



RAINNN DAY

Event Planning Guide

RAINN

CREATED & 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 U.S.
The hotline is also available in Spanish!
(rainn.org/es)
- + **The DoD Safe Helpline**
877.995.5247 | SafeHelpline.org

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.

Campus Partners' Events

2

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.



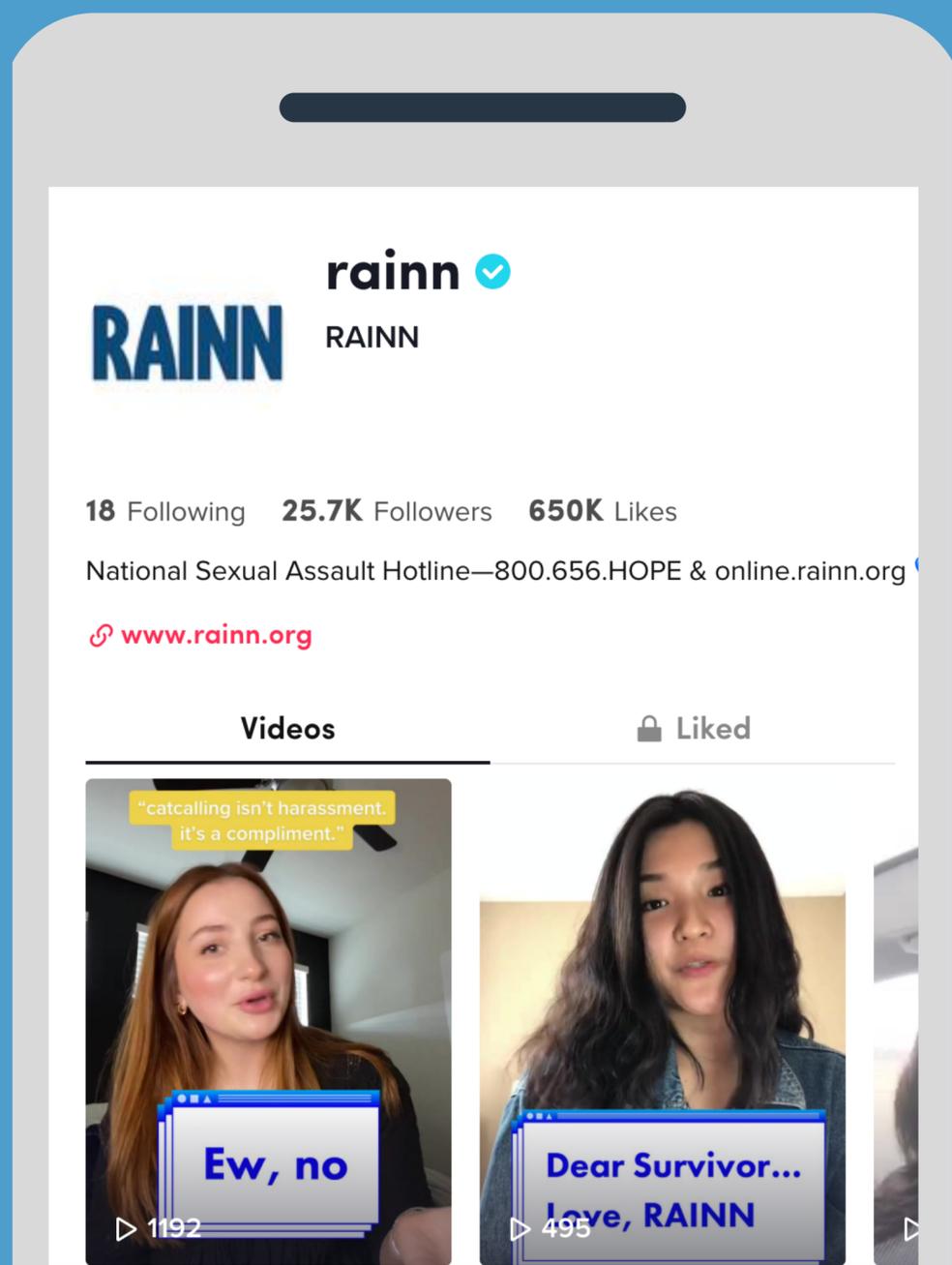
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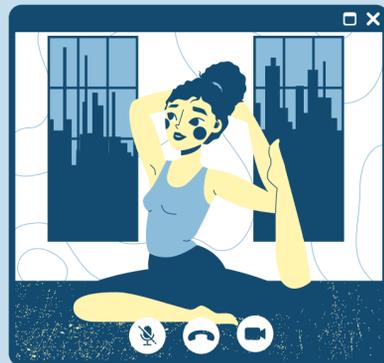
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Event Ideas for RAINN Day

Virtual study breaks

Host a virtual study break with a live stream of yoga, meditation, or other live performances.



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.



Find an affiliate at centers.rainn.org.

Listening nights

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



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.



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.



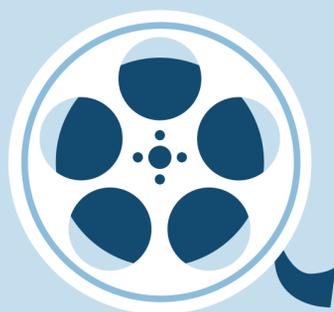
Get creative!

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



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.



LOGISTICS

SAFETY



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

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.

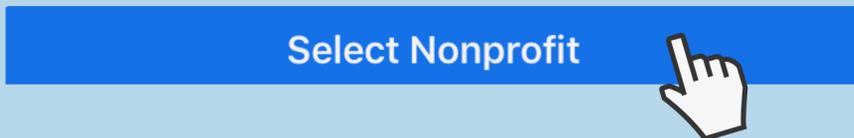


FUNDRAISING

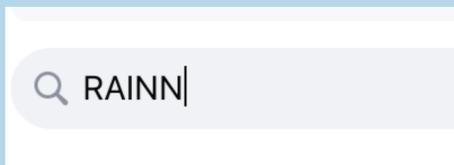
Through Facebook:



Select "Fundraisers" from the far left tab of your account



Click "select nonprofit"



Search for RAINN in the drop-down menu



Set up your fundraising page!

Through RAINN:



Visit rainn.org and hover over "How to Help"



Click "Start a Fundraiser"



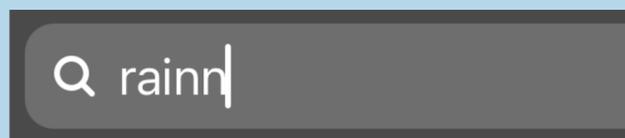
Fill out the form and get started!

FUNDRAISING

Through Instagram:



Make your IG story and click on the Donation Sticker



Search for RAINN



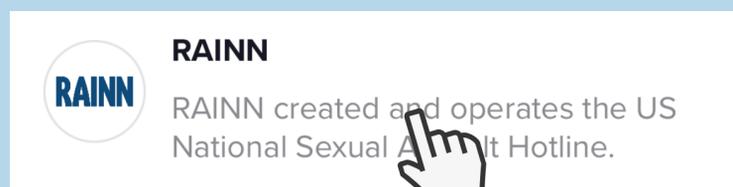
Edit the text and add to your story!

Through TikTok:

Go into stickers and select "Support Nonprofit"



Scroll down and select RAINN



Adjust the sticker within your TikTok and post!



ADVERTISING

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!

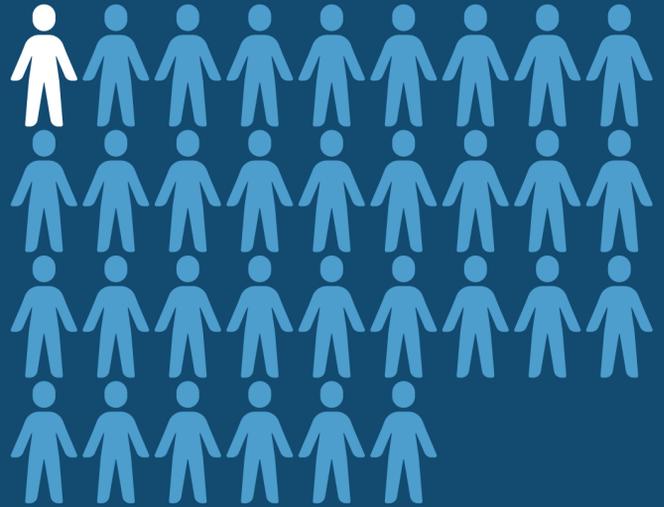
TALKING POINTS

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.

AFTER RAINN DAY

THANK - REACH OUT - PLAN - KEEP IT UP

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.

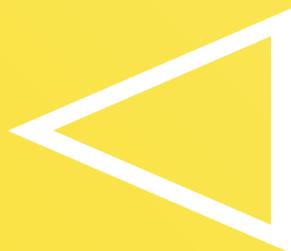


Thank you for participating in RAINN Day!
Questions? Reach out to rainnday@rainn.org.

It was not
your fault



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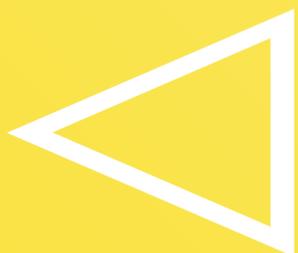


Won't Stay Quiet.

You are
not alone



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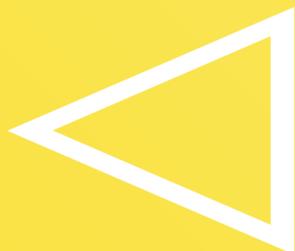


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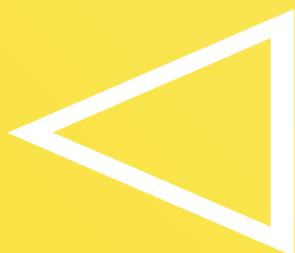


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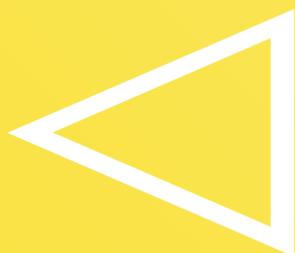


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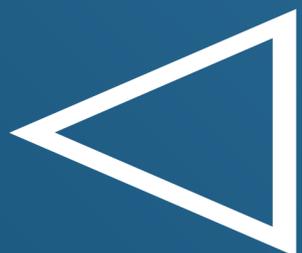


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RAINNDAY



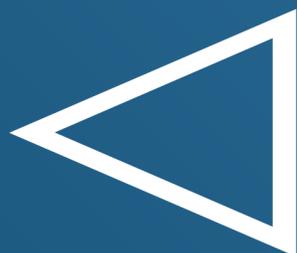
Won't Stay Quiet.

1 in 6

women

has been the victim of sexual violence

RAINNDAY



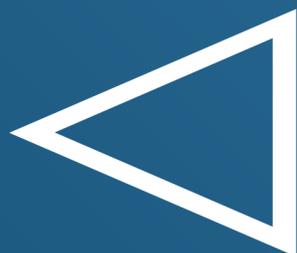
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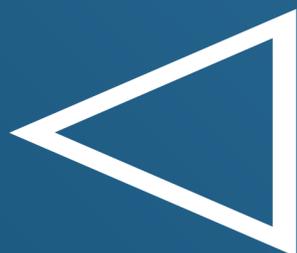
Won't Stay Quiet.

230%

of transgender, genderqueer & nonconforming

college students have been
sexually assaulted

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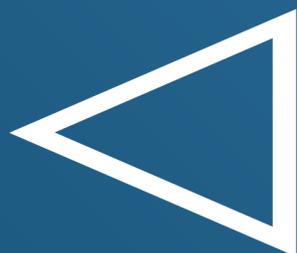
Won't Stay Quiet.

3/4

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Won't Stay Quiet.

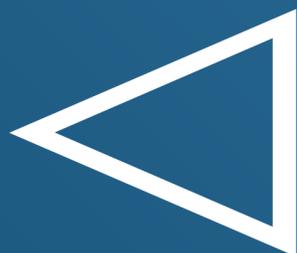
NATIONAL SEXUAL ASSAULT HOTLINE

800.656.HOPE

online.rainn.org

Free. Confidential. 24/7

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Won't Stay Quiet.