their loved ones. Los recursos están disponibles en español en rainn.org/es.

Sample Article

Headline: How the National Sexual Assault Hotline Reduces the Barrier to Getting Help

Subhead: RAINN's telephone and online hotline services support survivors and their loved ones

(DATE) - Samentha Moore, a three-time survivor of sexual assault, experienced shame and guilt from what had happened. It was difficult to talk about. But after researching resources, she found support from RAINN's National Sexual Assault Hotline. She contacted RAINN's confidential, secure online chat. "I really just wanted someone to listen and say, 'It's not crazy you feel that way. That's part of healing, and you're gonna be okay.'"

For other survivors, the telephone is easier because it connects to on-the-ground resources. RAINN's telephone hotline (800.656.HOPE) routes callers to a local sexual assault service provider that can follow up with in-person support, information about local laws, and judgement-free support.

With these two services—telephone and online—RAINN offers the benefits of a national organization with all the abilities and expertise of local programs. Staying ahead of advances in technology has allowed RAINN to meet survivors where they are—and for an increasing number of young people that place is online. For over half of minors who turned to RAINN's Online Hotline, talking to a RAINN staff member was the first time they disclosed the abuse or assault.

“It can be so scary to take the first step towards getting help,” said Candice Lopez, director for the National Sexual Assault Hotline. “That’s why RAINN offers two distinct ways to get help. Survivors can use whichever method feels safer to them– whether that means typing or talking. Having those options can make the healing process that much easier.”

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) 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. The hotlines have helped more than 2 million people since 1994. RAINN also carries out programs dedicated to preventing sexual violence, supporting victims and ensuring that rapists are brought to justice. For more information about RAINN, please visit rainn.org.

Sample Social Media Posts

The following suggested social media posts can help inform your followers about the National Sexual Assault Hotline. We also encourage you to connect with RAINN on [Facebook](#), [Twitter](#), [Instagram](#) and [Pinterest](#).

Facebook

- Have you or someone you know experienced sexual violence? You are not alone. You can talk to someone by contacting the National Sexual Assault Hotline: 800.656.HOPE and online 24/7 at online.rainn.org.
- If you are a survivor of sexual violence needing help, we encourage you to reach out to RAINN. Support is available 24/7 at online.rainn.org.
- Find help near you: Search by ZIP code at centers.rainn.org to locate a sexual assault service provider in your area that can provide follow-up and ongoing support.
- When someone discloses about a sexual assault, it can be difficult to know how to respond. Encouraging words or phrases such as “It’s not your fault” and “I believe you” can make all the difference. Read RAINN’s tips for loved ones: <http://ow.ly/10mRRS>.
- Sexual assault is never your fault. RAINN offers free, confidential support services online 24/7 at online.rainn.org.

Twitter

- Has someone you know experienced sexual violence? 24/7 help available from [@RAINN01](#): online.rainn.org.
- If you survived sexual assault, you’re not alone. Get help 24/7 at online.rainn.org.
- Need help nearby? Locate a local sexual assault service provider at centers.rainn.org.
- For support after a sexual assault, call 800-656-HOPE visit online.rainn.org 24/7.
- Need help? Learn about how [@RAINN01](#) can help you and your loved ones: <http://ow.ly/Lrwmr>.
- Sexual assault is never your fault. [@RAINN01](#) offers free, confidential support services online 24/7 at online.rainn.org.

Graphics and Web Banners

Available for download at rainn.org. All materials are available in English and Spanish.

Web Banners (Vertical and horizontal layouts)



Social Media Graphics (Two designs available)



Free Print Materials

Available to order at store.rainn.org.

Infocard (One side English, one side Spanish)



Postcard (Available in English and Spanish)

“Speak to someone you trust or speak with RAINN. By talking about it, you allow yourself to heal.”

– Adam F, survivor of sexual abuse

National Sexual Assault Hotline | 800.656.HOPE | rainn.org

National Sexual Assault Hotline
Anonymous support, 24/7.

Telephone
800.656.HOPE

Online chat
rainn.org

Connect with your local sexual assault service provider:

- Confidential, judgement-free support
- Help finding a local health facility that is equipped to care for survivors of sexual assault
- Information about laws in your state

Chat one-on-one with a trained RAINN support specialist:

- Someone to help you talk through what happened
- Referrals for ongoing support
- Secure online chat technology, accessible from any device

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“I needed someone who would listen, and that's why I reached out to RAINN.”

– Samantha Moore, survivor of sexual assault

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Exclusive rainn.org download

“RAINN helped me see that I am not alone.”

– Julianna Araujo, survivor of sexual abuse

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Frequently Asked Questions

Q: How do I access RAINN's services?

A: The National Sexual Assault Hotline is available over the phone and via online chat. Call **800.656.HOPE** to reach a local sexual assault service provider near you. Visit online.rainn.org to chat with a trained RAINN support specialist. For help in Spanish, visit rainn.org/es.

Q: Who can use the National Sexual Assault Hotline?

A: Anyone who needs support can utilize the hotline. Whether you were recently assaulted or the assault happened a long time ago, we are here to talk with you through whatever you are dealing with. Family and friends of those who have experienced sexual violence are also encouraged to use the hotline. Our trained staff can offer information and support. Support is also available in Spanish at rainn.org/es.

Q: What does it cost to use this service?

A: There is no cost to use the National Sexual Assault Hotline.

Q: Is this service confidential?

A: Yes. RAINN Hotline staff do not ask users for personally-identifying information. This includes details such as your name, age or where you live. We do not need to know who you are to help you. Our primary goal is to provide survivors and loved ones with the help they need. However, some of RAINN's local affiliates (centers.rainn.org) may require personal information like your name or age in order to provide you with ongoing services.

Q: What other resources are available for survivors?

A: RAINN has curated a comprehensive directory of resources available at rainn.org related to the needs and concerns of survivors, including information about recovery, medical issues, the criminal justice process, local resources, as well as support for family and friends of survivors.

Q: Who runs the National Sexual Assault Hotline?

A: The National Sexual Assault Hotline is operated by RAINN, the nation's largest anti-sexual violence organization.

Q. What is RAINN?

RAINN, the 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) 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. The hotlines have helped more than two million people since 1994. RAINN also carries out programs to prevent sexual violence, help victims and ensure that rapists are brought to justice. For more information about RAINN, please visit rainn.org.

Fact Sheet

Understanding the scope of sexual assault in the United States. For more statistics, please visit rainn.org/statistics.

Sexual Assault: Who Is Affected?

- ➔ Every two minutes, another American is sexually assaulted.²
- ➔ Women ages 18 to 24 are five times more likely than any other group to be sexually assaulted.³
- ➔ About 18% of women and 3% of men have experienced an attempted or completed rape.⁴

Effects of Sexual Assault

- ➔ Victims of sexual assault are:
 - 3 times more likely to suffer from depression
 - 6 times more likely to suffer from post-traumatic stress disorder
 - 13 times more likely to abuse alcohol
 - 26 times more likely to abuse drugs
 - 4 times more likely to contemplate suicide.⁵

Impact of the Crime

- ➔ The majority of victims know their perpetrator personally. About 75% of rapes are committed by someone known to the victim.⁶

² U.S. Department of Justice. National Crime Victimization Survey. 2009-2013.

³ U.S. Department of Justice. Rape and Sexual Assault Victimization Among College-Age Females, 1995–2013

⁴ National Institute of Justice & Centers for Disease Control & Prevention. Prevalence, Incidence and Consequences of Violence Against Women Survey. 1998.

⁵ World Health Organization. 2002.

⁶ Bureau of Justice Statistics. (Number of rape/sexual assaults by victim-offender relationship, 2009-2013). Generated using the NCVS Victimization Analysis Tool at www.bjs.gov.