

How To: Plan An It's On Us Campus Event!



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Why Host a Campus Event?

Good Question!!!

It's On Us is asking everyone to commit to create an environment where sexual assault is unacceptable whether it be a dorm, a fraternity or sorority, a club or bar, a locker room. THE ENTIRE COLLEGE CAMPUS!

What better way to spread this message than to host an event on campus that has a lasting impact?

Together we can raise awareness, hold each other and ourselves accountable, and look out for those who cannot consent.

IT'S ON US! ALL OF US!



The Basics

Campaign Highlights

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 (1).

Words to Know

Bystander intervention: strategy for prevention of various types of violence, including bullying, sexual harassment, sexual assault, and intimate partner violence.

Consent: A clear and unambiguous agreement, expressed outwardly through mutually understandable words or actions, to engage in a particular activity.

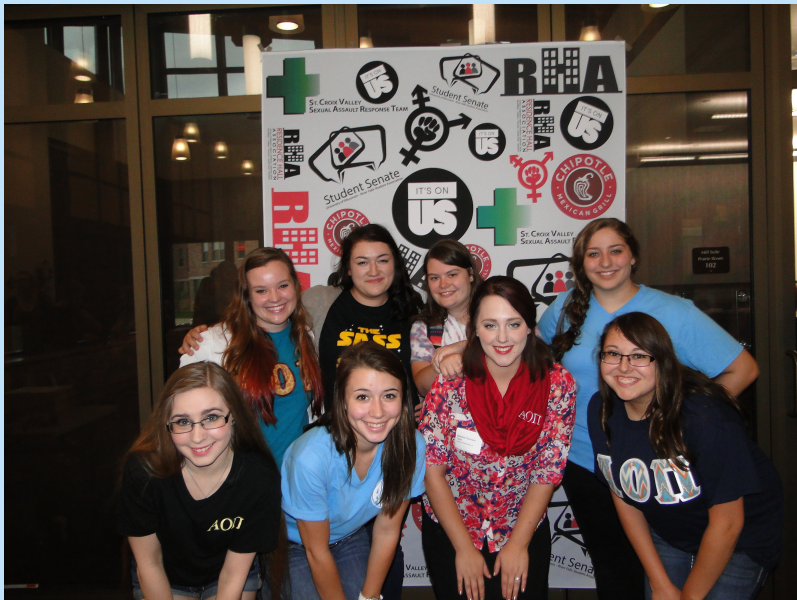
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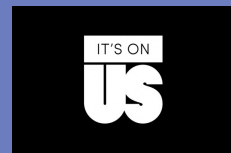
Event Ideas

You can host all types of events when organizing on campus! Here are a few ideas (2):

- 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



- **Day of Action:** During sexual assault awareness month, have a large body of students come together for an "it's On Us" day of action where there can be a pledge drive, campus rally/march, and a keynote address by a university official.
- **It's On Us Freeze:** Gather in the student union and "freeze" in the middle of the busy hub while the It's On Us PSA is played over the loud speaker.
- **Dine and donate:** Students can hold a screening of the documentary *It Happened Here* and have the attendees sign the It's On Us Pledge. Also encourage to attendees to donate.
- **Flag Football Game:** Have student athletes, Greek organizations, and other student groups to participate in a flag football tournament where all proceeds go to It's On Us.



Pre-event Checklist

✓ 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 (1).

✓ 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 (1).

✓ 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 (1).

✓ 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 (1).

✓ 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 (1):

- 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.
- Microphones 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).



Logistics

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 (1).

PICK A STRATEGIC DATE, TIME, AND NAME FOR YOUR EVENT.

It's important to pick a date that will allow for a high attendance rate. If most people go home on the weekends pick a day in the middle of the week. Also consider having the event at a time where most people are not busy. For most, this would be the evening. Finally, get creative with the name for your event! Try incorporating the It's On Us name in the event title (1).



Before, During, and After

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. Assign someone to be in charge of attendance. Use an attendance sheet to keep track of all who attended (1).

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 (1)!



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 (1).

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 again soon.

SAY THANK YOU

Make sure to thank everyone who helped make your event a success. Hand written thank you cards are a personal way of thanking you donors or attendees.

Work Cited

- (1) IT'S ON US. (n.d.). Retrieved November 25, 2016, from http://www.http://itsonus.org/assets/files/It's_On_Us_Organizing_Guide_Fall_2015.pdf
- (2) IT'S ON US. (n.d.). Retrieved November 8, 2016, from http://www.http://itsonus.org/events/It's_On_Us_Organizing_Guide_Fall_2015.pdf