



It's On Us Week Of Action Brainstorming Kit

Your Guidebook To Hosting An Event On Campus

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?

Take Action

There's no such thing as an event too big or too small! Any and all efforts will help make the It's On Us Week of Action a success! Take a look at a few examples of actions you can take to engage your campus and become a part of the movement. Let's get started!

On Campus

Tabling/Petition/Pledge Drive. Set up a table in your student union to inform your community about the It's On Us campaign. Set up computers and have supporters sign the online pledge to combat sexual assault. You can also sign an It's On Us petition and deliver the signatures to your university president.

Op-Eds. Write an op-ed that can run in your school newspaper. Use the piece as a tool to promote your event.

Host Roundtable Discussions. The roundtables should include:

- An open discussion of what students think their school should do regarding campus sexual assault.
- A presentation of students' rights and Title IX, and how students can file a complaint.
- A presentation of available campus resources, including representatives from the health center, the public safety department, and student groups.
- A laptop where attendees can sign the It's On Us pledge, or a time to encourage attendees sign the pledge on their smartphone.

It's On Us Rally. Host a large event on your campus. Rallies can include a physical signing of the pledge on a banner, with accompanying photography to aid in online engagement with the It's On Us campaign. Have a laptop ready, so more people can add their names to the pledge. Speakers can include members of the student body, faculty, community members, and more. Be creative and think big!

Greek Life Competition/Frat Friday And Sorority Saturday. Organize a competition among fraternities and sororities at campus. Greek groups would earn a certain number of points for signing up people to take the pledge, hosting a roundtable discussion, and engaging with It's On Us online. Possible ideas can include photos of members posing with an It's On Us sign next to their letters, or taking short videos of individuals taking the pledge. Groups with the most points could be eligible for prizes.

Finding Our Voice Rally/Campus Kick Back. This creative approach to having a conversation on campus sexual assault can be a gathering with friends or members of a campus group to discuss and share stories from the It's On Us campaign, and can integrate music, art, or spoken word and poetry.

Online

#ItsOnUs Twitter Rally Or Townhall. Set a time for students to tweet at partners, celebrities, and schools involved with the campaign.

Pledges On Instagram. Take a selfie and let your friends know that you have signed the pledge. Sample language could include: *I've signed the pledge, have you? #ItsOnUs to prevent campus sexual assault.*

Webinar/Google Hangout/Online Panel. Engage in a Google Hangout addressing It's On Us with panelists that could include survivors, student groups, and campus administration.

There are so many ways you can get engaged. Hear from other students who have organized events on their campus:

The roundtable discussion I helped to organize at my school helped bring attention to the important issue of campus sexual assault. In preparation for the event, I reached out to student government officials and even spoke with the university president during her office hours to get their opinions on how to create a successful event. We encouraged everyone to sign the online pledge, and through our outreach to campus student groups and student media, we were able to bring a lot of voices to the table. We heard from many students (both male and female) in our discussions on our school's culture and had a productive brainstorming session on what we can do to try and combat campus sexual assault. Our inclusion of student government and their attendance at the event really helped attendees feel like they were being heard, and the explanatory presentations on students' rights and available school resources were helpful in informing our student body. All in all, our efforts paid off and our roundtable discussion proved to be a solid first step in making sexual assault a part of our school's conversation!

—Jessica from California

To make my contribution to the It's On Us Week of Action, I co-hosted a midnight pancake breakfast with two other sororities. By bringing such capable women together for an important cause, we were able to not just have a productive conversation but also have a lot of fun! Over pancakes we discussed our own views on, and experiences with, sexual assault on our campus, had everyone sign the online pledge and did a walkthrough of the toolkit as we proposed elements we think still need to change. It was really refreshing to hear so many points of view on a serious issue and to come together to think about what we can do as sisters to make our school a better, safer place.

—Lauren from Delaware

I worked with the four other Resident Advisors in my dorm to host an event for our residents as a part of the It's On Us Week of Action. There are many dorm events that mention campus sexual assault, but we thought it was important to provide an informal space where students would feel comfortable expressing their thoughts on the issue. We ordered a bunch of pizza, encouraged everyone to sign the online pledge, and all convened in our building's lounge to really start the conversation and get our residents involved. We heard from a bunch of students on how they see campus sexual assault on our campus and what kind of work our school and community can do to improve the environment. We were also able to answer questions and give information about how we as RAs can be supportive, and what other resources on campus exist. The best part was a discussion that focused on how we, as members of our dorm's community, can work to create a safe and comfortable environment and to prevent campus sexual assault.

—Doug from Florida

Plan An Event

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!

Sample It's On Us Week of Action Agenda

Roundtable Discussion, 6:00-8:00 PM

5:00 PM

Staff Arrives

Set up registration table.

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 sign 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