



Partnership Guide

Mission

“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. We are asking everyone to commit to creating 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.

Official Campaign Partnership

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. Official partnership can take a variety of forms, and the scope and scale of each partnership depends on the entity and is by invite only, but to provide some context for what is expected of an official partner we have laid out a few criteria below:

1. A commitment to the It’s On Us brand and to using its logo with yours.

- This commitment to the brand will manifest itself over the course of the campaign. It includes allowing us to add your entity’s brand to the ItsOnUs.org website, as well as using your different brand assets to promote the campaign where appropriate.
- Using the It’s On Us Brand through your assets could include things like changing your social media logo on the day of the launch and on other key days in the coming year, to include the It’s On Us symbol, integrating it into apparel,

integrating it into other displays either on the website, in a stadium, or another location.

2. Player or Personality media commitment/social media participation.

- This commitment is specific to certain entities, but where appropriate, this means you would work with your athletes, celebrities and other known figures to have them publicly promote the brand.
- Their public promotion could include PSA's, wearing the logo, and/or promoting the campaign over social media.

3. Create original content for your audience

- We are encouraging everyone, but especially official partners, to build their own content promoting the It's On Us message.
- To create PSA's, partners can either use pre-written scripts and content, which would potentially allow you to use the footage of the President or Vice President, or come up with your own creative content.
- In addition to the official It's On Us PSA's, partners can also create other own educational PSA's in collaboration with the It's On Us team.

4. Promote It's On Us content and make media space (online, TV, OOH, etc) available.

- The It's On Us campaign has created two main PSA's that can be distributed through partners' different platforms.
- We also have several online ads and posters that can be used online and in physical space (dorms, billboards, etc.)

5. Support the campaign financially.

- Campaign supporters may be recognized online, at events, and on materials.
 - Over \$100,000 It's On Us Leadership Council
 - \$50,000-\$99,000 It's On Us Advisory Council
 - \$25,000-\$49,999 It's On Us Stewardship Council
 - \$10,000-\$24,999 It's On Us Supporters
- Campaign supporters will receive regular updates, be invited to participate in strategy discussions and events, receive support in creating press materials and local press outreach.
- 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).
- Funds are being solicited by Center for American Progress and not by the Federal Government. This solicitation for funds does not constitute or imply an

endorsement by the Federal Government of any fundraising activities in connection with the It's On Us campaign. Any gifts or contributions will be collected and retained solely by Center for American Progress and not by the Federal Government.

Campaign partners will be asked to sign a simple agreement affirming your partnership activities and allowing use of your logo on the It's On Us website. For more information, please email partners@itsonus.org.