Dear Supporter -

Thank you for your interest in helping Callisto expand access to our cutting-edge encryption technology that empowers campus survivors and increases the likelihood that serial perpetrators will be held accountable! This toolkit includes information about Callisto, instructions for getting started, tips for fundraising, event ideas, and sample social media posts that you can use to help spread the word!

If you have any questions or want to get involved beyond fundraising, please reach out to our team at:
engage@projectcallisto.org

With your help, we can create a culture of accountability, support, and empowerment for sexual assault survivors on college campuses, nationwide!

In Service,
Tracy DeTomasi, CEO
Callisto is a national nonprofit that leverages cutting-edge encryption technology to empower student survivors, provide a safe alternative to reporting, and increase the likelihood that repeat offenders will be held accountable. Our proprietary system, Callisto Vault, consists of 2 tools: the Matching System & the Encrypted Record Form.

Matching System

Survivors can safely determine whether others have been harmed by the same perpetrator without having to publicly disclose or report to authorities. To enter into Matching, survivors simply provide a unique identifier of the perpetrator (i.e. social media handle) and the state where the assault took place.

If 2 or more survivors identify the same offender, a match occurs and all matched survivors then receive free and confidential legal options counseling.

Encrypted Record Form

Survivors can also create a secure & timestamped record of their assault using Callisto Vault's Encrypted Record Form. This can help process trauma or serve as a reference should they choose to report.

Benefits of Callisto Vault

- **Encrypted Technology**
  Callisto’s proprietary system keeps data secure, while protecting the identities of both survivors & identified perpetrators.

- **Trauma-Informed**
  Callisto Vault was designed to minimize retraumatization, help survivors regain their agency & promote healing.

- **Reporting not Required**
  Survivors can use Callisto Vault regardless of whether they reported, or plan to report, to authorities.
Why We’re Fundraising

Currently, just over 40 college campuses have access to Callisto Vault. However, with nearly 2.5 million college students experiencing sexual assault each year, we believe that ALL campus survivors deserve protection, support, and options. We have determined that if we raise $2.5 million (approximately $1 per survivor) we can expand access to EVERY campus by fall of 2023! This is particularly important, as we know that repeat offenders (whether students, coaches, or faculty) often perpetrate across campuses.

How YOU Can Help

You can help us accomplish our goal by becoming a Callisto fundraiser!

Getting Started is Easy!

Go to our fundraising page give.projectcallisto.org and click 'Become a Fundraiser.'

Decide whether you want to create an individual page, join an existing team, or create a new team.
1. **Personalize** - Adding a picture and sharing why this cause is important to you in the Story section of your fundraising page can help your loved ones feel more connected to the cause.

2. **Make Your Page Easy to Find** - Add your fundraising page link to your IG or Twitter bio or in a pinned post. The easier it is to find, the easier it will be for people to donate!

3. **Be the First Donor** - Sometimes people are slow to be the first to donate to a new page. If you’re able to make even a small donation, it can help get things started and inspire others to give, as well!

4. **Share, Share, Share** - Share the link to your fundraising page (regularly), share why this cause is important to you, & share updates along the way! You can even download our [free printables](#) with QR codes to the main fundraising page. If you would like some that link to your fundraising page, just email support@projectcallisto.org.

5. **Practice Asking Directly** - This can be the toughest part of starting out fundraising. But some people are extremely responsive to direct asks. This can be the case with close family members, or even friends. Try texting or emailing a close relative sharing that you are fundraising for Callisto and if they are able to contribute or share your page, it would mean a lot to you. And don’t forget to include the link :)

6. **Thank Donors Publicly** - Thanking donors publicly (on social media for example) can be great way to acknowledge their generosity, while also inspiring others to donate!

7. **Make it Fun!** - This is an opportunity to get creative! Games aren’t just for kids...adults get into them, too! Some of our team have been using [this interactive map](#) where you can ask loved ones to ‘sponsor’ a state by making a donation. And then you can fill in the map by checking off the states and reposting the image.

Get Started: [give.projectcallisto.org](http://give.projectcallisto.org)
Relevant Stats

- Approximately 2,468,700 college students experience sexual assault each year.
- Over 90% of campus sexual assaults are committed by repeat offenders who perpetrate an average of 6 assaults before they graduate.
- Only 6% of student survivors report to Title IX or the police.
- If repeat perpetrators were stopped after their 2nd assault, rather than the average of six, campus sexual assault would decrease by 59%.

Sample Social Media Posts

90% of campus #SexualAssaults are committed by repeat perpetrators. Why do so many offenders commit SA over and over again? Because they rarely face accountability. @Callisto is determined to change that. And you can help! Donate here: [add fundraiser link]

@Callisto empowers #SexualAssault survivors and provides a safe alternative to reporting or relying on whisper networks. Help expand access to ALL college campuses, nationwide! Donate here: [add fundraiser link]

Imagine if #SexualAssault survivors could find out if the person who harmed them was a repeat offender without having to report or disclose publicly. With @Callisto they can. Help expand access to this invaluable resource to ALL college campuses! [Add fundraiser link]

Please help me empower #SexualAssault survivors and create a culture of accountability in academia, nationwide! With @Callisto, repeat offenders can be identified across campuses, states, and disciplines. [add fundraiser link]

Thank you [donor’s name] for helping expand access to Callisto Vault to ALL U.S. campuses! @Callisto uses innovative technology to empower survivors and tackle serial #SexualAssault on college campuses! Please consider donating to help me reach my goal: [add fundraiser link]
1. **Percentage Night** - Collaborate with a local business, restaurant, artist, or crafter and arrange for a % of proceeds for a given day/week/product to be donated to Callisto. And make sure to spread the word!

2. **Dinner Party** - Host a potluck dinner, cocktail hour, or sell tickets and invite guests to a rented venue, a volunteer’s home, or your office for a delicious meal. Make sure to share why expanding Callisto Vault is so important, while guests have the opportunity to eat, connect, and give.

3. **Raffle or Giveaway** - Reach out to local businesses for a donation of a spa package, piece of artwork, jewelry, or something else - get creative! And invite people to enter to win by making a donation. This can be done virtually or in person.

4. **Exercise Lessons** - Whether you focus on yoga or kickboxing, host an event where participants can donate to attend an exercise class from a local expert. To find a qualified instructor, reach out to local gyms or workout studios to see who might be interested in donating their skills for a good cause.

5. **Art Class or Exhibit** - Plan an event where donors can either create or appreciate art. Arrange a painting class or art show where participants can get creative and inspired, while empowering survivors and supporting Callisto’s expansion to all campuses!

6. **Comedy Show or Concert** - Invite comedians or bands to perform at a local venue to support Callisto. Sell entry tickets and provide additional donation opportunities through food and beverage purchases.

7. **Walk-a-Thon or 5K** - Invite friends, family, and community members to get moving for a good cause. Participants can create a fundraising page and ask loved ones to sponsor them with a donation. Event can be in-person or virtual.

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