Dear Friends,

Over the last year and a half, 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 275,000 individuals have taken the It’s On Us pledge. We have also joined forces with over 90 official partners, including corporations, non-profit organizations, and college athletic conferences. Additionally, 483 schools in 48 states have hosted a total of 1,100 It’s On Us events. Furthermore, our three PSAs have garnered over nine million views and the campaign has totaled over two 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,

The It’s On Us team
THE CALL TO ACTION

We are asking everyone to commit to create an environment—be it a dorm, a fraternity or sorority, a club or a bar, a locker room or an entire college campus—where sexual assault is unacceptable.

Raising awareness. Holding ourselves and each other accountable. Looking out for those who cannot consent.

IT’S ON US. ALL OF US.
ORGANIZING ON CAMPUS
Organizing around a recognized moment can draw attention to your movement.

**MARCH 13–APRIL 4:** NCAA March Madness  
**APRIL:** Sexual Assault Awareness Month  
**APRIL 3–9:** It’s On Us National Spring Week of Action  
**SEPTEMBER 17:** It’s On Us’ 2nd Anniversary  
**OCTOBER 23–29:** It’s On Us National Fall Week of Action
HOSTING AN EVENT ON YOUR CAMPUS

It’s on us, all of us to take action and get involved to end sexual assault. You don’t have to be an expert to make a difference. Below are a few simple things consider when hosting a successful It’s On Us event on your campus.

1. **SET GOALS FOR YOUR EVENT.** What are you trying to accomplish through the event? Who are you trying to activate? What message are you trying to get out?

2. **BUILD TOWARDS A MOVEMENT.** Good organizers host wonderful events. Great organizers host wonderful events AND keep a record and contacts of everyone who attends their event so they can follow up with them and give their attendees different ways to keep engaging with the issue. Attendees can be invited to future events or even become partners and hosts for the It’s On Us campaign. They might be interested in joining your organization or getting on your email list. There are so many ways to keep the energy going after your event!

3. **REACH OUT TO STUDENTS, LEADERS, AND YOUR CAMPUS COMMUNITY.** 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. **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.
LAYING OUT EVENT LOGISTICS

DETERMINE THE FORMAT OF YOUR EVENT. Is it a group discussion? An interactive activity? A display? For additional ideas, check out these events that campuses have hosted in the past.

FIND A GOOD LOCATION FOR YOUR EVENT ON CAMPUS. Remember to book the room and secure any audio and visual equipment you might need!

CHOOSE A DATE, TIME, AND TITLE FOR YOUR EVENT. Don’t forget to consider holidays and popular campus events when scheduling your event.

DETERMINE WHO SHOULD BE INVITED TO THE EVENT. Are there faculty, school officials, or students who should be invited? Should a reporter from the school or local paper be invited? Is a speaker needed for the event, and if so, who should be invited to speak?

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 and coaching staff
- Student government
- Student health services
- Student publications
- Student religious groups
- Residence life
- Title IX coordinator
- University police
LAYING OUT EVENT LOGISTICS (CONT’D)

PUT TOGETHER AN OUTREACH PLAN. What will you do to make sure the right people are at the event? When and to whom should you reach out? When will you send out reminders? How will you get the word out about the event? Keep in mind that only about half of those who RSVP will actually show up, so your RSVP goal should be double the actual attendance goal (example: RSVP of 50 people to aim for a gathering of 25 attendees).

PUT TOGETHER A SOCIAL MEDIA PLAN. Is there a social media component before, during, or after your event? What does that look like? Is there a hashtag?

DETERMINE THE ROLES FOR ORGANIZERS. Who will be running the event, and what are their roles? Do you need a facilitator, VIP handler, or photographer to ensure your event runs smoothly?

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).
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 AND EVENT PHOTOS AND VIDEO 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.
**IT’S ON US 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?
• **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.
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.
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](https://www.rainn.org) 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.
Has your campus administered a campus sexual assault climate survey? In order to come up with ways to improve efforts to prevent and handle sexual assault, campus communities must determine the extent of the problem and how current efforts are working or failing.

A climate survey is an assessment tool for your campus community. It examines the prevalence or incidence of sexual assault, as well as perceptions of campus climate around the issue. The survey may measure attitudes of the campus community about the campus atmosphere regarding sexual assault. This can be measured by asking members of the community about the way the campus and peers respond to sexual assault, the viability of campus policies, how much campus leaders care about the issue, and how safe students feel.

**WHY SHOULD WE CONDUCT A CLIMATE SURVEY?** Survivors rarely report sexual assault to campus or local law enforcement, and many do not access formal services, such as crisis centers. The result is that official statistics underrepresent the extent of the problem. Although a climate survey is by no means perfect, having a more accurate illustration of the problem will better allow schools to prevent and respond to sexual assaults. Data collected will also allow each campus community to tailor the response, intervention, and prevention efforts against sexual assault.

Climate surveys should be administered periodically. Regular accounting of the campus climate through a survey has the potential to show changes over time, illustrating the effectiveness or ineffectiveness of the campus’s efforts, and multiple surveys over time can demonstrate the university’s commitment to preventing and properly handling sexual assault.

**WHAT SHOULD A CLIMATE SURVEY TELL US?** Climate surveys should tell the campus community the extent of the problem of sexual assault and perceptions of the campus climate surrounding the issue. The extent is measured by two factors—prevalence rates and incidence rates. Prevalence rates illustrate the number of people who have been victimized during a time frame.
Incidence rates show the overall number of assaults during a set timeframe. The perceptions of the campus climate measures attitudes among students, faculty, staff, and/or administrators about the campus atmosphere around sexual assault. The survey may ask questions about how the respondent feels about the way the campus responds to sexual assault, the viability of campus policies, how much campus leadership cares about sexual assault, adequacy of campus resources and trainings, and how safe students feel. The climate survey can also show changes over time, which may help identify successful policies.

**WHAT ARE SOME WAYS I CAN SHARE DATA FROM THE CLIMATE SURVEY?** The results of a climate survey should be shared with students and the wider campus community to raise awareness and mobilize for change. Members of the campus community can host roundtable discussions and create a space where students can discuss the results and share ideas for addressing issues and areas for growth revealed in the findings. Administrators and student organizations can reach more students through social media graphics and posters that visualize the results in an easily digestible format. Using the results to spotlight the extent of campus sexual assault has the potential to make the campus community recognize the problem as something that is not just a problem on other campuses.

**WHAT IF MY SCHOOL DOESN’T HAVE A CLIMATE SURVEY?** Not having a climate survey is an opportunity for community members to engage the school administration. Talk to your student government, meet with student organizations and administrators, and tell them about the importance of having a climate survey!

**TO LEARN MORE, CHECK OUT THESE RESOURCES:**
- “Sexual Violence Task Force Report”: Ohio State Undergraduate Student Government
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.
SOCIAL MEDIA
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.
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 #ItsOnUs

Everyone has a role to play in stopping sexual assault. I took the pledge at 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

DETERMINE 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.

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
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.
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?”)
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

**LANGUAGE**
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
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.
CAMPAIGN TOOLS
It’s important to carefully plan out the details of your event to ensure everything goes smoothly. Make sure you set the event start time, plan out who will host the event and introduce the speakers, and determine what the order of speakers is. Remember, no detail is too small!

**ROUNDTABLE DISCUSSION, 6:00–8:00 PM**

**5:00 PM: STAFF ARRIVES**
- Set up registration table to check in guests.
- Stuff folders with reports and It’s On Us toolkits.
- Put up directional signs.
- Set up event space with microphones, tables, computers, and food.

**6:00 PM: EVENT BEGINS**
- Students grab pizza and take the online It’s On Us pledge.

**6:15 PM: OPENING REMARKS**
- Jamal, captain of a campus sports team, and Sarah, a volunteer at the campus health center, give welcome remarks, provide background on the event, outline discussion objectives, and ask attendees to introduce themselves.

**6:30 PM: OPEN DISCUSSION**
- Jamal leads an open discussion of what students think their school should do regarding sexual assault on campus.
- Sarah leads a presentation on students’ rights and Title IX and how students can file a complaint.

**7:15 PM: FACULTY DISCUSSION**
- Anne, the undergraduate dean, discusses available campus resources and possible next steps the campus can implement.

**7:30 PM: CLOSING REMARKS**
- Sarah and Jamal wrap up the evening.

**7:45 PM: STAFF CLEAN-UP**
## SAMPLE SIGN-IN SHEET

### It’s On Us Sign-In Sheet

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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?
CUSTOM BADGE DOWNLOAD

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**THE CORRECT TERM FOR SEX WITHOUT CONSENT IS RAPE.**

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CLICK TO DOWNLOAD

CLICK TO DOWNLOAD

CLICK TO DOWNLOAD
CONSENT.
IF YOU DON'T GET IT, YOU DON'T GET IT.

Sex without consent is not sex. It's sexual assault. And it's on us, all of us, to help stop it.

Learn how and take the pledge at ItsOnUs.org

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WATCH AND SHARE IT’S ON US PSA’S

ANTHEM

Bystander

ONE THING
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 shop.itsonus.org.
THANK YOU TO OUR SUPPORTERS