



CHAPTER STARTER PACK

2026–2027 Organizing Year | Version 1.0

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LETTER FROM THE EXECUTIVE DIRECTOR

Dear Organizer,

Campus sexual assault is one of the largest public health crises facing young adults across our nation: one in five women, one in four trans and gender nonconforming students, and one in 13 men will be sexually assaulted during their time in college. Despite efforts to reform institutional approaches to sexual violence prevention and response, these numbers have remained stagnant for more than 30 years.

In today's climate, we face new challenges to our work — from the rollback of critical Title IX protections for survivors to a lack of enforcement of laws requiring institutions of higher education to provide prevention education to their students. However, with new challenges come new opportunities for innovation, advocacy, and culture change. It's On Us is here to support you in testing new prevention strategies, organizing your peers, and holding your colleges and universities accountable to creating cultures of consent within their campus communities.

I joined It's On Us as Executive Director in 2017 because I want to live in a world where no student graduates college having been sexually assaulted. The only way we will achieve that future is if institutions are investing in comprehensive, evidence-based models for prevention that drive true cultural, attitudinal, and behavioral changes within their student bodies.

It's On Us to end sexual assault.

In solidarity,

Tracey Vitchers

Tracey Vitchers
Executive Director
It's On Us

About It's On Us

It's On Us was founded in September 2014, as a public awareness campaign of the Obama-Biden Administration, following recommendations from the White House Task Force to Prevent Sexual Assault that noted the importance of calling everyone into the conversation on sexual assault prevention.

Since then, It's On Us has grown into the nation's largest nonprofit program dedicated to college sexual assault prevention, training a national network of student-led campus chapters to become peer-educators; developing suites of prevention education programs; and conducting and publishing research to expand the field of knowledge on violence prevention and inform our work.



Our Vision

It's On Us envisions a world in which no student graduates college having experienced sexual violence because we have created a culture of prevention within higher education.

Our Mission

It's On Us is on a mission to build the movement to combat campus sexual assault by giving students of all identities, especially young men, the tools to address the cultural norms at the root of sexual harm. We do this by activating the largest student organizing program of its kind in grassroots awareness and prevention education programs.

Our Impact

Our work is grounded in a peer-to-peer sexual assault prevention education model that empowers students to teach one another sexual assault awareness and consent education, bystander intervention, survivor support, online dating safety, dating violence prevention and response, and how to build healthy relationships.

Over the Last 12 Years:

452k+

pledges signed

15k+

educational
programs hosted

500+

college campuses
engaged

340+

collegiate chapters
established

Meet the Team



Tracey Vitchers
Executive Director

Organizing & Training



Blake Kitterman
Director of Campus
Organizing & Training



Timothy Page
Campus Organizing &
Training Program Manager

Men's Engagement



Kyle Richard
Director of Men's
Engagement &
Special Projects



Patrick Maddox
Men's Engagement
Program Associate

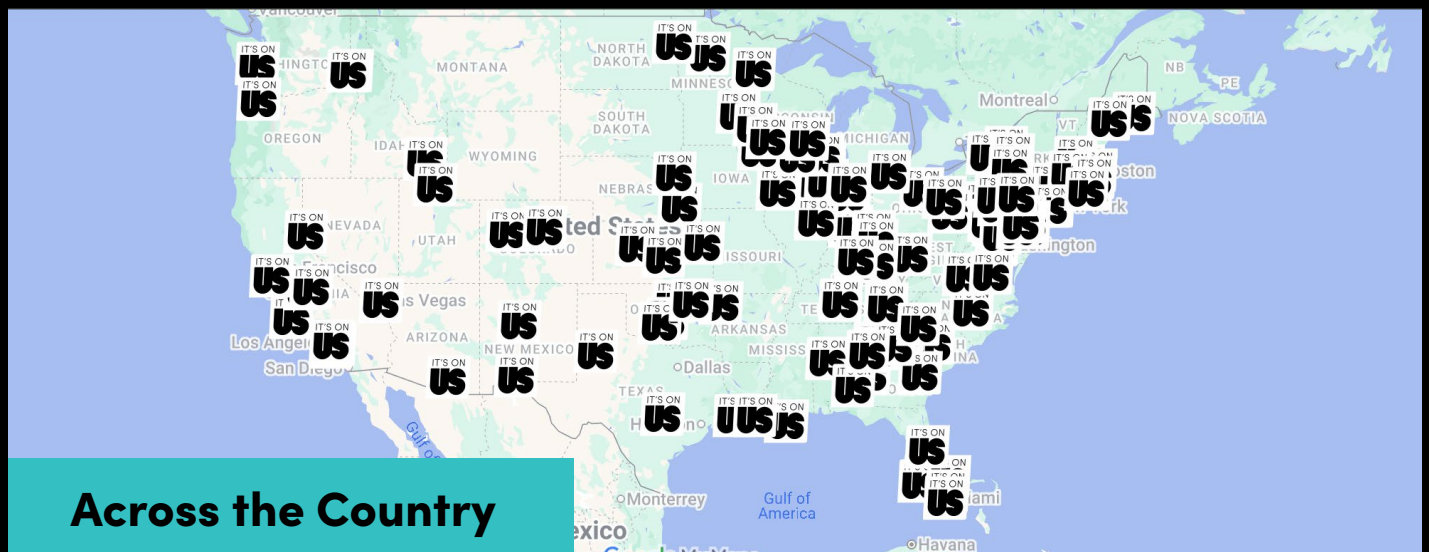
Research & Program Development



Dr. Colleen McDaniel
Director of Research &
Program Development



Dr. Chloe Dunston
Research & Program
Development Assistant





PEER EDU

Prevention Education Empowerment, Resource-building (PEER) EDU

Our PEER EDU certification program is dedicated to empowering our national network of It's On Us student leaders with the tools to educate their peers with engaging, evidence-informed content. Through fun workshops, customizable events, and chapter organizing opportunities, certified peer educators inspire positive change on their campuses and beyond.

The PEER EDU certification program is free and open to student members of registered It's On Us chapters.

Our core prevention workshops:

1. Align with national prevention standards
2. Can be adapted to any campus
3. Integrate culturally responsive approaches to support systemically underserved populations
4. Support you at every stage of growing your prevention organizing skills

Certification at a Glance

TIER I: FOUNDATIONS OF PREVENTION

BEST FOR:

New members or new chapters

CERTIFICATE EARNED:

Prevention Educator

SUMMARY:

Learn the fundamentals of campus sexual violence prevention and how to organize peer-led education. Complete all four trainings in this tier to earn your certificate.

TIER II: DEEPENING YOUR IMPACT

BEST FOR:

Returning peer educators ready to explore intersecting issues

CERTIFICATE EARNED:

Prevention Strategist

SUMMARY:

Explore key topics like alcohol's role in perpetration, engaging men, and online safety. Complete four trainings in this tier to earn your certificate.

TIER III: ADVANCED LEADERSHIP

BEST FOR:

Chapter leaders and experienced educators

CERTIFICATE EARNED:

Prevention Expert

SUMMARY:

Gain advanced skills in facilitation, strategy, and tailoring programming to your campus. Complete four trainings in this tier to earn your certificate.

Tier IV: ABUSE IS NOT LOVE

BEST FOR:

Anyone passionate about dating violence and healthy relationship education

CERTIFICATE EARNED:

Abuse is Not Love Educator

SUMMARY:

Dive deep into Intimate Partner Violence prevention and education, including workshops on LGBTQ+ relationship violence. Supported by YSL Beauty.

Becoming An It's On Us Graduate

The It's On Us Graduation Stole recognizes students who have stepped up as leaders and shown true commitment to building a safer campus through our PEER EDU program. Students involved in their campus's It's On Us chapter who have completed two tiers of PEER EDU training, or have completed one tier of training and attended a Partners In Prevention Summit, are eligible for a free graduation stole.



Partners In Prevention Summits

Four times a year, It's On Us brings together student leaders and field partners at campuses across the country for a day of collaborative learning and community building. These regional events are completely **free** for chapter members.

As an It's On Us chapter, you can:

- **Showcase your impact:** Present your chapter's hard work, campaigns, and successes on a regional stage.
- **Build your network:** Connect face-to-face with professional field experts and fellow student organizers.
- **Sharpen your skills:** Participate in hands-on workshops designed to level up your campus advocacy.
- **Collaborate regionally:** Brainstorm with nearby chapters to amplify your activism.

Support From National Team

It's On Us is a student-powered movement, and we are proud to provide our campus chapters with industry-leading, day-to-day support to help activate your campaigns. For more information on the benefits of starting an It's On Us chapter on your campus, contact our Organizing & Training team at blake.kitterman@civcnation.org.



Getting Started

Campus chapters are the life force of It's On Us. By establishing an It's On Us chapter at your university, you join a national network of student activists devoted to preventing campus sexual violence and providing critical support spaces for survivors — with no cost barrier to you or your team. Here are the key steps to getting started:

- 1. Identify a Campus Organizer:** Each chapter should have one student lead, similar to a chapter president, who serves as the primary point of contact with It's On Us. Campus Organizers help bring members together, shape the chapter in a way that works for their campus, and support the chapter in meeting its minimum requirements. Larger institutions may be represented by up to two Campus Organizers.
- 2. Register your chapter with It's On Us:** Our team is constantly working to ensure our chapters receive the support they deserve. Registering your chapter allows our team to connect with you directly about campus support initiatives and events. Toward the end of each Spring semester or at the beginning of the Fall semester, Campus Organizers will need to **re-register their chapter**.
- 3. Onboard with our team:** Once you fill out our quick and easy registration form, you'll receive an email prompting you to onboard with our Organizing & Training team. We ask that you sign up for an onboarding time within three weeks of registering so we can get you connected with everything you need to start strong.



- 4. Sign Up for It's On Us and Prevention 101:** It's On Us provides free in-person and virtual training for students looking to organize prevention efforts on their college campus. We currently offer four tiers of training modules on violence prevention and awareness and ask that our Campus Organizers attend at least two PEER EDU trainings a semester. New chapters are also required to attend our onboarding training, *It's On Us and Prevention 101*.

5. Sketch out your semester activities:

Creating a content calendar that highlights major moments to organize around (e.g. Black History Month, Pride Month, Sexual Assault Awareness Month, Hispanic Heritage Month, etc.) allows your chapter ample time to prep for tabling, chalking events, training sessions, and various other activities. Planning ahead with set meeting times can help your membership coordinate their schedules during the busier semester seasons.

6. Outreach: Branch out from your existing network of peers via training sessions, digital organizing, and chapter events. Consider partnering with fellow campus organizations to host outreach events and pledge drives. Utilize high-visibility campus moments to table and connect with the greater student body (e.g. orientation, homecoming, guest lectures, Take Back the Night, etc.).

7. Register your It's On Us events: Visit the **Register an Event** page to log your impact. Remember: chapters are expected to host at least three events per semester, so it's important to register every event your It's On Us chapter hosts.

Additionally, we've found these steps to be especially helpful to Campus Organizers during the startup phase of an It's On Us chapter, though they are not required as a part of the registration process:

1. Have a Faculty Advisor: University faculty can provide significant administrative insight and support. As Campus Organizers and members graduate,

faculty advisors can be a continuing source of institutional knowledge that can mentor incoming students.

2. Become recognized as an official student group:

By registering with your university as a campus organization, you may receive additional access to funding, use of space on campus, etc. We've mocked up a sample Constitution your chapter can use **here!**

3. Fire up your chapter's socials: Build your digital presence. Social media is one of the best ways to recruit members, promote events, and connect with your fellow chapters. Our team regularly shares resources and outreach campaigns that chapters can use to engage students online. We recommend creating a chapter handle that is easy to find, such as **@UniversityNameItsOnUs**, **@ItsOnUsAtUniversityName**, or **@ItsOnUsUniversityName**.



Onboarding Process

If you are a student...

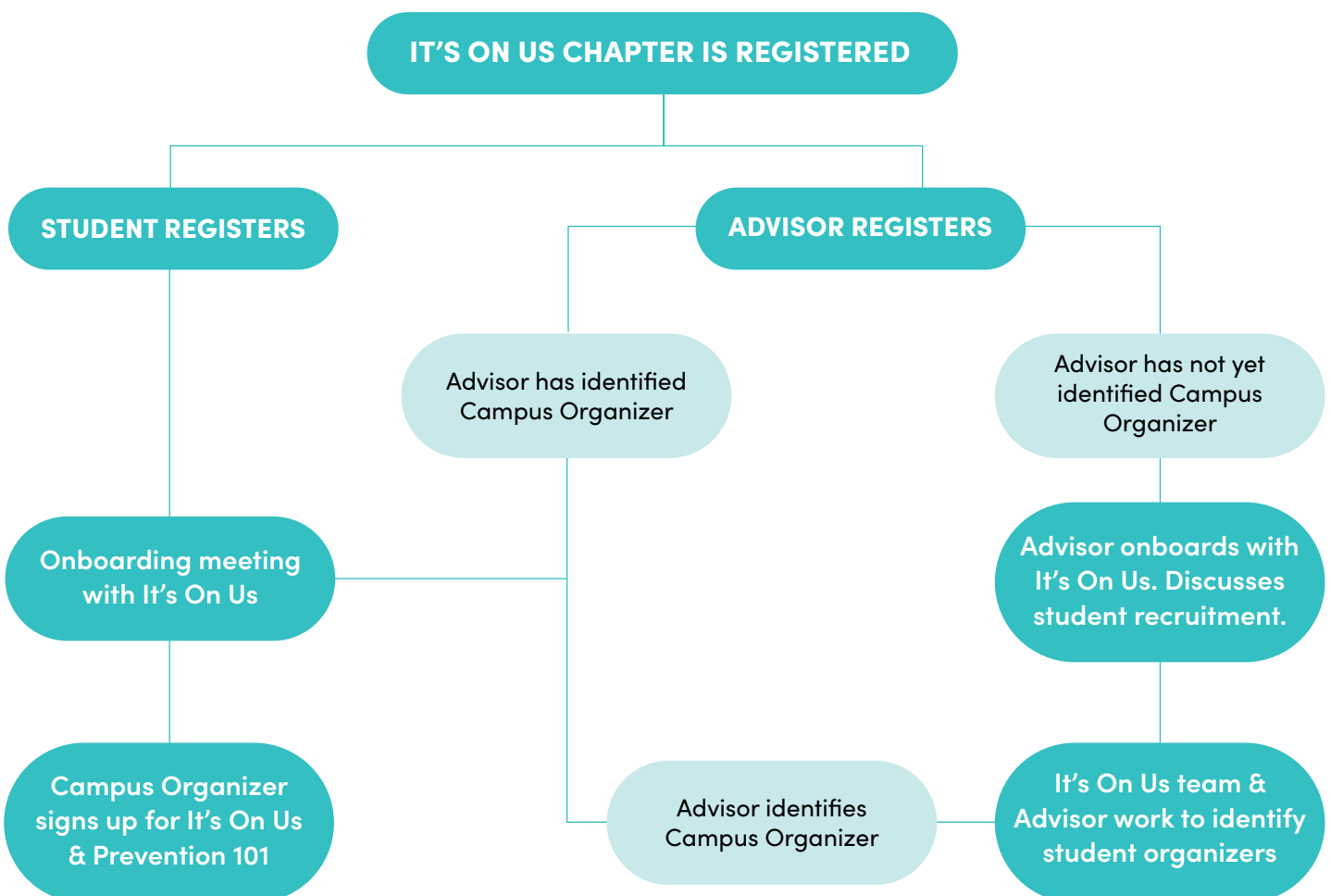
When starting a new It's On Us chapter or registering an existing student group as part of the It's On Us network, you'll be invited to schedule an onboarding conversation with our team.

During onboarding, we'll learn more about your campus efforts, walk you through helpful first steps for organizing your chapter, and help you sign up for your first training. We'll also connect you with our student GroupMe and your Regional Advisor, who will serve as a student mentor throughout the year.

If you are a faculty or staff advisor...

When registering a new It's On Us chapter, you'll be invited to onboard with our team to discuss your department's goals, campus needs, and student engagement opportunities.

During onboarding, we'll provide recruitment resources to help you identify a student who can serve as your Campus Organizer for the year. We'll also connect you with our Advisors GroupMe, where you can collaborate with fellow It's On Us faculty and staff professionals.



Chapter Structure Types

While the bread and butter of It's On Us is the student organizers that run our chapters, different chapter models may suit better for some universities. Below are some organizing styles we've found to be effective in setting up new chapters:

Standalone organization: Our most common type of chapter structure in which students operate independent of any administrative office and function similarly to any student club.

SGA task force: Student governments and other task forces allow more concentrated prevention and safety initiatives on a campus, and oftentimes support a chapter's long-term sustainability.

Registering an existing group: Where a prevention or survivor advocacy group already exists on a campus, registering an existing student organization as part of the It's On Us network connects your organization's work with our national movement.

Running a chapter out of an academic office: Amplify your university's existing prevention education by employing It's On Us Peer Educators that work to promote our core training sessions and organize campus events around violence awareness and prevention.

Ambassadorship: While you work to recruit members and build an It's On Us chapter on your campus, serving as our singular ambassador allows you to continue providing critical resources and education to your community while staying connected to the national It's On Us network.

Minimum Requirements

As part of our commitment to best support students and strengthen prevention efforts across our network, It's On Us asks all registered chapters to meet a set of minimum requirements as they organize on their campuses. These expectations help ensure that chapters remain active, connected to our national team, and equipped to advance peer-to-peer prevention work throughout the academic year.

Specifically, we ask that each chapter:

- **Maintain a Campus Organizer:** Each chapter should have at least one student representative, or "Campus Organizer," who serves as the primary point of contact for It's On Us. Faculty and staff advisors who register a chapter are asked to identify at least one student leader within one month of registering. If registering during winter or summer break, advisors should identify a student leader within one month of the start of the academic year.
- **Register at least three events per semester.**
- **Attend at least two virtual PEER EDU trainings per semester.**
- **Re-register their chapter each year.**

Event Menu

One of the most common questions new chapters ask is: “What should we do first?” Whether you’re looking for a simple tabling event or a large-scale prevention campaign, you’ll find options that can be adapted to fit your campus’ size, capacity, and goals.

EVENT MENU	
Sex Positive Bingo Night Courtesy of University of Illinois Urbana-Champaign	A fun and interactive spin on bingo that explores topics like consent, healthy relationships, and sexual communication. Participants will challenge myths and engage in meaningful conversation with their peers.
Poetry Slam Night Courtesy of Lake Forest College	A space for students to share original poetry, spoken word, and personal reflection in a supportive community-setting. Through storytelling and creative expression, participants can explore themes of identity and social change.
Denim Day Runway Show Courtesy of University of Kentucky	This event invites students to use fashion as a form of advocacy and organizing. Participants showcase creative denim looks while highlighting the importance of survivor support and ending victim-blaming culture.
SAAM Block Party Courtesy of Boston University	A campus-wide celebration that brings students together through music, games, food, and interactive activities during Sexual Assault Awareness Month. The event creates an engaging space to build community and share resources.
Guess the Flavor Courtesy of Rowan University	Bake a variety of cookies and have students taste them while blindfolded, guessing the flavors. The catch? They must ask for verbal consent before taking a cookie!
Burn Barrel Courtesy of University of Pittsburgh at Johnstown	Bad vibes burn just as quickly as marshmallows. Set up a burn barrel where students can drop Post-It notes of thoughts and feelings they want to leave behind this semester, creating a meaningful space for release and renewal.
Uncuffing Season: Navigating Breakups Courtesy of Villanova University	A peer-led discussion that explores the emotional challenges and opportunities for growth that can come with the end of a relationship. Participants will learn healthy coping strategies, reflect on relationship dynamics, and learn how to support friends after a breakup.
Mocktail Night Courtesy of Clemson University	This event brings students together to create and enjoy non-alcoholic beverages, all while building community in a relaxed, welcoming environment.



Our Programming

From campus-specific support to national leadership opportunities, It's On Us programming is designed to meet the evolving needs of students across our network. Whether through the local, grassroots efforts of chapters in our Campus Organizing Program, national leadership opportunities for exceptional student leaders, or our Playbook 2.0 designed specifically for athletes, we take a flexible "rubberband" approach to programming stretching to meet students where they are and adapting to support their work on campus.

Campus Organizing Program

Our on-campus organizing work is grounded in a peer-to-peer sexual assault prevention education model that empowers students to teach one another sexual assault awareness and consent education, bystander intervention, and survivor support. It On Us currently supports more than 250 registered campus chapters and affiliate programs nationwide. Student members of our chapters and affiliates are trained by It's On Us through in-person and webinar events to implement our free-to-use educational tools on their campuses, reaching tens of thousands of students per year with critical sexual assault prevention lessons.

National Leadership Council

It's On Us is dedicated to elevating student leaders across the country with leadership development opportunities. Our National Leadership Council provides exemplary It's On Us student organizers the chance to lead their peers as a Regional Advisor or Caucus Chair.

Caucus Chair

Caucus Chairs are leaders of their respective caucus and advocates for the It's On Us community. As a Caucus Chair, you will represent the interests of your sociocultural community and engage peers from that community in the national It's On Us movement. You will act as our team's national representative on issues related to your caucus, flagging any necessary information and providing ongoing support to caucus members as needed. Additionally, Caucus Chairs are responsible for:

- Supporting the development of community-specific resources and training materials to be distributed across the It's On Us network.
- Sponsoring at least two community-specific awareness and engagement events per semester.
- Hosting a training each semester focused on raising awareness around issues facing your represented community.
- Providing support to the national It's On Us team and Campus Organizers as needed.

The It's On Us National Leadership Council currently includes 14 Caucus Chairs, each representing a key student constituency within our network:

- Greek Life: Fraternities
- Greek Life: Sororities
- Male Athletics
- Female Athletics
- Black Students
- Hispanic/Latinx Students
- Asian American/Pacific Islander Students
- Community Colleges
- Military
- LGBTQIA+ Students
- Students with Disabilities
- International Students
- Faith-Based Institutions
- Policy



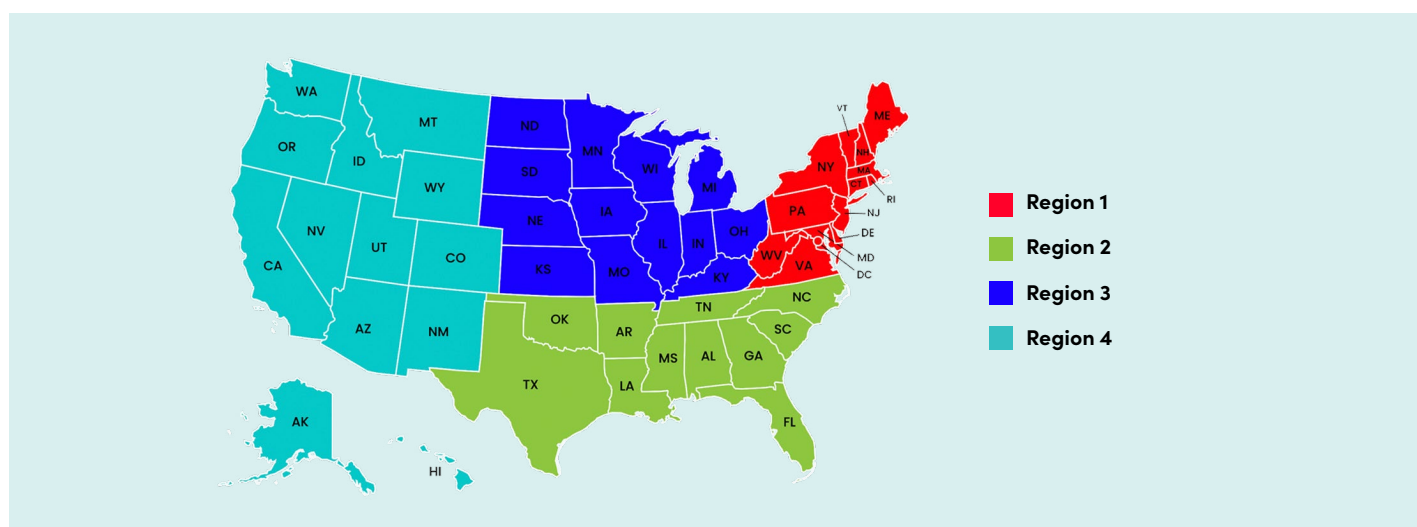
Regional Advisor

As a Regional Advisor, you will oversee a cohort of It's On Us student-led chapters within a certain geographic region. Chapters are led by Campus Organizers (or "Presidents"), though occasionally will be managed out of a Title IX or Prevention office. You will act as our national team's liaison with Campus Organizers, flagging any necessary information and providing ongoing support to local chapters as needed. Additionally, Regional Advisors are responsible for:

- Supporting the development of geographically-specific resources and training material to be distributed across the It's On Us network.
- Identifying campuses and contacts to recruit into the It's On Us Campus organizing program.
- Hosting two listening sessions per semester with Campus Organizers in the region.
- Providing support to the national It's On Us team and regional campus organizers as needed.

It's On Us is represented by four regions:

- **Region 1: Northeast and Mid-Atlantic**
Connecticut, Washington, D.C., Delaware, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont, Virginia, and West Virginia
- **Region 2: South, Southeast and Texas/Oklahoma**
Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, and Texas
- **Region 3: Midwest and Great Plains**
Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, and Wisconsin
- **Region 4: Mountain West and Pacific**
Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, and Wyoming



Research

It's On Us produces original research to strengthen our training materials, inform our prevention programming, and support the ongoing work of our chapters and campus professionals. The events that chapters register with our team, along with feedback we receive from students across our national network, help us identify emerging needs, trends, and gaps in campus prevention efforts. These insights allow us to translate student experiences and promising practices into actionable research and resources for campus communities. To date, It's On Us has published five pieces of original research:

[The Preparation Problem: How the System Ignores Young Men's Sex Education Needs](#)

The Preparation Problem examines sex education as a prevention tool. With a particular focus on the resilience skills of Black and LGBTQQ young men, The Preparation Problem explores how gaps in college men's experiences with sex education before college impact how prepared they are to engage with sexual assault prevention programming.

[Erased in School, Educated Online: LGBTQQ Men and the Sex Ed Gap](#)

The first in a new research series on sex education, this report uncovers how LGBTQQ men are forced to seek answers online when schools erase them from the conversation.

[Engaging Men Part II: Measuring Attitudes and Behaviors](#)

A quantitative study exploring how to most effectively engage college men in sexual assault prevention on campuses nationwide. This first-of-its kind quantitative report is a follow up to our previous research findings, and takes a broader look at how men on college campuses view sex, healthy relationships and their role in preventing campus sexual assault.

[Prevention is a Team Sport: Empowering Male Student Athletes in Your Game Plan for Campus Sexual Assault Prevention](#)

This report explores how to engage male athletes in sexual assault prevention on college campuses around the country. Building on It's On Us's previous research findings that male students are key to effective prevention efforts and male student athletes have unique prevention education needs, Prevention is a Team Sport is the first research to specifically explore college-aged, male athletes' thoughts and behaviors regarding sex education and sexual assault prevention.

[Engaging Men: Campus Attitudes and Behaviors](#)

This project is the first of its kind to explore the attitudes and perceptions of male-identifying students and their likelihood to get involved in the prevention of gender-based violence on campus.

Frequently Asked Questions

Does it cost anything to start a chapter?

Nope! It's On Us provides our PEER EDU trainings and organizing resources to Campus Organizers completely free of charge. Registering with us = free. Your impact = priceless. Just be sure to re-register at the beginning or end of the academic year so we know your chapter is ready for another year of change-making.

What is the process for registering a new chapter?

You're in the right place! After submitting the registration form on this page, you'll receive an email inviting you to schedule an onboarding appointment with our Campus Organizing & Training Program Manager. Didn't receive it? Check your spam or socials/promotions folder, or email itsonus@civictionation.org.

Please be sure to schedule your onboarding appointment within three weeks of registering so we can get you connected with everything you need to start organizing on campus.

When should I register my chapter?

Chapter registrations are accepted year-round. Existing chapters should re-register at the beginning or end of each academic year, as well as whenever chapter elections are held or if there is a change in Campus Organizers or other primary chapter leadership.

Are there any requirements for starting an It's On Us chapter?

To remain active, chapters are asked to register at least three events per semester, attend at least two PEER EDU trainings per semester, re-register at the beginning or end of each academic year, and maintain one student lead or Campus Organizer to serve as the primary point of contact with our team.

What if my university already has a prevention student group?

The It's On Us network is full of incredible student-led prevention and survivor-support organizations already doing work on their campuses. Instead of starting from scratch or working separately, we invite your group to join the It's On Us universe and become part of a national movement of students creating change.

You can keep your name and your organization style. We just want to keep you in the conversation!

Can faculty or staff start a chapter on behalf of students?

It's On Us is proud to work with dedicated faculty and staff who are committed to making an impact on their campuses. While our work is grounded in a peer-to-peer model, faculty and staff play an important role in helping launch and sustain It's On Us chapters.

Faculty and staff are welcome to register a chapter on behalf of their campus. We ask that anyone registering as a faculty or staff advisor

identify at least one student leader within one month of registering or within one month of the start of the academic year if registering during winter or summer break.

During onboarding, our team will support faculty and staff through the student recruitment process. This may include identifying existing student organizations to partner with, sharing outreach strategies, and providing resources to help recruit a Campus Organizer.

What is the role of a Campus Organizer?

Students are at the heart of our work. Campus Organizers lead It's On Us efforts on their campuses and serve as the primary point of contact between their chapter and our national team.

Campus Organizers, often referred to as chapter presidents, are responsible for helping their chapter meet its minimum requirements. This includes registering at least three chapter events per semester, attending at least two It's On Us trainings per semester, and re-registering their chapter at the beginning or end of each academic year.

Do I need to re-register my chapter?

Yep! We ask that our chapters re-register with our national team at the beginning or end of each academic year to let us know they're in for another year of change-making.

What kind of support or resources will I receive as I get started?

Our chapters and student organizers are catalysts for change, and our team is committed to supporting them every step of the way.

Chapters receive exclusive access to the Campus Organizing Corner, a monthly email series featuring sample event ideas, organizing tools, and ready-to-use graphics to help jumpstart campus programming and socials.

Students also gain access to PEER EDU, our four-tiered training series that allows organizers to build their skills and earn certificates as they complete trainings.

Through our National Leadership Council, new and existing chapters can also connect with experienced student organizers who have successfully launched and led It's On Us chapters on their campuses. These leaders serve as peer mentors, alongside direct support and consultation from our Organizing & Training team.

It's On Us also produces original research to help inform and strengthen the work of our chapters nationwide.

Who can I contact if I have questions about starting a chapter?

Drop a line to us at itsonus@civcnation.org with your university name in the subject line and our Organizing & Training team will be in touch!



ItsOnUs.org | [@itsonus](https://twitter.com/itsonus)