

IT'S ON

US

IT'S ON US

CAMPAIGN ORGANIZING TOOLS

2015-2016

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Dear Friends,

Over the last year, I have been blown away by the number of people who have taken action to put an end to campus sexual assault through their partnership with It's On Us.

It's On Us is a cultural movement aimed at fundamentally shifting the way we think and talk about sexual assault. It is a rallying cry, inviting everyone to step up and realize that the solution begins with us. The campaign seeks to reframe the conversation surrounding sexual assault in a way that empowers, educates, and engages college students to do something, big or small, to prevent it. In one short year, we have taken massive strides in the fight against sexual assault and have had an overwhelmingly positive response from individuals and communities alike.

Since the launch of the campaign in September 2014, over 215,000 individuals have taken the It's On Us pledge. We have also joined forces with over eighty official partners, including corporations, non-profit organizations, and college athletic conferences. Additionally, 370 schools in 48 states have hosted a total of 625 It's On Us events. Furthermore, our two PSAs have garnered over nine million views and the campaign has totaled over three billion impressions on social media.

This year, we look forward to seeing the campaign grow even further by forging new partnerships and strengthening existing ones. We are excited to welcome you to a movement that is gaining traction at a critical time in our lives. We invite you to use this guide as a resource for planning events, using social media to gain support, and spreading the message that it's on us, all of us, to stop sexual assault.

Best,
Anne Johnson
Executive Director



THE CALL TO ACTION

In all communication, the call to action will come in two parts. The first defines the campaign. The second drives people to the site to take the pledge.

IT'S ON US TO STOP SEXUAL ASSAULT. TAKE THE PLEDGE TO BE PART OF THE SOLUTION AT [ITSONUS.ORG](https://itsonus.org)

or

STOPPING SEXUAL ASSAULT IS THE RESPONSIBILITY OF ALL OF US. TAKE THE PLEDGE TO BE PART OF THE SOLUTION AT [ITSONUS.ORG](https://itsonus.org)

ORGANIZING AN EVENT





BUILDING A CAMPAIGN ON YOUR CAMPUS

You can get involved, become a leader on your campus, and take action to end sexual assault. It's on us, all of us. You don't have to be an expert to make a difference. Below are a few simple steps to building a successful It's On Us campaign on your campus.

- 1. SET GOALS FOR YOUR CAMPAIGN.** What do you want to achieve on your campus? What kind of campaign do you want to organize? Who do you want to reach?
- 2. SPREAD THE WORD ABOUT THE PLEDGE AND ITSONUS.ORG.** Email your friends and different groups you are associated with. Post a Facebook status, Instagram photo, or Tweet calling on five friends to take the It's On Us pledge.
- 3. REACH OUT TO STUDENTS, LEADERS, AND YOUR CAMPUS COMMUNITY TO CONVENE A MEETING** to discuss sexual assault prevention on your campus and the culture that contributes to sexual assault. It's important to remember that there might be amazing organizations already working on the issue on your campus, so be sure to reach out to them first! Survivors are often leading movements to end sexual assault on campus. As new people get involved, it's important to listen to the voices of survivors with sensitivity and respect. The more people spreading the word on campus the better.
- 4. HELP ORGANIZE AND HOST A LARGE EVENT** to raise awareness about sexual assault and the responsibility everyone has to stop it. Partner with other campus organizations, student groups, or academic departments to reach as many students as possible. Partnering with recognized student groups gives you access to resources like event space, food, funding, and more.
- 5. ENSURE SURVIVORS HAVE ACCESS TO THE SERVICES AND SUPPORT THEY NEED.** Invite representatives from your campus, Title IX coordinators and staff, or a local sexual assault resource center to attend your event in order to provide immediate support to individuals who may need it. Include the contact information for the National Sexual Assault Hotline (800.656.HOPE and online.rainn.org). You can also include information for campus or local resources, such as the nearest sexual assault service provider ("rape crisis center"). To find a center near you, go to centers.rainn.org.

At the end of this toolkit you'll find more tools for planning a meeting or event.



TOOLS FOR PLANNING A GREAT EVENT

EVENTS MAY INCLUDE:

- Community discussions
- It's On Us pledge drives
- Town halls with panel discussions
- Concerts
- Bystander intervention trainings
- Visibility events
- Celebrity and athlete campus tour
- Local media events
- Social media actions

For additional ideas, [check out these events that campuses have hosted in the past.](#)

IT'S MORE FUN (AND POWERFUL) TO ORGANIZE WITH FRIENDS. Find 3-5 fellow students who are able to help coordinate and facilitate the event alongside you. Reach out to student organizations on campus to ask them to sponsor or provide support to your event.

SET GOALS FOR YOUR EVENT. What are you trying to do with your event? Do you want to educate students, raise awareness, and put pressure on decision makers? Defining your goals will help you plan an effective on-campus event.

FIND A GOOD LOCATION FOR YOUR EVENT ON CAMPUS.

Hold an event in an academic hall, auditorium, or student union. Alternatively, you can use a local restaurant, coffee shop, organization, or community center, as long as the owner of the space gives you permission to use it. You'll want to book your location for slightly longer than your event so you have time to set up and clean up. Make sure to ask lots of questions about sound, A/V equipment, an internet connection (if you need it), and other logistical questions.

THE BEST WAY TO GET PEOPLE TO YOUR EVENT IS BY HAVING FACE-TO-FACE CONVERSATIONS WITH PEOPLE YOU KNOW.

Ask your professor if you can highlight the event at the end of class. Talk to your roommates, friends, professors, greek family, and classmates.

INVITE AT LEAST 50 PEOPLE TO AIM FOR A GATHERING OF 15-20 ATTENDEES.

You can talk to them in person, via email, social media, or pick up the phone—just remember to keep a list of your attendees so you know how many people to expect. This will give you a new network of people to reach out to as you begin to organize. And don't forget the rule of halves—half of those who RSVP will show up.

GROUPS TO CONSIDER INVITING:

- Academic groups
- Campus ministries
- Campus sexual assault prevention organizations
- Women's centers
- Faculty and professor associations
- Fraternities and sororities
- Health and wellness groups
- Honor societies
- LGBT student groups
- Multi-cultural student groups
- Outdoor education groups
- Performance and dance groups
- College Democrats and College Republicans
- ROTC
- Sexual assault survivors
- School administration
- Student activities leaders
- Student athletes from all levels
- Student government
- Student health services
- Student publications
- Student religious groups
- Residence life
- Title IX coordinator
- University police



TOOLS FOR PLANNING A GREAT EVENT (CONT'D)

GET THE WORD OUT ON CAMPUS. Reach out to other campus groups such as athletes, greek letter organizations, and student government and ask them to co-sponsor the event or advertise it to their members. Pass the flyers out to local businesses, large gathering locations, coffee shops, bars, civic organizations, and public spaces. Your event is your first opportunity to invite people, so we ask that you use this opportunity to reach out to a wide group of people.

DECIDE IF THIS IS AN EVENT WHERE YOU WANT MEDIA. If the answer is yes, be sure to talk with survivors who may be telling their stories before inviting press.

GET THE WORD OUT TO LOCAL PRESS. To get the press at your event, you'll need to send out a media advisory or press release 24 hours in advance to let local press and college media know the background and details of the event. Suggestions for writing a press release can be found at the end of the toolkit.

DO YOUR RESEARCH. Find out the number for your local television and radio station's newsroom. Let them know you will be hosting a large community event on campus where you and your fellow students will gather to discuss campus sexual assault in America. Ask them who the best person is to email the media advisory and send that person your advisory over email.

BLAST OUT YOUR ADVISORY. Reach out to your school newspaper and local newspaper, asking the news desk for whoever has the education beat (or covers education issues). If there is no education reporter, let both the political reporter and the local news desk know that the event will be taking place and invite them to cover the story. Email the most relevant reporters the media advisory.

PREPARE YOUR MATERIALS FOR THE EVENT. There are a number of crucial materials and tasks that you should review, print out, and complete before your event including:

- Sign-in sheets, so that you can sign in every person who comes to your event and follow up with them later.
- Appropriate power outlets for the media to bring their audio/visual equipment.
- A microphone to project your voice during your event and to better support a question/answer period and good conversation.
- Your camera or smartphone to take pictures of your event.
- Contact information for recovery resources, such as your campus' counseling center and the National Sexual Assault Hotline (800.656.HOPE and online.rainn.org).



TOOLS FOR PLANNING A GREAT EVENT (CONT'D)

AMP UP YOUR TURNOUT WITH REMINDERS.

The more you remind people about your event, the more people you'll have in attendance. It's one of the most important things you can do to have a successful event. Here's a sample schedule you can follow to send reminders:

INVITE YOUR GUESTS two weeks to four weeks before the date of your event. Invites can be easily sent over email and social media, though you can also invite friends and colleagues over the phone or in-person.

ONE WEEK BEFORE YOUR EVENT remind attendees that the event is coming up over the phone, text, email, social media, or face-to-face conversations. Include any additional details that will get them excited.

ONE DAY BEFORE YOUR EVENT send a reminder email, phone call, or text and let them know you're looking forward to having them join you. This kind of follow-up will make a huge difference in boosting attendance.

BEFORE, DURING & AFTER YOUR EVENT

BEFORE: Your team should arrive at least 30 minutes ahead of start time to set up your event. Make sure that any audio/visual (including internet) or sound needs are addressed right away, since they often take the longest to set up and have the highest chances of giving you problems. Prepare a [feedback form](#) for attendees to fill out so you can make improvements on future events. Assign someone the job of signing in everyone who attends through a [sign-in sheet](#).

DURING: Keep someone at the door to make sure that anyone who comes in late is also able to sign in. Do your best to introduce yourself to others. The more connections you make, the stronger your relationships will be when you follow up with them after the event.

AFTER: Collect the feedback forms and sign-in sheets. Make sure to clean your room up before you leave. Assign someone to put all the data from the sign-in sheet and feedback forms into a spreadsheet or Google Doc and share it with everyone on your team. Figure out a time to meet to determine roles for following up. And celebrate your success! You did it!



FOLLOW UP

FOLLOW-UP WITH YOUR ATTENDEES

It's critical to follow up with everyone who came within 36 hours of your event. Make sure to get out your thank you cards or emails to each attendee, and let them know you'll be following up with them again in the coming weeks.

SEND YOUR SIGN-IN SHEET to contact@itsonus.org.

DEBRIEF WITH YOUR TEAM

Sit down with your team and decide what's next. Look over any feedback you received from event attendees. You don't want to lose the momentum from your event, so try to figure how to do something soon.

SAY THANK YOU

Make sure to thank everyone who helped make your event a success.



IMPORTANT DATES

Organizing around a recognized moment can draw attention to your movement.

AUGUST 31-SEPTEMBER 4: It's On Us campaign fall kickoff

AUGUST 31: New official It's On Us PSA will be released

SEPTEMBER 17-19: It's On Us One Year Anniversary

NOVEMBER 8-13: It's On Us National Week of Action

APRIL 2016: Sexual Assault Awareness Month



BACK TO SCHOOL: AN IMPORTANT TIME

As students arrive on college and university campuses at the beginning of the school year, it is important to raise awareness around the realities of campus sexual assault and point to resources students may use. The beginning of the school year can really set the tone of the It's On Us campaign at your campus. Here are some broad goals you can set as you plan the campaign for the school year:

ASSESS THE CAMPUS CLIMATE AROUND SEXUAL ASSAULT. What is the current awareness level at your school? What did your school do last year? What programs and resources exist now? What resources and people do you have access to?

BUILD STRATEGIC RELATIONSHIPS. Identify and engage key stakeholders such as decision-makers, relevant student organizations, administrative officials who can provide support, and professors who can serve as advisors. Engage freshmen and transfer students who are new to campus.

AS YOU PLAN YOUR EVENT, IT'S IMPORTANT TO ASK YOURSELF A FEW QUESTIONS. Who is your audience? What groups can you bring together? Knowing the answer to these questions will allow you to maximize your ability to reach people on this important issue.



BACK TO SCHOOL: AN IMPORTANT TIME (CONT'D)

IT'S ON US BACK TO SCHOOL ROUNDTABLE

DISCUSSION. A roundtable is a great way to start the discussion on your campus, encourage people to go beyond signing the pledge, and invite campus speakers, such as administrators, survivors of sexual assault, and Title IX coordinators, to engage with students on the issue. It can also be a place to create a coalition of student organizations, set goals for the year, and come up with next-steps for the It's On Us campaign at your campus.

As a facilitator, a few helpful tips:

- Start with name, year, and the reason you are a part of the It's On Us campaign.
- Sexual assault and rape culture is a sensitive subject. Create a safe space for your group members so that they feel comfortable sharing their thoughts and opinions.
- Don't rush through your conversations; you don't have to get through all of the questions. You can pick and choose, and if there is a follow-up question that you want to ask, feel free to add it in.

FACILITATOR SAMPLE QUESTIONS

- What do you hear about sexual assault on campus? How often is this something you talk about with your friends?
- How do you feel about the discourse around sexual assault as of late? What else can we as students do?
- What do you see as students' roles and responsibility? How can we create a better community and take initiative as students working with each other?
- What is your role as an individual and a student to promote campus safety and be more than a bystander to these situations/scenarios?
- What do you think the school is already doing well when addressing this issue? What more can the university/college/community do?
- When it comes to making administrative changes to current policy, how can we make sure all voices are heard and support survivors?
- How do you implement the It's On Us campaign successfully on your campus? What are your next steps as students to carry this campaign out successfully and throughout the years?



BACK TO SCHOOL: AN IMPORTANT TIME (CONT'D)

OTHER EVENT IDEAS

- **IT'S ON US FREEZE.** Throughout the week, identify a specific location where (at the same time) everyone will freeze in the middle of whatever they are doing. You can play It's On Us PSAs or share stories from survivors during the pause.
- **DORM STORM.** Knock on doors and ask everyone to take the pledge.
- **OPEN MIC NIGHT.** Encourage people to share their stories, perform, or discuss this issue and how to make changes on your campus.
- **EVENT PIGGYBACK** with another upcoming event on campus (a concert, speaker, or event on the quad). Add an It's On Us speaker to the schedule or play PSAs at the event.
- **IT'S ON US RALLY.** Host a large event on campus.
- **GREEK LIFE COMPETITION.** Organize a competition among fraternities and sororities on campus. Greeks could earn points for signing up people to take the pledge, hosting a roundtable discussion, or and engaging with Its On Us online. Ideas for engagement include photos of members posing with It's On Us signs next to their leaders or taking short videos of individuals taking the pledge.
- **FINDING OUR VOICE RALLY/CAMPUS KICK BACK.** Gather friends or members of a campus group to discuss and share stories from the campaign, integrating music, art, spoken word, and/or poetry.

- **TABLING/PETITION/PLEDGE DRIVE** in your student union or other busy central location on campus.
- **WRITE AN OP-ED** in your student or local newspaper.

ONLINE EVENT IDEAS

- **#ITSONUS TWITTER RALLY OR TOWNHALL.** Set a time for students to tweet at partners, celebrities, and schools encouraging them to get involved with the campaign.
- **PLEDGE ON INSTAGRAM.** Take a selfie and let your friends know that you have signed the It's On Us pledge.
- **WEBINAR/GOOGLE HANGOUT/ONLINE PANEL.** Address It's On Us with panelists that could include survivors, student groups, and/or campus administrators.

For additional ideas, [check out these events that campuses have hosted in the past.](#)



NATIONAL WEEK OF ACTION

Each semester, the It's On Us Campaign conducts a National Week of Action, where thousands of young people from across the country host and participate in events and actions designed to raise awareness around the campaign and ultimately, foster a culture of consent. Each day of the National Week of Action will center on a different theme. Below are a few ways that you can join the movement to end sexual assault.

MONDAY—IT'S ON US KICKOFF

- Begin an It's On Us social media takeover using the hashtag #ItsOnUs. Follow #ItsOnUs on Twitter and Instagram for the latest updates.
- Host a pledge drive in your student center or in another high-traffic zone on campus.
- Host a screening of “The Hunting Ground,” a documentary exploring the sexual assault epidemic on college campuses, to begin the discussion on your campus. (Note: A screening fee will apply.)
- Host a kickoff rally to launch the Week of Action on your campus. Consider inviting well-known community leaders.

TUESDAY—GOT CONSENT?

- What does consent mean to you? Post an image on social media to let your friends know! Use the hashtags #GotConsent? and #ItsOnUs.
- Have a discussion—big or small—with your peers about affirmative consent. Every discussion is important, whether it's with one person or 100 people.

- Read the article, “[Consent Must be Created, Not Given](#),” written by “Party With Consent” founder Jonathan Kalin and discuss your thoughts with attendees.
- Work with your campus health center, women's center, and/or other stakeholders to host a consent workshop.

WEDNESDAY—BE MORE THAN A BYSTANDER

- Check out these [bystander intervention tips](#)!
- Share one of the images included later in this toolkit on social media to highlight the importance of bystander intervention in preventing sexual assault to your friends.
- Host a viewing of the It's On Us PSA “Bystander” and host a discussion.
- Work with local sexual assault resource groups to host a bystander intervention training.



NATIONAL WEEK OF ACTION (CONT'D)

THURSDAY—SUPPORTING SURVIVORS

- Pass out teal ribbons to students in your student center or another high-traffic zone on campus. Teal is the official color for sexual assault awareness and prevention.
- Host a workshop on how to support survivors if and when they disclose. This workshop should include information on how to create a safe space, language that you should and should not use, appropriate responses, etc. Check out [this resource from RAINN](#) for more information.
- Invite survivors to share their stories on a speak-out panel. Ensure that this panel is a safe space for survivors and that media is not present unless approved by all speakers.
- Host a survivor safe space event where survivors can share their stories and experiences with other survivors in order to build community, solidarity, and support. Note that allies are welcome only at the direct invite of a survivor for reasons of confidentiality and trust.

FRIDAY—WHAT'S NEXT?

- Begin thinking of ways to expand the conversation on your campus and in your community. Look back on any feedback you may have gotten from event attendees to determine what students are interested in attending in the future.
- Host a panel with school administrators, campus leaders, and other stakeholders to discuss goals for the future. Think about what the current awareness level is on your campus, what programs and resources exist now, what programs and resources you wish to see in the future, what groups still need to be engaged, which policies need to be changed, etc.



CREATING SUSTAINED CHANGE

You have taken the first steps to creating change at your school. However, changing the culture around sexual assault requires a long-term commitment beyond your time in higher education. Make sure you are taking steps to solidify your actions and document your steps for future students.

BUILD LISTS of students and others participating in all of your events and make sure you constantly engage them with your work and future opportunities to get involved.

EXPAND THE CONVERSATION and engage others. We provided a quick list of groups and administrators to reach out to, but you should always remain vigilant for new people to target. Ideas include (1) establishing regularly scheduled meeting times to discuss new and fun ways to raise awareness on campus, (2) hosting happy hours or social events to build community with different individuals on campus—it's always easier to organize actions when you are planning with friends—and (3) developing a list of “non-traditional” allies or student groups to partner with on future events in order to expand your work and increase your impact.

CONTACT ALUMNI who were involved in anti-violence movements in the past and engage them in your work. Ask for their advice and invite them back to campus to share their experiences. Alumni have considerable sway with college administrations, and alumni letters of concern, petitions, and promises not to donate are taken very seriously.

HAVE YOUR SCHOOL COMMIT to building regular programming, trainings, and education on the prevention of sexual assault. School engagement should not be limited to one event at the beginning of the year, but rather regular conversations that become part of school culture.

CREATE PIPELINES OF LEADERSHIP. Look out for consistent volunteers and event attendees who show promise in helping plan new events. A movement is built by people, and new students must be engaged regularly.

BE AN ACTIVE BYSTANDER. Keep a vigilant eye on things you see in your community and report to the authorities when you see something wrong

S O C I A L M E D I A





DIGITAL ORGANIZING

FOLLOW IT'S ON US on Facebook, Twitter, Tumblr, and Instagram. Invite your friends to do the same. Share the latest campaign updates with your personal network.

USE THE HASHTAG #ITSONUS to engage others. Encourage your followers to take the pledge, share the PSAs, tweet out updates from your work on the campaign, and share the latest news stories surrounding sexual assault prevention.

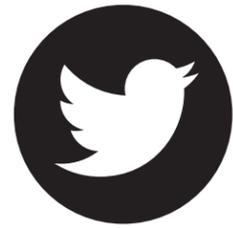
- Promote and live “broadcast” events on your social media pages.
- Capitalize on local and national moments. For example, Sexual Assault Awareness Month is nationally-recognized moment that draws attention and press to the cause from around the world. You can also organize around smaller, local moments, like a Board of Trustees meeting.
- Make content specific to your campus or community. You can choose to highlight what policies are being enacted or should be enacted, resources available to survivors in your area, or spotlights on local leaders and activists working to make change.
- Use photos, graphics, and videos to draw attention to your message in a creative way.

JOIN THE MOVEMENT. Take a selfie stating your pledge to end sexual assault. Round up a group of friends or co-workers and make a video.

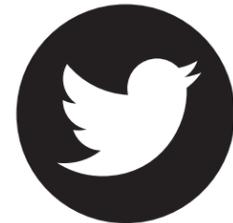
RALLY SUPPORTERS. An organized social media chat or rally is a great way to build buzz.



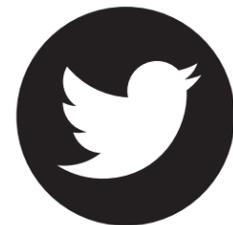
SAMPLE TWEETS



It's on all of us to stop sexual assault. I took the pledge to be a part of the solution and you can too at [ItsOnUs.org](https://itsonus.org) #ItsOnUs



Everyone has a role to play in stopping sexual assault. I took the pledge at [ItsOnUs.org](https://itsonus.org). Join me! #ItsOnUs



#ItsOnUs to call non-consensual sex what it is—rape. Pledge to stop campus sexual assault and share the PSA at itsonus.org.



#ItsOnUs to stop campus sexual assault. Share the newest PSA and join the movement growing on campuses nationwide at itsonus.org.

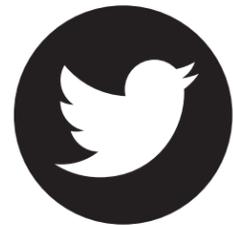


SAMPLE EVENT TWEETS



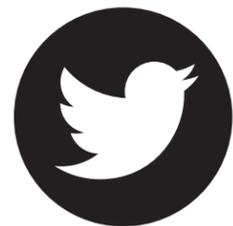
The #ItsOnUs Week of Action is kicking off with [EVENT]! Get involved with #ItsOnUs today: [LINK]

The #ItsOnUs Week of Action is kicking off with a pledge drive at Webster Hall! Get involved with #ItsOnUsOSU today: itsonus.org



#ItsOnUs, [SCHOOL]! Come to [PLACE AND TIME] for [EVENT]: [LINK]

#ItsOnUs, @nyuniversity! Come to Lester Hall today at 2PM for a roundtable discussion on campus sexual assault: itsonus.org



It's easy to involved during the #ItsOnUs National Week of Action— [GROUP] is hosting events all week! [LINK TO EVENTS]

It's easy to involved during the #ItsOnUs National Week of Action—the @ILStudentSenate is hosting events all week! itsonus.org



HOSTING A TWITTER CHAT

SAMPLE QUESTION

Q1: What measures are already in place on campus to protect survivors, and how can they be improved? #ItsOnUsLSU

A1: The health center has a 24-hr. crisis line available, but the university should appoint a neutral investigator in all cases #ItsOnUsLSU

DECIDE ON A TOPIC. The discussion should focus on something more specific than simply “sexual assault prevention.” Consider narrowing your focus to prevention within a single campus or community, Title IX rights, bystander intervention, domestic violence—anything!

INVITE PARTNERS to join your discussion. You should not expect to fuel the conversation alone. Ask local advocacy groups, local officials, health organizations, or anyone else involved in the sexual violence prevention and health movement to participate and share their knowledge.

PICK A UNIQUE HASHTAG to track. An official hashtag will allow you to easily follow the conversation. Make sure to use it in every question and answer, and encourage all participants to do the same.

WRITE A SCRIPT. Come up with around 10 questions to fuel the discussion, as well as their answers. Share the questions with your partners so they can come with answers ahead of time as well. Questions and answers should be labeled and follow a set format.

PROMOTE YOUR CHAT. Pick a date and time (chats should last about an hour). Share the event on your social media platforms and have partners do the same.

EXECUTE. Promote your event throughout the entire day leading up to your chat. Let everyone know when you’re starting, and tweet out questions and answers in even intervals. For example, if you have 10 questions for an hour-long chat, send out a question every six minutes. Encourage those following the chat to ask their own questions. Retweet your partner’s answers and interesting or helpful answers from those following the conversation.

FOLLOW-UP. After the chat is finished, pull together the conversation in a wrap-up blog post or Storify that you and your partners can share. If you have the capabilities, run a report to figure out how many people participated in the chat and how many people your hashtag reached. Websites such as TweetReach.com and TweetBinder.com provide these services.



HOSTING A TWITTER RALLY

Much like a Twitter chat, rallies should focus on a specific topic and engage a variety of partners.

CHOOSE A MESSAGE. Instead of facilitating a Q&A, rallies are meant to blast followers with information. Use a unique hashtag to track the conversation.

SET A DATE AND TIME, and encourage your followers and partners to use the hashtag and message continually throughout the set time.

PREPARE YOUR CONTENT. Depending on your chosen topic, curate a mix of statistics, news stories, personal stories, actions you can request your followers take, and information on the It's On Us campaign. You should plan to be sharing content every five minutes, so make sure to have enough to last throughout the entire rally!

EXECUTE. Retweet and respond to partners and followers while rapidly sharing your own content. The goal is to spread your message to as many people as possible, whether that be through a trending hashtag or aggressive partner participation.

MESSAGING





HOW WE TALK

In order to ensure our target hears us, we need to speak their language. That means the brand needs to be flexible in how it comes to life and that the personality of the brand will change based on who is speaking on its behalf. Below are some general guidelines on how we should think about the brand, across executions.

WE ARE

Self-Confident

Empowering

Inviting

(“be a part of it,” “join us”)

In the know

Action-oriented, Solution-driven *(“you can _____”)*

WE ARE NOT

Pleading

Dictating

Guilt-tripping

(“you should be doing X”)

Professorial

Passively educating, citing problems *(“did you know?”)*



LANGUAGE

The following are examples of the range of language that individuals and groups can use to message what they and their members can do about sexual assault.

IT'S ON US TO _____

- Recognize that if someone doesn't or can't consent to sex, it's sexual assault
- Make sure everyone knows that if a partner doesn't or can't consent to sex, it's sexual assault
- Take responsibility for our actions and our inaction
- Realize we have a role to play in stopping sexual assault
- Create an environment where everyone feels, and is, safe
- Step in if a friend is doing something that could lead to sexual assault
- Get someone home safely if he or she needs help
- Hold our friends accountable
- Tell our friends if what they are doing is wrong.
- Never blame the victim
- Be more than a bystander
- Stop a sexual assault any way we can
- Keep an eye on someone in a vulnerable situation
- Not look the other way
- Do something to get in the way of a sexual assault
- Step up and say something
- Let our friends know what is and is not acceptable
- Not give our friends a pass
- Help a survivor report a sexual assault if he or she wants to
- Look out for someone who has had too much to drink
- Get in the way if we see something happening
- Stand up to those who tell us it's not our business
- Call non-consensual sex what it is—sexual assault
- Act when we think someone is in trouble
- Be part of the solution, not part of the problem
- Always be on the side of the survivor
- Make sexual assault unacceptable
- Take reports of sexual assault seriously
- Trust the survivor
- Stop someone from doing something we know is wrong



THE FACTS

- 1 in 5 women and 1 in 16 men are sexually assaulted in college
- 40 percent of survivors fear reprisal by their attacker
- Only 2 percent of incapacitated rape survivors report assault
- Only 13 percent of rape survivors report assault
- 8 in 10 survivors knew their attacker (friend, significant other, etc.)
- It is estimated that between 2 and 7 percent of sexual assault reports are false

Source: NotAlone.gov

CAMPAIGN TOOLS





BRAINSTORMING WORKSHEET

Interested in holding an event in collaboration with the It's On Us campaign? Take some time to fill in what your event will look like:

- What goals do you want to accomplish at the event?
- Where are some places you can host the event?
- When will your event be?
- What groups on campus can you reach out to for assistance in hosting the event?
- What faculty members or school officials should you invite to the event?
- Who are some people you can invite to speak at the event?
- What resources are available to you on campus?
- How many volunteers will you need?
- Do you need any funds to run the event? If so, are there any groups that can help pay for it?
- Will your event need food?
- What supplies will you need (audio/visual equipment, visual aids, etc.)?
- How many people do you want at your event?
- How will you get the word out about the event? How can you publicize the event?
- What will be your role in planning the event?
- Where will you post information about the event (signs in the student union, on Facebook, etc.)?
- Who will fill out the event tracker with the event details?



SAMPLE EVENT FEEDBACK FORM

EVENT FEEDBACK FORM

Thank you for your interest in the It's On Us campaign at [INSERT SCHOOL NAME]. In order for us to provide programming to students in the most effective way, please answer the following questions. Surveys will be used only to improve on future events and will remain anonymous. Thanks for your cooperation!

Are you a student at [INSERT SCHOOL NAME]?

Graduation year?

Were you aware of the It's On Us campaign before attending this event?

If yes, how did you hear about it?

Did you find the information presented today useful?

Would you like to get more involved with [It's On Us](#)? If so, what would you be interested in doing with the campaign?

[DOWNLOAD .DOC](#)



HOW TO WRITE A PRESS RELEASE

A **news release or press release** is a written statement that alerts media outlets to a public announcement you're making and is released just before you make your announcement. Your release should contain all the information a reporter might need to write an article, as well as contact information in case he or she has follow up questions.

A **press advisory** alerts the media of an upcoming event and is usually issued a few days before the event to give reporters enough time to add your event to their schedule.

- **INCLUDE THE BASICS.** Who, what, when, where, why, and how?
- **KEEP IT SHORT.** 1 page is perfect.
- **USE GRAPHICS OR PHOTOS** whenever possible.



CUSTOM BADGE DOWNLOAD





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rape x
Sex without consent

THE CORRECT TERM FOR
SEX WITHOUT CONSENT IS RAPE.

IT'S ON
US
Take the pledge to help
end sexual assault at
ItsOnUs.org

CLICK TO DOWNLOAD

She wanted it to stop x
She wanted it

THE CORRECT TERM FOR
SEX WITHOUT CONSENT IS RAPE.

IT'S ON
US
Take the pledge to help
end sexual assault at
ItsOnUs.org

CLICK TO DOWNLOAD

yes x
She didn't say no

THE CORRECT TERM FOR
SEX WITHOUT CONSENT IS RAPE.

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US
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CONTACT
INFORMATION





CONTACT INFORMATION

If you need further clarification or have other requests, please contact contact@itsonus.org.

To order It's On Us merchandise, visit our online store at itsonus.org.



THANK YOU TO OUR
SUPPORTERS

