


SEXUAL ASSAULT AWARENESS MONTH CAMPAIGN GUIDE



CAMPAIGN THEME

EMBRACE YOUR VOICE

How we talk about sexual violence matters. When we reflect on and change how we think and talk about the issue, we can create a culture of respect, equality, and safety.

There are many ways to embrace one's voice, from voicing your support for survivors to speaking out against victim blaming.


This campaign provides the resources needed for individuals to take actionable steps toward ending sexual violence. **And it starts with recognizing the power of one's voice.**

DAY OF ACTION

TUESDAY, APRIL 3, 2018

On this day we're calling on everyone to take action to end sexual violence. Through coordinated planning of special events, advocates across the country can raise awareness and harness media attention around sexual violence prevention.

Learn more ways to get involved on the Day of Action
at www.nsvrc.org/saam/about/day-of-action





CAMPAIGN RESOURCES AND MERCHANDISE

Visit bit.ly/NSVRCstore to order palm cards and other SAAM merchandise

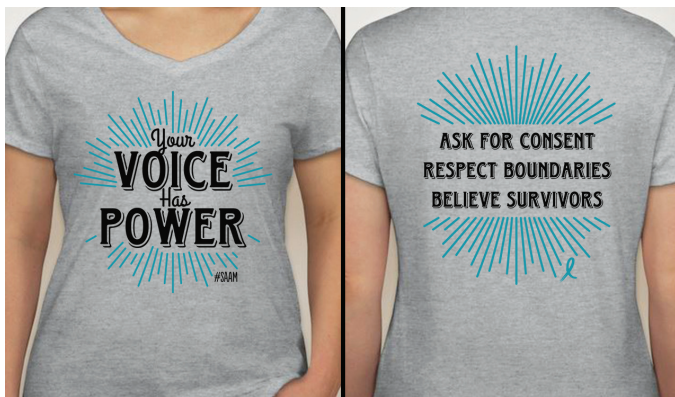
Embrace Your Voice palm card: This four-panel, fold-up palm card provides concrete examples of things you can say to show that you believe and support survivors.

Everyday Consent palm card: This four-panel, fold-up palm card includes examples of ways you can practice consent in everyday situations.

Healthy Communication with Kids palm card: This four-panel, fold-up palm card describes how you can respect the choices and boundaries of children in your life.

Understanding Sexual Violence palm card: This four-panel, fold-up palm card covers the basics, including definitions, statistics, and common victim reactions.

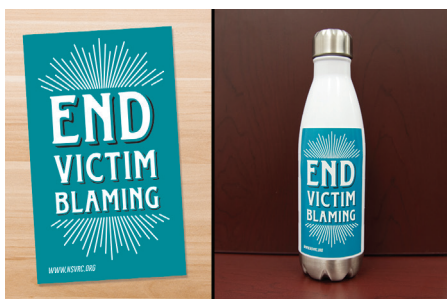
Free resources are available online at www.nsvrc.org/saam such as a campaign and event planning guide, a printable poster, sample letters to the editor, and more!



T-shirt: This gray, cotton-polyester blend shirt is available in a V-neck cut in sizes XS - 2XL and crew neck in sizes XS - 4XL.



Tote bag: This sturdy canvas bag's floral design encourages others to "Believe Survivors."



Sticker: Show the world you're on a mission to end victim blaming with this high-quality sticker.



Temporary Tattoos: Available in both the teal ribbon "Believe Survivors" design and an LGBTQ+ rainbow design.

SOCIAL MEDIA TOOLKIT

Social media is a great way to embrace and amplify your voice this April and encourage others to do the same.

GRAPHICS

NSVRC has free graphics available to use on your social media platforms such as:

- Shareable graphics
- Profile pictures
- Cover photos
- Infographics

TWITTER

Twitter is an ideal platform to post a high volume of educational and awareness messages about SAAM throughout the month.

TIP: Use a scheduling tool like Buffer or Hootsuite to schedule posts ahead of time to keep the message of SAAM going throughout the month.

#SAAM

Use #SAAM in all SAAM-related posts and search the hashtag to retweet and amplify other coalitions, centers, or individual efforts.

TWITTER CHATS

Host your own Twitter chat to engage and educate your followers. Here's how:

- Pick a day and time to hold your chat and promote it.
- Allot about an hour for the chat.
- Create a list of 5-10 questions, such as, "*What does enthusiastic consent look like to you?*"
- Use a specific hashtag for your chat and include it with your questions and have participants include it with their answers.
- Start questions off with Q1., Q2., etc. to keep the chat organized.
- Retweet answers to your questions to amplify the voices of those participating.

FACEBOOK

Think of ways you can ask your Facebook audience to get engaged in person or online. For instance, you could encourage your online audience to share your message supporting survivors on the Day of Action.

FACEBOOK EVENTS

Create a Facebook event to promote interest in your SAAM events.

TIP: Brainstorm ways to engage attendees before the event by posting articles, questions, and share graphics in the discussion portion of the event page.

FACEBOOK LIVE

Utilize the Facebook Live feature by streaming your SAAM event to your Facebook audience as it's happening.

INSTAGRAM - #30DAYSOFSAAM CONTEST

The 30 Days of SAAM photo contest on Instagram engages individuals and organizations in a fun and creative way.

How to participate:

- Follow @NSVRC on Instagram to get daily prompts.
- Respond to the prompt with a photo using #30DaysofSAAM and tag @NSVRC.
- Check NSVRC's account at the end of each week in April to see if you've been chosen as a finalist or winner.
- Winners will receive a prize pack of SAAM merch.



SAMPLE POSTS

General

- April is Sexual Assault Awareness Month. This year, we're focusing on how everyone can embrace their voice to become agents of change. Learn more: www.nsvrc.org/saam #SAAM

Embrace Your Voice

- Learn how you can embrace your voice this April to help prevent sexual violence: www.nsvrc.org/saam #SAAM
- How you talk about sexual violence matters. Find out how you can embrace your voice and send the message that you believe and support survivors: www.nsvrc.org/saam #SAAM
- Chances are someone in your life has experienced sexual violence. The way you speak about the issue can make a big difference to them. #SAAM

Everyday Consent

- Consent isn't just a crucial part of sexual interactions – you can practice consent in everyday situations. #SAAM
- Practice everyday consent by demonstrating that you respect personal and emotional boundaries. For instance, ask for permission before sharing photos of someone online. #SAAM

Healthy Communication with Kids

- Help the children in your life feel safe by letting them embrace their own voices and make choices about their bodies. #SAAM
- Kids shouldn't be forced to hug an adult. Talk with family members and friends about other ways to greet or say goodbye that respect children's boundaries. #SAAM

Understanding Sexual Violence

- Use your voice to set the record straight on sexual violence. Learn the facts here: www.nsvrc.org/saam #SAAM
- People of any age, gender, race, religion, sexual orientation, or social status can experience sexual violence: www.nsvrc.org/saam #SAAM

BEGINNER'S GUIDE TO SAAM EVENT PLANNING BLOG SERIES

This blog series, intended for first-time planners, is full of tips and tricks for planners of all experience levels.

Topics covered include:

- Sexual Assault Awareness Month Event Planning 101
- 6 SAAM Events to Inspire Your Planning Efforts
- Planning a SAAM Event on a Budget
- Embrace Your Voice as a Leader This SAAM
- SAAM Event Ideas for Your Community
- How to Engage Your Campus in SAAM
- Movies to Screen During SAAM
- How Social Media Can Amplify Your SAAM Message
- Using “Embrace Your Voice” In Your SAAM Event Planning
- Overview of SAAM Campaign Resources

Check out the blog series at bit.ly/SAAMBlogSeries

SPANISH LANGUAGE SAAM CAMPAIGN

Coming soon: Our first-ever prevention campaign materials created in Spanish for and by the Latin@ community.

Proximamente: Materiales de nuestra primera campaña de prevención creado por Latin@s en español para nuestra comunidad Latin@ y Latinx.

