

IT'S ON

US

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**IT'S ON US**

JOIN THE MOVEMENT TO END SEXUAL  
ASSAULT ON COLLEGE CAMPUSES

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## THE PROBLEM

- 1 in 5 women in the US today is sexually assaulted while in college and most in their freshman or sophomore years.
- In the great majority of cases (75-80%), she knows her attacker, whether as an acquaintance, classmate, friend or (ex)boyfriend. And many of these offenders are serial perpetrators.



## UNACCEPTABLE

It is unacceptable for women to feel they are in danger when on college campuses.



## WHITE HOUSE RESPONSE

The White House is taking action to address sexual assault on campus.

On April 29th, the White House Task Force to Protect Students from Sexual Assault released a 90-day report with policy recommendations and best practices for schools in four critical areas:

- Identifying the scope of the problem
- Preventing sexual assault and engaging men
- Responding effectively to sexual assault and holding offenders accountable
- Increasing transparency and improving enforcement



## CULTURAL SHIFT

After the release of the report, key representatives from the world of sports, entertainment, student organizing and the media come together to create a multi-platform media campaign and national action plan to shift the way we think about sexual assault on campuses.

Our new campaign is called **IT'S ON US**.

The campaign is a project of Generation Progress with support from the White House, Mekanism and Pvblic Foundation:





## CAMPAIGN LAUNCH

ON SEPTEMBER 19<sup>TH</sup> 2014, THE PRESIDENT AND VICE PRESIDENT LAUNCHED **"IT'S ON US"**.

It's On Us is a cultural movement aimed at fundamentally shifting the way we think about sexual assault.

It's On Us is a rallying cry inviting everyone to step up and realize that the solution begins with us. It's a declaration that sexual assault isn't just an issue involving a victim and a perpetrator, but one in which the rest of us have a role to play. We are reframing sexual assault in a way that inspires everyone to see it as their responsibility to do something, big or small to prevent it.



By the  
**NUMBERS**  
—  
(one month in)

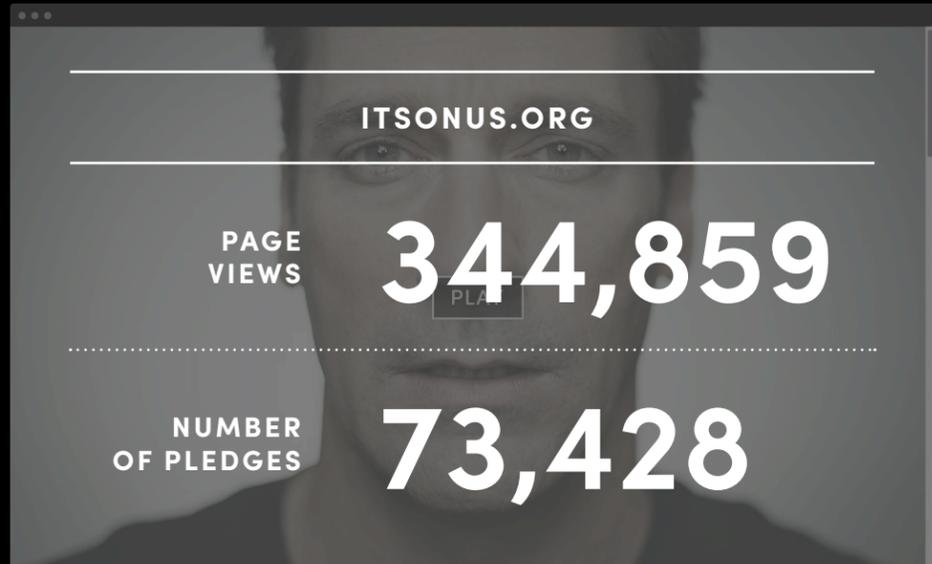
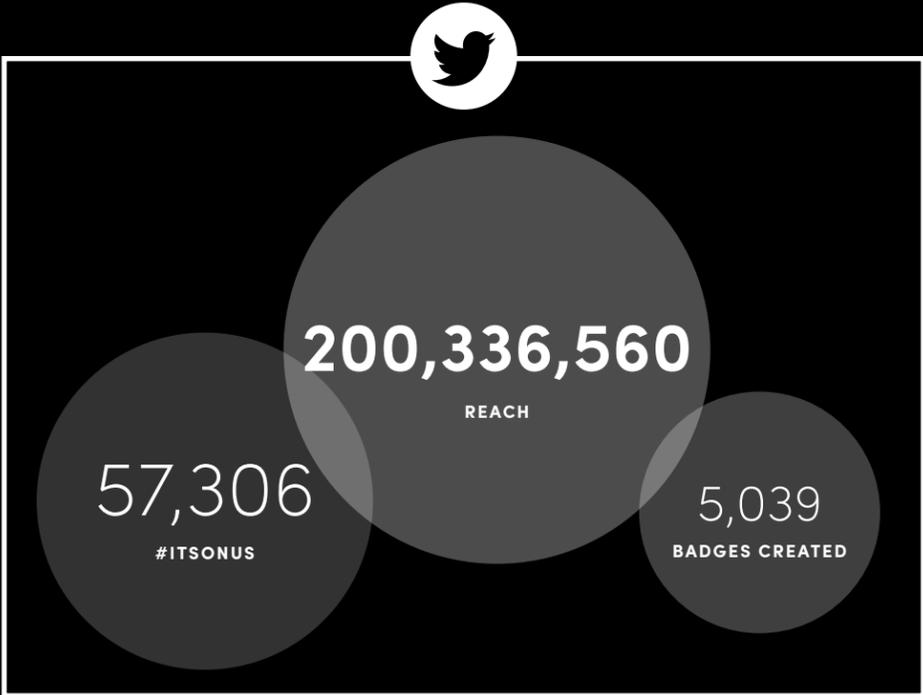
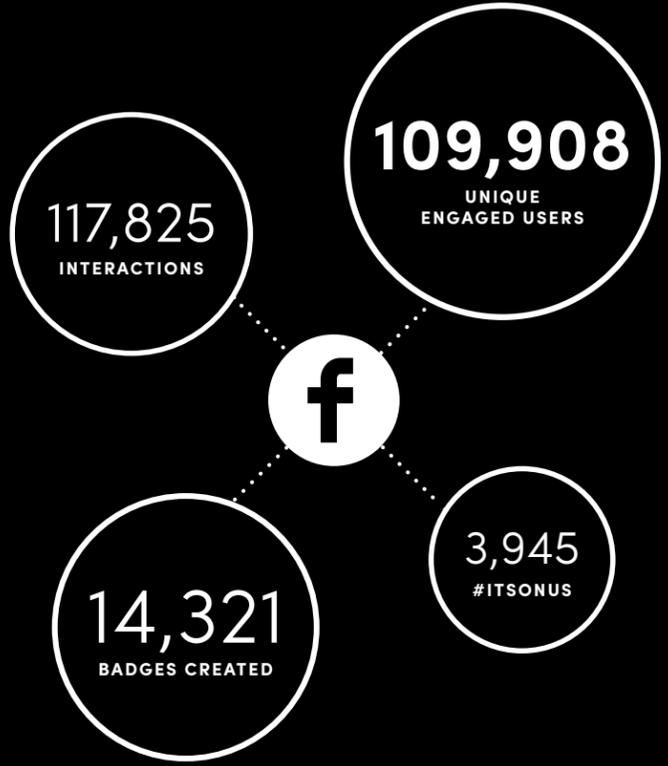


YouTube

PSA VIEWS:  
**3,668,942**

COMMENTS  
**8,306**

#1  
**MOST POPULAR VIDEO ON YOUTUBE**  
SEPTEMBER 20 & 21



MEDIA COVERAGE



2 TWITTER NATIONAL TRENDING TOPICS SEPTEMBER 19

IMPRESSIONS:  
**1,118,527,195**



## CAMPAIGN

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 someone who can't consent.

It's on us. All of us.



## KEY COMPONENTS

- National Media/Advertising Push
- Website Launch & Toolkit
- The Pledge
- The Badge
- National Week of Action (11/17)
- 2015 National Action Plan & Events



## NATIONAL MEDIA/ADVERTISING PUSH

- Two TV/Radio PSA's featuring celebrities, President Obama & Vice President Biden
- National billboards & Transit Ads (bus shelters, subways, taxis etc)
- National magazine/newspaper print ads
- Online banner ads targeting college demographic
- Potential media partnerships include:





# PRINT ADS

*Men who commit sexual assault*

*Men who can stop them*

IT'S ON US

6 PERCENT OF MEN IN COLLEGE ADMIT TO COMMITTING SEXUAL ASSAULT. IT'S ON THE REST OF US TO STEP UP AND STOP IT. LEARN HOW AND TAKE THE PLEDGE AT [ITSONUS.ORG](http://ITSONUS.ORG)

IT'S ON US

*Men who commit sexual assault*

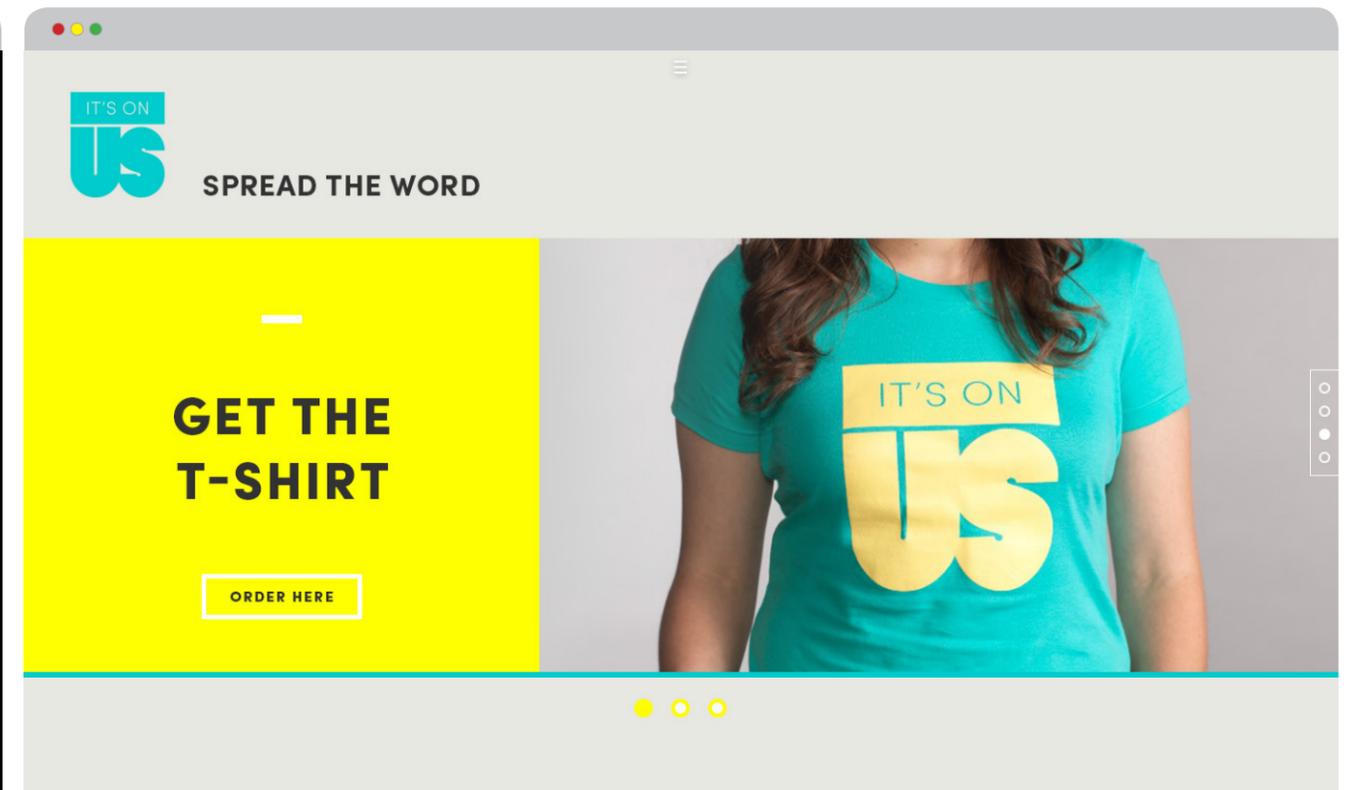
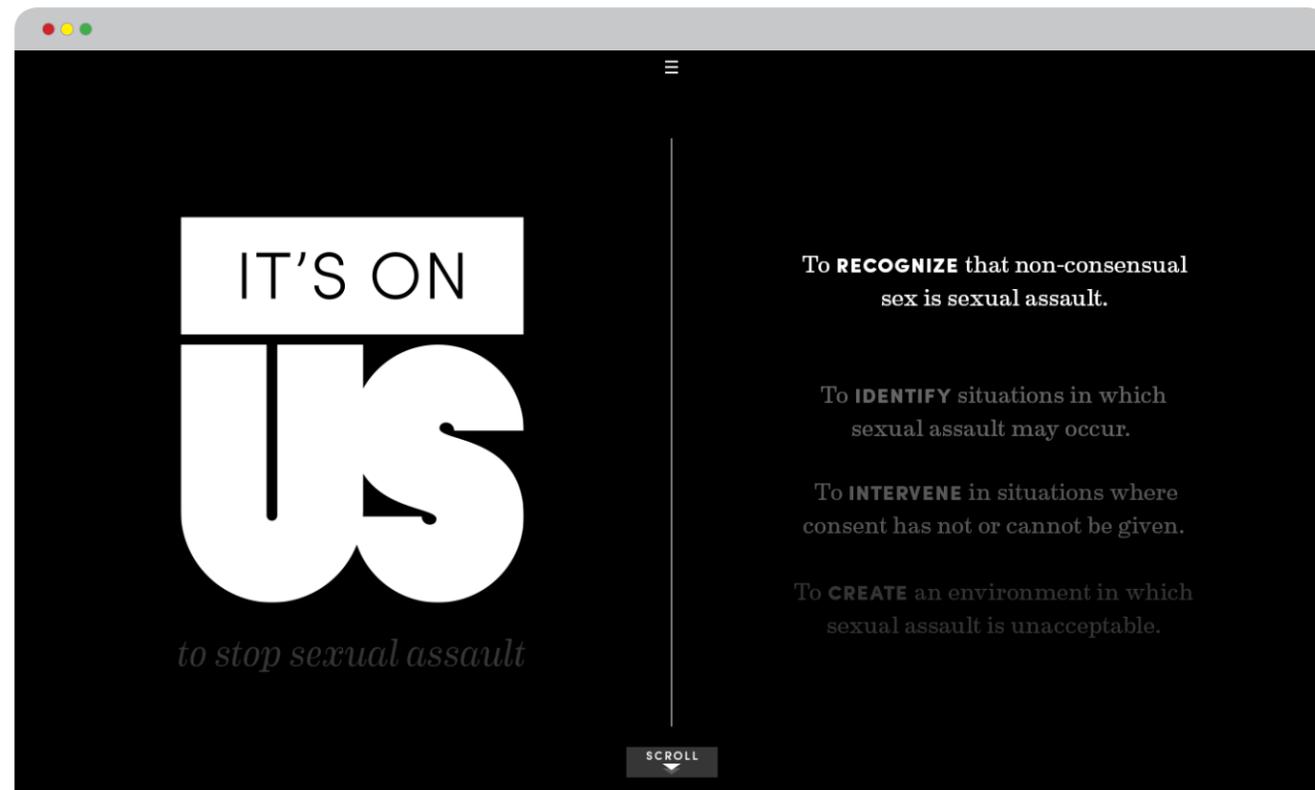
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# WEBSITE & TOOLKIT





# THE PLEDGE

**IT'S ON US THE PLEDGE**

*This pledge is a personal commitment to help keep women and men safe from sexual assault.*

*It is a promise not to be a bystander to the problem, but to be part of the solution.*

**TAKE THE PLEDGE**

**I PLEDGE**

To **RECOGNIZE** that non-consensual sex is sexual assault.

To **IDENTIFY** situations in which sexual assault may occur.

To **INTERVENE** in situations where consent has not or cannot be given.

To **CREATE** an environment in which sexual assault is unacceptable.

**IT'S ON US THE PLEDGE**

First Name

Last Name

Email Address

Zip Code

IN SCHOOL?

School (OPTIONAL)

I agree to the Terms of Use and acknowledge the Privacy Policy. I also acknowledge that my name will be publicly displayed in conjunction with the Pledge.

**TAKE THE PLEDGE**

OR

Turn your profile photo into an **IT'S ON US** badge to show your pledged commitment to helping stop sexual assault.

TAKE THE PLEDGE ON

TAKE THE PLEDGE ON

*(Don't worry—you'll get to preview first)*

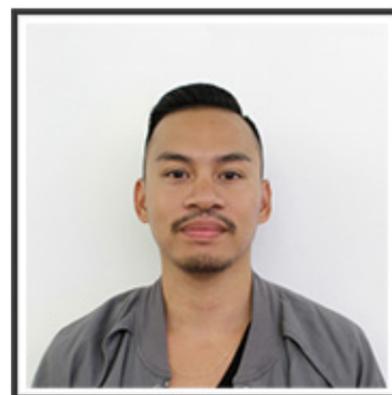


## THE BADGE

*Custom Partner Badge*



*Custom personal badges for social*





# NATIONAL WEEK OF ACTION NOVEMBER 17, 2014

## PARTNERS INCLUDE:

- Sports teams
- Student body presidents
- Greek life
- Ethnic student alliances
- Sexual Assault Prevention Groups
- Campus political organizations
- Campus arts & musical groups
- University Administration

## EVENTS AND ACTIONS WILL INCLUDE:

- Community discussions
- It's On Us pledge drives
- Town halls
- Concerts
- Bystander intervention trainings
- Visibility events
- Celebrity and athlete campus tour
- Local media events
- Social media engagement



## 2015 AND BEYOND: BUILDING A LONG-TERM MOVEMENT

After launching in fall of 2014, It's On Us will continue to scale up campus and community based organizing efforts. In Spring of 2015 we will support campus based It's On Us campaigns and the student organizers leading those efforts. New PSA's will be created and distributed, new partners will join the campaign. We will focus efforts on engaging new stakeholders, like parents, business leaders, the alumni community and local celebrities to bring the campaign from the national to local level.



## WILL YOU JOIN US?

We want everyone to get involved in the It's On Us campaign. Companies, organizations, individuals, and other entities that are making substantial commitments may sign on as official It's On Us partners.

1. A commitment to the It's On Us brand and to using its logo with yours
2. Player or Personality media commitment/social media participation
3. Create original content for your audience
4. Promote It's On Us content and make media space (online, TV, OOH, etc) available
5. Support the campaign financially

For more information on It's On Us Partnerships, please email: [partners@itsonus.org](mailto:partners@itsonus.org)

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THANK YOU

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It's On Us is a project of Generation Progress, itself a project of Center for American Progress. All donations will be received through Center for American Progress, a 501(c)(3).

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