What is RAINN Day?

RAINN Day is an opportunity for college students to demonstrate to their peers that they are an ally in the fight against sexual violence by utilizing materials and information from RAINN, the nation’s largest anti-sexual violence organization.

How? Each year, college students participate on campus and online by hosting events to educate peers, provide resources for survivors, and raise awareness on social media.
What Will Your **RAINN Day** Look Like?

1. **RAINN-Hosted Events**
   
   RAINN will be hosting a virtual Survivor Summit featuring members of our Speakers Bureau talking about activism.

2. **Campus Partners’ Events**
   
   This is where you come in! With this toolkit, you can plan your own RAINN Day events tailored to your campus.
Social Media Challenge:
Spread awareness and take action against sexual violence with RAINN on social media.

@rainn
@rainn
rainn01
Virtual study breaks
Host a virtual study break with a live stream of yoga, meditation, or other live performances.

Listening nights
Host a listening session for a book or podcast episode and host a discussion about it.

Fundraising events
Host a fundraising event such as a virtual 5K, a bake sale, or a raffle.
You can also reach out to local businesses to partner with them or ask for donations.

Film screenings
Host a film screening with a documentary such as The Hunting Ground or an episode of a show like Surviving R. Kelly or Unbelievable. Then follow the screening with a discussion or panel.

Training exercises
Host a training event with one of our local affiliates on topics such as bystander intervention or how to respond when someone discloses to you.

Discussion panels
Host a discussion panel with guests, such as campus administrators or student leaders, to share important information and resources.
You can also request a survivor to speak at your event at rainn.org/request-survivor.

Get creative!
We love seeing original ideas from our campus partners. Check rainn.org/RAINNDay for even more inspiration!
LOGISTICS

SAFETY

- Keep events COVID-19 safe and socially distanced. Follow all state and local guidelines for reducing risk.
- Emotional needs and wellbeing of audience-members should also be considered.
  - Advertise the National Sexual Assault Hotline and other resources.
  - Use content warnings.

VIRTUAL EVENTS

- Consider the platform that best suits your needs.
  - Zoom, Google Meet, Instagram or Facebook live, YouTube livestreaming, etc.
  - Look into any platform details or restrictions.
- You may need streaming equipment.
- To stream a film or TV show, you may need to purchase the content.

OTHER CONSIDERATIONS

- For virtual events, do a practice run to make sure all equipment and Internet speeds are functional.
- Check any necessary permissions or permits with campus and local authorities for any in-person events.
- Will you need any volunteers? Hold an info session with volunteers to ensure there is a clear understanding of roles.
- Advertise your event well enough in advance and communicate the schedule of events clearly in promotional materials.

rainn.org/RAINNDay
**FUNDRAISING**

**Through Facebook:**

1. Select "Fundraisers" from the far left tab of your account
2. Click "select nonprofit"
3. Search for RAINN in the drop-down menu
4. Set up your fundraising page!

**Through RAINN:**

1. Visit rainn.org and hover over "How to Help"
2. Click "Start a Fundraiser"
3. Fill out the form and get started!
Through Instagram:

- Make your IG story and click on the Donation Sticker
- Search for RAINN
- Edit the text and add to your story!

Through TikTok:

- Go into stickers and select "Support Nonprofit"
- Scroll down and select RAINN
- Adjust the sticker within your TikTok and post!

rainn.org/RAINNDay
On Instagram:
Highlight your events through Instagram Stories – the posters at the end of the toolkit work well for this.
Search “RAINN Day” and “SAAPM” to use RAINN’s custom gifs and stickers in your stories.

On Facebook:
Make an event page with event details, RAINN Day graphics, & talking points.

On TikTok:
Make your own and share others' RAINN Day TikTok challenges.

Don't forget to use print materials and email Listservs to spread the word as well!
TALKING POINTS ON CAMPUS SEXUAL ASSAULT

1 IN 6 WOMEN has been the victim of sexual violence

1 IN 33 MEN has been the victim of sexual violence

13% of all college students experience rape or sexual assault through physical force, violence, or incapacitation

50% of college sexual assaults occur in the first few months of the school year: August, September, October, or November

3 OUT OF 4 sexual assaults go unreported

8 OUT OF 10 sexual assaults are committed by someone the victim knows

Every 68 seconds another American is sexually assaulted.

rainn.org/RAINNDay
THANK

Campus organizations, local businesses, professors, administration officials, etc. Thank those who helped make your event a success.

REACH OUT

Share your RAINN Day success on your social channels and to rainnday@rainn.org.

PLAN

Send surveys to participants for feedback, track participation on social media, and hold an evaluation meeting with co-chairs, sponsors, and volunteers.

KEEP IT UP

Follow RAINN’s work throughout Sexual Assault Awareness and Prevention Month (SAAPM) and year-round on social media and on rainn.org.

Thank you for participating in RAINN Day! Questions? Reach out to rainnday@rainn.org.
It was not your fault.
You are not alone
Te creemos
No tienes culpa
No esta solo(a)
EVERY 68 seconds another American is sexually assaulted
1 in 6 women has been the victim of sexual violence

RAINN D A Y Won't Stay Quiet.
1 in 33 men has been the victim of sexual violence.
23% of transgender, genderqueer & nonconforming college students have been sexually assaulted.
3/4 of sexual assaults go unreported.