



RAINN DAY

2020 Event Planning Guide

LETSGETLOUD

RAINN

Rape, Abuse & Incest National Network
the nation's largest anti-sexual violence organization

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 US

The hotline is also available in Spanish!

(rainn.org/es)

The DoD Safe Helpline

(877.995.5247 safehelpline.org)

Programs

to prevent sexual violence, help survivors, and ensure that perpetrators are brought to justice

WHAT IS

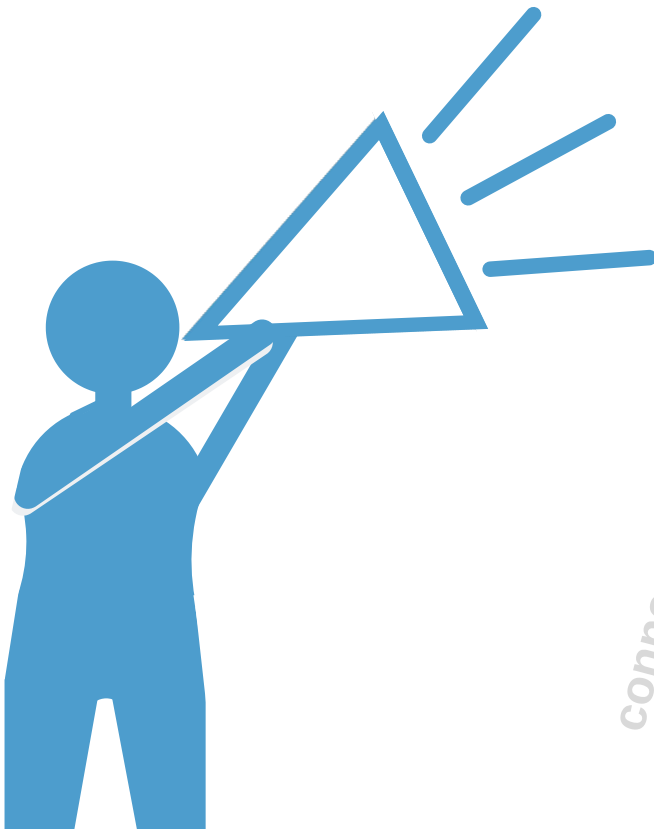
RAINN DAY?

APRIL

14

RAINN Day is an opportunity for college students to demonstrate to their peers that they are an ally in the fight against sexual violence.

How? Each year in April (this year—April 14, 2020) college students, and individuals standing in solidarity with college students, draw a blue triangle (symbolizing a megaphone) on their hands to show their peers that they care about and are committed to speaking up about sexual violence. Students also hold events on their campus to educate their peers and provide resources for survivors.



connect w/ us online!



rainn.org/RAINNDay #LetsGetLoud

WHAT WILL YOUR

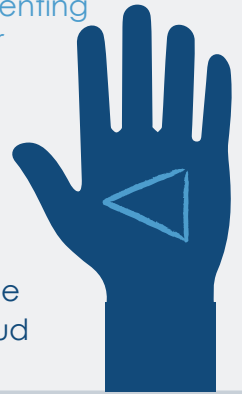
RAINNDAY

LOOK LIKE?

1 MEGAPHONES

Encourage students to draw a blue triangle (representing a megaphone) on their hands to demonstrate their commitment to speak up about the issue of sexual violence—to speak up for their friends and family and peers who are survivors of sexual assault. Get the word out before April 14 through flyers, word of mouth, and maybe even an info table located somewhere central to campus.

INSTAGRAM CONTEST: On April 14, post photos of the symbol on your hand with #RAINNDay #LetsGetLoud onto instagram for a chance to win various prizes.

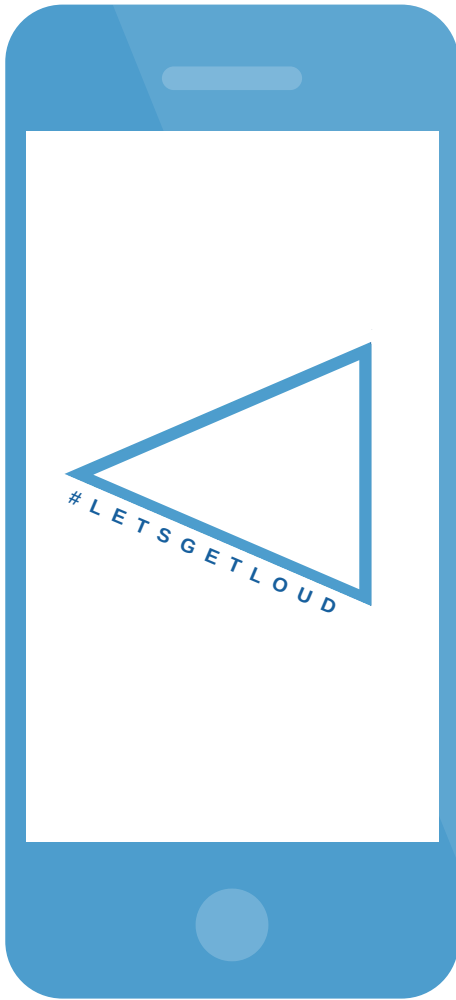


EVENTS



2

Create one or multiple events on your campus that will help educate students about sexual violence, provide survivors with resources, and/or raise funds for RAINN's victim services programs such as the National Sexual Assault Hotline. The following pages will help you think through how to go about the process of creating an effective event on your campus.

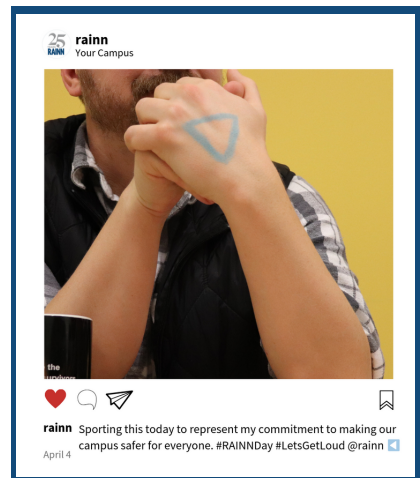


INSTAGRAM CHALLENGE

- DRAW BLUE TRIANGLE (REPRESENTING A MEGAPHONE) ON YOUR HAND
- POST TO INSTAGRAM WITH #RAINNDAY AND #LETSGETLOUD
- SPREAD AWARENESS, WIN PRIZES*

*visit rainn.org/rainnday to learn about rules and prizes

EXAMPLE POSTS



Visit store.rainn.org to get temporary tattoos and stickers of the RAINN Day symbol.

PLANNING

DETERMINING YOUR EVENT

- Is your student body drawn to big events to raise awareness? Or would a small gathering of people sharing stories make a stronger impression on your peers?
- How can you reach the greatest number of people?
- What time of day would busy students be able to attend? Early morning? Late evening? Mid-day class breaks?
- What type of budget do you have for the event?
- What do you want to accomplish through your event? Education? Awareness? Raising funds?
- What type of event motivates and inspires YOU?

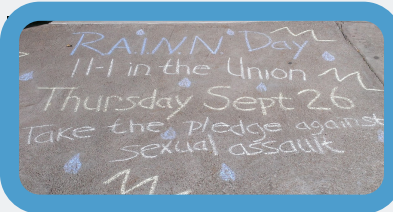
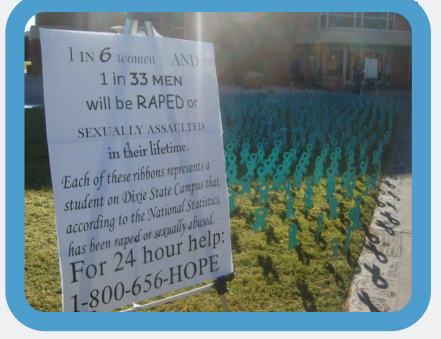
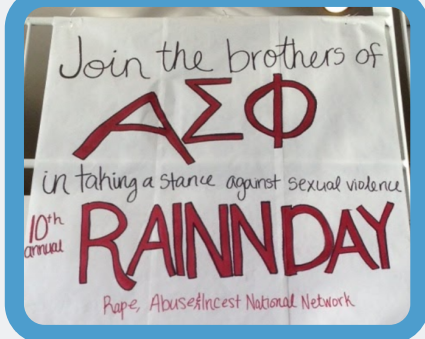
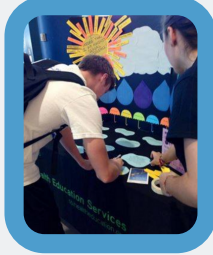
EVENT IDEAS

- 5k Run or Walk
- Information Table
- Movie Screening
- Talent Show
- Rally or March
- Art Project
- Donation Drive
- Special Speaker

1. Set up a table in a frequently visited area on campus
2. Have blue markers/face paint available.
3. Invite people to draw a triangle (representing a megaphone) on their hands.
4. Give them a fact about sexual violence/consent/bystander intervention to share with whoever asks about the triangle.
5. Set up a photobooth area for people to take photos in front of. Include signs with instructions on how to tag RAINN, your student group, and the hashtags.

NOTE: You can request a survivor from the RAINN Speakers Bureau to come speak at your event for free. Visit rainn.org/speakers-bureau

PAST EVENTS



LOGISTICS

Time? Length?

Events can range from an hour to a whole day. Make sure to communicate the schedule clearly on all promotional materials!

Refreshments?

Arrange where food and beverages will come from in advance—as well as how to keep food safe (e.g., coolers for refrigeration).

Volunteers?

Recruit volunteers who are able to commit to your event & have a clear understanding of their role. You may be able to find volunteers through friends, club members, sorority/fraternity members, or classmates. Hold a volunteer info session to explain specific duties. You can advertise the info session through flyers, emails, and social media platforms.

Educational Materials?

Make sure to get enough print materials for the number of people that will attend your event. You can order free print materials from store.rainn.org. You can also download and print information from educational content on RAINN's website.

Location/Venue?

Pick an accessible location that will fit the number of people attending and/or has high visibility to attract passerbys—such as an outdoor quad or student union.

Note: If you are planning an outdoor event, plan for increment weather. Secure a back up venue or choose an alternate date.

Equipment? Facilities?

Make sure restrooms and trashcans are easily accessible. Make sure you have equipment you need (such as power outlets and cords, AV and sound system, tables, projector and screen, stage or platform).

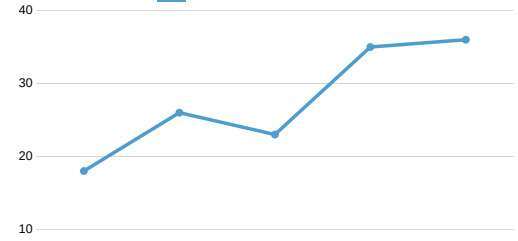
Permissions? Permits?

Check with the student activities office to see if you need permission from campus administration to hold your event. Permits may be required for sound, lighting, or additional energy resources, such as a generator. Check with local authorities to make sure your event is respectful of community guidelines and local laws.

Safe Spaces?

Aspects of your event may bring up difficult feelings or memories for participants and volunteers. Ask your student counseling center or local sexual assault service provider if professional staff would be willing to volunteer at the event. Keep info on hand for the National Sexual Assault Hotline.

FUNDRAISING



Expected Costs

Planned Purchases such as equipment rentals (sound, lighting, etc.), food & beverages, decorations, raffle prizes

Security deposits or fees for venue

Permit payments

Accommodations or fees for artists, speakers, DJ's, etc.

Extra money for unexpected costs or little costs that may add up (e.g., tape, markers)

Sources of Funding

Student Activities Office: Your school may offer funds and no-or-low cost materials reserved for student-led events.

Ticket Sales: If your event has a main attraction, such as a film screening or a performer, consider selling tickets to cover costs or boost donations.

Other campus organizations: Ask other groups if they want to co-sponsor the event and cover part of the cost.

Donations: Consider soliciting material or funding donations from local businesses or community organizations.



Fundraising/Donations for RAINN

Create your very own fundraising page on RAINN's website at fundraise.rainn.org.

Use Facebook's donation feature to raise money for RAINN.

If you raise money in cash or through another website, you can give the money to RAINN at donate.rainn.org.

Other questions about fundraising and donating to RAINN? Email development@rainn.org.

ADVERTISING

SOCIAL MEDIA



- Make an event page on Facebook; update it frequently with event details, RAINN Day graphics, stats, & talking points.
- Use your personal or school club Instagram grid/stories to highlight RAINN Day event preparations and the day's activities.
- Ask your school if you can take over their official handles for the day to showcase the event.
- Make sure the hashtags #LetsGetLoud and #RAINNDay are visible at your event location; remind participants to use them and tag @RAINN.
- Search "RAINN DAY" on Instagram's gif search to use RAINN's custom gifs in your Instagram Stories.
- Remind student's of RAINN's Instagram contest: check rainn.org/rainn-day for rules and more info about this year's prizes for schools and individuals!

PRINT MATERIALS

You can order free print materials (info cards, bookmarks, postcards, etc.) from store.rainn.org. Printable posters can be found at the end of this packet. You can also download and print educational information and one-pagers (from RAINN's website). Or maybe you want to create your own flyers and print materials - check to see if your campus offers free printing for student events!

OTHER IDEAS

Campus & Local Media: Advertise through your school paper or radio station. Share how the event will benefit the campus & students.

Word of Mouth: Ask professors, friends, club members & other organizations to share info about your event in classes/meetings.

Email Listservs: Talk to administration or organization officials about sending an email announcement to university departments, student orgs, or the entire student body.

Chalking: Use sidewalk chalk to promote the event in busy areas.

STATS

& TALKING POINTS

11.2%
of all graduate &
undergraduate students
experience sexual assault
on campus through
physical force, violence,
or incapacitation

Every 73 seconds
another American is sexually assaulted

1 in 6 women
has been the victim of sexual violence

1 in 33 men
have experienced sexual violence in their lifetime

8 out of 10
sexual assaults go **unreported**

8 out of 10
rapes are committed by **someone the victim knows**

50% of college sexual assaults occur in
August, September, October, or November

21% of transgender, genderqueer, nonconforming
college students have been sexually assaulted

Call to Action

Here are a few simple ways to
invite your peers to take action:

- Encourage members of your campus community to review your college's sexual assault prevention program through RAINN's Prevention Navigator
- Ask participants to share something they've learned with their own network (e.g., how to be an active bystander)

AFTER RAINN DAY

what now?

Thank participants & volunteers

- Send thank you notes to those who helped to make your event a success. Make sure to include campus organizations, local businesses, professors, administration officials, etc.
- Celebrate the success of your event on social media.

Reach out to RAINN

- Send photos and testimonials of the event to rainnday@rainn.org so it can go on RAINN's website and social media sites.

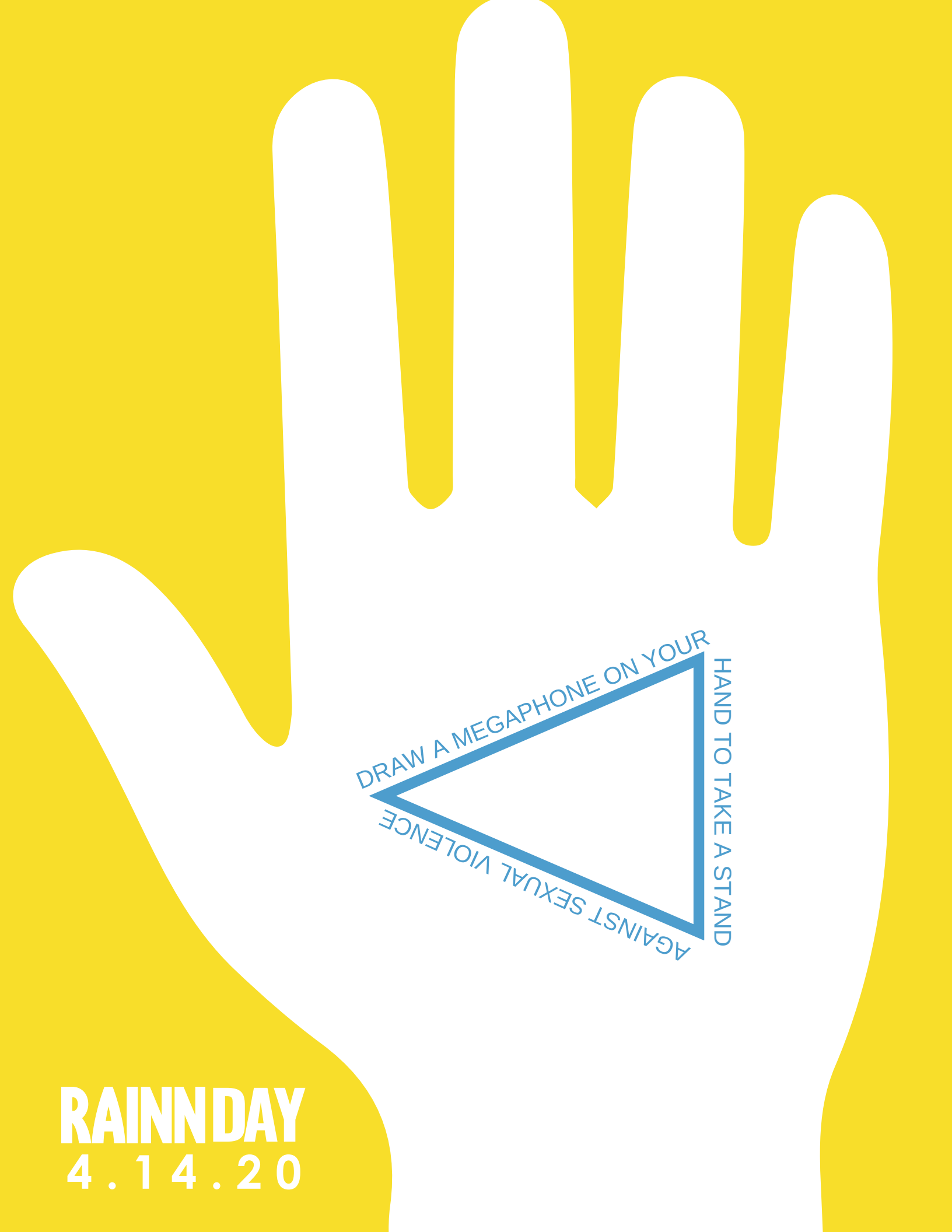
Stay involved

throughout the rest of Sexual Assault Awareness & Prevention Month (SAAPM), as well as the rest of the year.

- Fundraise money for RAINN to continue to run the National Sexual Assault Hotline with shorter wait times.
- Volunteer to work with your local sexual assault service provider or for the National Sexual Assault Hotline.
- Encourage students to continue the conversation on social media by following RAINN on Twitter, Facebook, and Instagram.

Plan & Evaluate for next year

- Provide a survey for participants to discuss what they did and didn't like.
- Check up on engagement & participation through Google search hits, Twitter analytics, & Facebook insights.
- Hold an evaluation meeting with co-chairs, sponsors, & volunteers to discuss any improvements needed for next year.

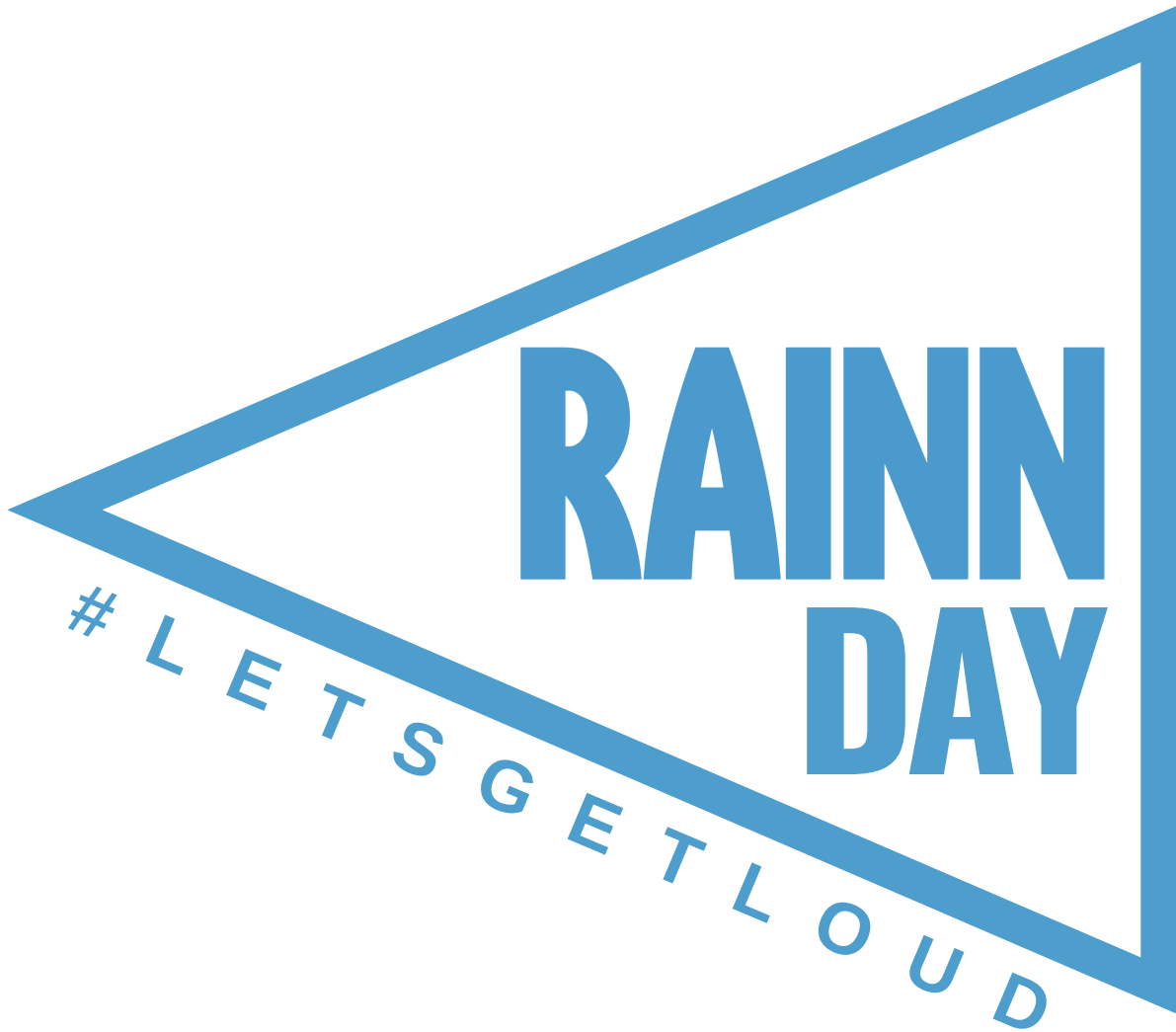


DRAW A MEGAPHONE ON YOUR
HAND TO TAKE A STAND
AGAINST SEXUAL VIOLENCE

RAINNDAY
4.14.20

DRAW A MEGAPHONE ON YOUR HAND TO TAKE A STAND AGAINST SEXUAL VIOLENCE

TUESDAY, APRIL 14, 2020



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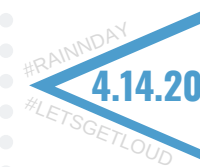
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RAINN

We believe you



NATIONAL SEXUAL ASSAULT HOTLINE

800.656.HOPE

online.rainn.org

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Confidential. Secure. 24/7.

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your fault**



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not alone**



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Te creemos



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No tienes culpa



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RAINN

EVERY 73 seconds

another American is sexually assaulted

RAINNDAY 4.14.20



Speak Up.
#LetsGetLoud

1 in 6

women

has been the victim of sexual violence

RAINNDAY 4.14.20



Speak Up.
#LetsGetLoud

1 in 33
men

has been the victim of
sexual violence

RAINNDAY 4.14.20



Speak Up.
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21%

**transgender
genderqueer
nonconforming**

college students have been sexually assaulted

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Speak Up.
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8/10

of sexual assaults go

unreported

RAINNDAY 4.14.20



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