Dear Friend,

Welcome to the It’s On Us family! It’s On Us’s mission is to build the movement to combat sexual assault by engaging young men and changing campus culture. We accomplish our mission by working on college campuses, teaching bystander intervention, and developing the next generation of movement leaders.

We have taken massive strides in the fight against sexual assault and have had an overwhelmingly positive response from individuals and campus communities alike. Over the last four years, we have been inspired by the number of people who have taken action to put an end to campus sexual assault through their partnership with It’s On Us. Over 440,000 persons have taken the “It’s On Us” pledge, and our 500+ student chapters have held over 6,000 educational and organizing events in all 50 states and Washington D.C.

Over the past year, we strengthened our official leadership positions at the national and campus levels. For the first time, chapters were required to apply to be an official It’s On Us campus chapter, and each chapter was required to have a lead Campus Organizer or Co-Lead Organizers.

This August, we held our first-ever National Student Leadership Summit to Combat Sexual Assault at Ohio University with amazing student leaders from around the country. The Summit provided training and resources for students to use throughout the year to combat sexual assault as well as a space for sharing experience, opportunities for collaboration between campuses, and lessons learned through this work.

Over the next five years It’s On Us intends to grow our Campus Organizing Program to 1,000 colleges and universities, and engage 1 million young men in our educational programming.

We are excited to welcome you to the movement and invite you to use this guide as a resource for organizing in your campus community. Remember, it’s on us, all of us, to stop sexual assault.

Best,

Tracey Vitchers,
Executive Director, It’s On Us
• Sexual assault is pervasive on American college campuses: 20% of women, 13% of men, and nearly half of all LGBTQ students will experience sexual assault at some point during their college career.

• Despite these high incidence rates, the majority of young people will never commit sexual assault during their time on campus.

• It’s On Us was founded in 2014 by President Barack Obama and Vice President Biden to focus on the majority and equip these students with the tools, knowledge, and skills they need to create safer college communities for all. It’s On Us is housed under the 501c3 non-profit organization Civic Nation.

• The mission of It’s On Us is to combat college sexual assault by engaging young men and changing campus culture. It’s On Us achieves its mission by teaching bystander intervention, working on college campuses, and developing the next generation of movement leaders. Our work is grounded in peer-to-peer organizing and educational programs that aim to: 1) make sexual assault prevention a men’s issue; 2) equip students to be active bystanders and support survivors; and 3) develop their skills as organizers and advocates for culture change.

• To date, over 440,000 persons have taken the “It’s On Us” pledge to combat college sexual assault, and our 500+ student chapters have held over 6,000 educational and organizing events in all 50 states and Washington, D.C.
The It’s On Us Campus Organizing Program is divided into seven regional teams, with an eighth team that will organize all the Federal Service Academies, independent of geographic region.

The regions are designed to divide the country into relatively even percentages of the total student enrollment and available volunteer base, while incorporating geographic and cultural boundaries. The use of geographical regions allows rapid mobilization of student leaders around that particular area and enables It’s On Us to reach more students through regional trainings or other in-person activities with more students.

The regions include the West Coast; the South; the Midwest; the Northeast; the South Atlantic Coast; the Plains; and the Pacific Northwest, Southwest, and Rocky Mountain Region.

Each regional team will include one Regional Advisor and dozens of Campus Organizers.
Regional Advisor - Each year, there will be one Regional Advisor per geographical region as well as a Military Regional Advisor, and up to 8 at-large Regional Advisors. Regional Advisors serve as the overarching leadership role for each region. All communications from the national level are distributed by the Director of Campus Organizing to Regional Advisors, who distribute the information to the Campus Organizers in their region.

Campus Advisory Board Members - The It's On Us Campus Advisory Board consists of former It's On Us student leaders (regional advisors, student advisor committee members, campus organizers, core team members) who have graduated or are still enrolled, but have passed on the baton of being a student leader within their campus It's On Us Chapter. These individuals have demonstrated superior dedication and awareness around the campaign during their time as a student leader, and have chosen to remain involved in an advisory capacity. These students are considered alumni of our program.

Campus Organizer - Campus Organizers serve as the “President” of It's On Us on their campus and are responsible for convening their members regularly and structuring their chapter in ways that make sense for their campus climate, institution, and team. Each campus will have one Campus Organizer. Larger institutions may be represented by two Campus Organizers.
STATEMENT OF INCLUSION

It’s On Us was launched in 2014 following recommendations from the White House Task Force to Prevent Sexual Assault that noted the importance of engaging everyone, especially men, in the conversation to end sexual violence. It’s On Us provides students with the tools and resources they need to eliminate the culture of violence on their campus and in the community. We believe that this is only possible if we center the voices and the needs of those most marginalized and affected by sexual violence and ensure that all organizers have access to evidence-based programs, the most up-to-date data, and any other relevant resources as they serve, represent, and advocate for their communities. It’s On Us is a survivor-centered, trauma-informed organization, and this toolkit strives to carry out those values.
SEXUAL ASSAULT AWARENESS
SEXUAL ASSAULT AWARENESS

Sexual assault does not discriminate; it can happen to any person, at any time. Therefore, it is important to work with your community to spread awareness of these crimes and to ensure that all students, faculty, staff, and the surrounding community understand the prevalence of sexual violence. This section provides basic background on the prevalence of campus sexual assault as well as policies pertaining to what campuses should be doing to combat sexual violence. You will find information on where to find resources on the importance of conducting a campus climate survey and other ways to influence positive change at your school. As students and their communities become more aware of their campus culture—including who sexual violence affects the most and how to stop it—we will succeed in making colleges and universities environments where all students can safely pursue their education.
WHAT TO KNOW & WHERE TO GO

It is important to be aware of your rights as a student and the policies that exist to protect those rights:

- The Jeanne Clery Disclosure of Campus Security Policy and Campus Crime Statistics Act is a federal statute requiring colleges and universities participating in federal financial aid programs to maintain and disclose campus crime statistics and security information. Learn more about the Jeanne Clery Act here.

- Title IX of the Education Amendments of 1972 is a federal law that prohibits discrimination on the basis of sex in federally funded educational programs and activities. Learn more here.

- Title II of the Americans with Disabilities Act (ADA) requires schools to provide students with any disability (includes depression, PTSD, and many other psychiatric illnesses) with appropriate academic adjustments and support to have an equal opportunity to participate in school. Learn more about survivor rights under Title II here.
WHAT TO KNOW & WHERE TO GO

• Title VI of the Civil Rights Act of 1964 prohibits discrimination on the basis of race, color, and national origin in programs and activities receiving federal financial assistance. Click here to learn more about how Title VI can protect survivors.

• Campus SaVE Act applies to the Violence Against Women Act (VAWA) amendments to the Clery Act. The SaVE Act ensures transparency, accountability and education, expanding the scope of the Clery Act in terms of reporting, response, and prevention education requirements around rape, acquaintance rape, domestic violence, dating violence, sexual assault, and stalking.

It is important to understand your community as you create policy and programming on campus. Here are some resources on the importance of inclusive programming for sexual assault awareness on campus and ways to implement:

• Read the Campus Climate Survey Validation Study Fact Sheet or Full Report to learn why it is helpful for your college or university to have a campus climate survey

• As you create and advocate for change, here is a resources that may help explain to your school why it is important to always include marginalized communities in the conversation.
Bystander Education
BYSTANDER EDUCATION

To create cultural change on campus, it’s important that the entire campus community is actively addressing issues contributing to sexual violence. Bystander education is a key evidence-based practice that teaches prevention strategies to students, giving them the tools to act as potential bystanders in their communities. In this section, you will find suggestions for tangible actions to intervene in behavior that contributes to sexual violence.
WHAT TO KNOW & WHERE TO GO

Here are some resources on Bystander Education as a best practice on campuses.

**Understanding Bystander Intervention Practices**

*Bystanders: Agents of Primary Prevention* (16 p.) by Washington Coalition of Sexual Assault Programs (2010). This newsletter is entirely devoted to the bystander intervention approach to primary prevention and explores various campaigns.

*Research on Bystander Programs Highlighted in Journal* (webpage) by David Lee (2011). This webpost discusses research on bystander intervention programs. Listen to the accompanying podcast of the article.

*Bystander Approaches: Responding to and Preventing Men’s Violence Against Women* (20 p.) by Australian Centre for the Study of Sexual Assault (2014). This article discusses the bystander approach to sexual violence prevention, an overview of successful programs and best practices, and includes a discussion of challenges to implementing a program.

*Encourage. Support. Act! Bystander Approaches to Sexual Harassment in the Workplace* (29 p.) by Paula McDonlad & Michael Flood (2012). This report discusses how the bystander approach can be used to combat sexual harassment in the workplace.
Common components of Bystander Intervention on Campus

Common Components of Bystander Intervention

- **Awareness.** A key first step is to heighten awareness so individuals and groups are better able to identify instances of sexual violence.

- **Sense of Responsibility.** A sense of responsibility gives the bystander motivation to step in and take action. Bystanders are much more likely to help friends than strangers, and are more likely to help strangers if they see them as part of a group they identify with (like supporting the same sports team).¹

- **Perceptions of norms.** Perceptions of peer norms about helping (whether you think your friends are likely to help), and perceptions of authorities’ (like teachers’) attitudes are related to bystander attitudes. People often mistakenly think others are less supportive of doing something to address sexual violence than they actually are. Studies show links between perceptions of helping, trust, and commitment among community members; trust in campus authorities; and their willingness to take action as a bystander.²
Bystander Education

Guidance on Choosing a Sexual Violence Prevention Program for Your Campus

The expertise, time, and resources necessary to develop effective prevention strategies can often prove too high a burden for individual campuses to assume alone. Products offering solutions to sexual and relationship violence and stalking have proliferated, and it is crucial for college and university leaders to become well-informed consumers. The key questions reviewed in this white paper can help guide campus administrators and their partners as they select the prevention products that best resonate with their comprehensive plans for sexual and relationship violence and stalking prevention and the needs of their unique communities.

Prevention Innovations Research Center

Prevention Innovations Research Center (PIRC) is internationally recognized for its collaborative research and community engagement focusing on sexual and relationship violence and stalking prevention and response. PIRC conducts scholarly, cutting-edge research...
BYSTANDER EDUCATION

Suggested Methods for Discussing Sexual Misconduct Policy with First-Year Students

Campus sexual misconduct policies, need to be followed by lessons for students to become engaged community members. Although the participants who received both the in-class policy reading and the facilitated discussion had significant improvement in their knowledge about how to seek help for themselves or a friend if they were sexually assaulted (Figure 2), the group discussion minimally improved their confidence (Figure 4) toward helping a stranger or person they did not know who was a victim of sexual assault. For that reason, additional strategies are needed to train students and other campus community members in how to be actively involved in helping others.

In conclusion, campus sexual misconduct policies need to be disseminated in a manner that is engaging for students and provides opportunities for them to increase their knowledge and develop skills so that they are able to help themselves, their friends, and strangers. The methods of delivery should vary and should not be limited to one type of delivery method or a single dosage. Colleges and universities seem motivated to create communities that are free of sexual assault. This goal will be reached through strategic planning and resource allocation for multiple prevention and response strategies that reach students, faculty, and staff in ongoing ways throughout each student’s years on campus.
BYSTANDER EDUCATION

Here is a list of programs that can help implement bystander intervention on your campus.

More Resources on Bystander Intervention:

- Step UP!
- Bringing in the Bystander
- Hollaback
- Intervene
- Prevent Connect
- NSVRC Bystander Intervention Tips and Strategies
- Campus Clarity
- Get Inclusive
SURVIVOR SUPPORT
SURVIVOR SUPPORT

All survivors exhibit immense courage, whether they choose to disclose and/or report, or if they decide to process and heal on their own. Our goal is to create an environment where all survivors feel supported and have resources and people they can reach out to if they choose.

Survivors of sexual violence often endure significant trauma, and many experience feelings of isolation, guilt, and/or post-traumatic stress disorder (PTSD). One of the most important aspects of supporting survivors is your ability to maintain confidentiality when confronted with disclosures. A survivor is putting their trust in you, and it is solely up to them whether or not they choose to report to their campus or to law enforcement, or if they choose to disclose to other people. Therefore, it is not up to you to tell a survivor’s experience to anyone, even if you believe they should. Your job is to listen and offer whatever support you feel comfortable providing as an ally and advocate.
SURVIVOR SUPPORT (CONT’D.)

Taking care of yourself after handling a disclosure of sexual violence is important. It’s okay to seek out help for yourself after supporting a survivor. Remember that you can always offer referrals to trusted resources.

There is no one way to support survivors; therefore, culturally relevant resources and programming ideas for survivors at risk for re-victimization—or with histories of prior trauma—are included here.
WHAT TO KNOW & WHERE TO GO

- Understanding your campus’ protocol on confidential reporting.
- What is a Campus Security Authority?

On-Campus Disclaimer: Each campus is different when it comes to on-campus resources. Please consult your campus’ website for information about resources you can utilize on campus, as well as any additional resources in your surrounding area—as provided later in this section.

- Intersection of Title IX and the Clery Act
- Resources for your campus administrators

Finding Support in Your Communities

Contact your local rape crisis center or state coalition to find out which hospitals near your campus have trained sexual assault nurse examiners (SANEs)

- RAINN Helpline
- State Coalitions Directory
- Crisis Text Line
It's On Us Disclosure Card

Thank you for sharing your story with me. I want to make sure I can provide you with resources to help you with next steps. You have options.

Contact Information:

Mental Health: ________________________
Pastoral: ______________________________
Rape Crisis Center: _____________________
Title IX: ______________________________

Resources:

Advocate: ______________________________
Campus Security: _______________________
ORGANIZING RESOURCES
ORGANIZING RESOURCES

Changing your campus culture begins with organizing and raising awareness about sexual assault and the appropriate responses. To help you plan and execute events that appeal to various audiences, a list of suggestions pertaining to event planning and raising awareness can be found in this section. Additionally, you will find ways to be an active advocate among your campus community, which can ultimately contribute to meaningful cultural change. The movement to end violence starts with you!
IMPORTANT DATES

AUGUST 20: Back to School Kick Off Call
SEPTEMBER 13: Violence Against Women Act (VAWA) 24th Anniversary
SEPTEMBER 19: It’s On Us 5 Year Anniversary
OCTOBER 21 - 27: Fall Week of Action/Greek Day of Action
DECEMBER 3: Giving Tuesday

TBD Monthly Campus Organizing Calls and Webinars
HOW WE TALK

To ensure our message resonates with a wide range of campus community members, we need to use language and tones that are accessible and welcoming. The way we talk about It’s On Us and our work needs to be flexible. This means that it will sometimes need to change depending on who is sharing the It’s On Us story, mission, and goals. Below are some general guidelines on language you can use in your organizing and educational activities.

<table>
<thead>
<tr>
<th>WE ARE</th>
<th>WE ARE NOT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self-Confident</td>
<td>Pleading</td>
</tr>
<tr>
<td>Empowering</td>
<td>Dictating</td>
</tr>
<tr>
<td>Inviting (“be a part of it,” “join us”)</td>
<td>Guilt-tripping (“you should be doing X”)</td>
</tr>
<tr>
<td>In the know</td>
<td>Passively educating, citing problems (“did you know?”)</td>
</tr>
<tr>
<td>Action-oriented, Solution-driven (“you can ______”)</td>
<td></td>
</tr>
<tr>
<td>Inclusive</td>
<td></td>
</tr>
</tbody>
</table>

contact@itsonus.org
The following are examples of the language that individuals and groups can use to message what they and their members can do about sexual assault.

**IT’S ON US TO**

- Recognize that if someone doesn’t or can’t consent to sex, it’s sexual assault
- Take responsibility for our actions and our inaction
- Realize we have a role to play in stopping sexual assault
- Create an environment where everyone feels, and is, safe
- Step in if a friend is doing something that could lead to sexual assault
- Get someone home safely if they need help
- Hold our friends accountable
- Tell our friends if what they are doing is wrong.
- Never blame the victim
- Be more than a bystander
- Stop a sexual assault any way we can
- Keep an eye on someone in a vulnerable situation
- Not look the other way
- Do something to get in the way of a sexual assault
- Step up and say something
- Let our friends know what is and is not acceptable
- Not give our friends a pass
- Help a victim report a sexual assault if they want to
- Look out for someone who has had too much to drink
- Get in the way if we see something happening
- Stand up to those who tell us it’s not our business
- Say something when our friends are being stupid
- Call non-consensual sex what it is—rape
- Act when we think someone is in trouble
- Do something
- Be part of the solution, not part of the problem
- Always be on the side of the victim
- Make sexual assault unacceptable
- Take reports of sexual assault seriously
- Stop someone from doing something we know is wrong
THE FACTS

• 1 in 5 women and 1 in 16 men are sexually assaulted in college
• 40 percent of survivors fear reprisal by their attacker
• Only 2 percent of incapacitated rape survivors report assault
• Only 10% of sexual assault survivors will report, and this number is even lower for LGBTQ survivors and survivors of color
• 8 in 10 survivors knew their attacker (friend, significant other, etc.)
• It is estimated that between 2 and 7 percent of sexual assault reports are false
• The LGBTQ community is disproportionately affected
• 1 in 4 trans or gender non-conforming experience sexual assault in college

Source: NotAlone.gov
THE CALL TO ACTION

We’re in a moment when social awareness of the culture of sexual violence is bigger than ever, and calls to put an end to this epidemic echo loudly nationwide.

It’s On Us continues to push forward and create generational change in how we combat sexual assault and support survivors. It begins in dorms, classrooms, athletic fields, rehearsal spaces, and across entire college campuses. We will be the generation that holds our friends, teammates, fraternity brothers and sorority sisters, roommates, classmates, and our schools accountable to preventing assault, understanding consent, and supporting survivors.

It’s On Us. All of us.
HOSTING AN EVENT ON YOUR CAMPUS

It’s on us, all of us to take action and get involved to end sexual assault. You don’t have to be an expert to make a difference. Below are a few simple things consider when hosting a successful It’s On Us event on your campus.

1. REACH OUT TO STUDENTS, LEADERS, AND YOUR CAMPUS COMMUNITY.

Start by reaching out to key stakeholders on your campus. Some example include: Student Government, administrators in your Title IX office or Women’s Centers, relevant student organizations, Greek Life, Athletics, performance groups, etc. Student leaders across campus can come together to elevate an event and make it stronger. The more people spreading the word on campus, the better. Remember as new people get involved, it’s important to listen to and respect all voices, and to create safe spaces that support survivors. You can also join your regional team to work with student leaders at other schools in your area!

2. SET GOALS FOR YOUR EVENT.

What are you trying to accomplish through the event? Who are you trying to activate? What message are you trying to get out?

To learn more about recruiting for events and for your chapter, visit itsonus.org.

3. ENSURE SURVIVORS HAVE ACCESS TO THE SERVICES AND SUPPORT THEY NEED.

Invite representatives from your campus, Title IX coordinators and staff, or a local sexual assault resource center to attend your event in order to provide immediate support to individuals who may need it. Include the contact information for the National Sexual Assault Hotline (800.656.HOPE and online.rainn.org). You can also include information for campus or local resources, such as the nearest sexual assault service provider (“rape crisis center”). To find a center near you, go to centers.rainn.org.
LAYING OUT EVENT LOGISTICS

GROUPS TO CONSIDER INVITING:

ATHLETICS
Varisty sports teams and club sports teams
Captains and coaches
Cheerleaders/dance teams
Spirit and Fan groups
Marching Band

GREEK LIFE
IFC, Panhel, and individual chapters

STUDENT LIVING
Resident Advisors

AFFINITY GROUPS
Multicultural Student organizations and fraternities and sororities
Black Student Union, Indian Student Association, etc.
Religious organizations, campus ministries, Hillel

FACULTY
Women’s Resource Center staff
Title IX coordinators
Dean of Student Affairs

Relevant professors
Health and Wellness center
University Police

LGBT GROUPS
Ally groups, resource groups, activist groups.

STUDENT GOVERNMENT
Student Body President, their Cabinet, and other student representatives

ACTIVISM AND SERVICE CLUBS
Campus sexual assault prevention organizations
College Democrats, College Republicans, etc.
Community Service fraternities and sororities

OTHER CLUBS AND GROUPS
Performance groups
Outdoors groups
Academic and Professional societies
Student publications and newspaper

MILITARY AND ROTC
LAYING OUT EVENT LOGISTICS (CONT’D)

DETERMINE THE FORMAT OF YOUR EVENT.
Is it a group discussion? An interactive activity? A display?

CHOOSE A DATE, TIME, AND TITLE FOR YOUR EVENT.
Don’t forget to consider holidays and popular campus events when scheduling your event.

REGISTER YOUR EVENT.

PUT TOGETHER AN OUTREACH PLAN.
What will you do to make sure the right people are at the event? When and to whom should you reach out? When will you send out reminders? How will you get the word out about the event? Keep in mind that only about half of those who RSVP will actually show up, so your RSVP goal should be double the actual attendance goal (example: RSVP of 50 people to aim for a gathering of 25 attendees).

PUT TOGETHER A SOCIAL MEDIA PLAN.
Is there a social media component before, during, or after your event? What does that look like? Is there a hashtag?

DETERMINE THE ROLES FOR ORGANIZERS.
Who will be running the event, and what are their roles? Do you need a facilitator, VIP handler, or photographer to ensure your event runs smoothly?

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:
- 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.
- A microphone 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) and the Crisis Text Line (https://www.crisistextline.org).

FIND A GOOD LOCATION FOR YOUR EVENT ON CAMPUS.
Remember to book the room and secure any audio and visual equipment you might need!

DETERMINE WHO SHOULD BE INVITED TO THE EVENT.
Are there faculty, school officials, or students who should be invited? Should a reporter from the school or local paper be invited? Is a speaker needed for the event, and if so, who should be invited to speak?
EVENT CHECKLIST

Before The Event
☐ Set agenda/goals for event
☐ Choose a date and time

Outreach
☐ Contact student leaders and campus community organizations, sororities etc.
☐ Administrative support
☐ Immediate support for survivors
☐ Any speakers or panelists needed

Promotions
☐ Poster/Flyers
☐ Social Media Flyer
☐ Schedule Social Media Power Hours School
☐ Paper/Local Paper

Logistics
☐ Book the location
☐ Secure audio and visual needs for event
☐ Microphone
☐ Projector
☐ Internet access

Registration
☐ Print sign in sheets
☐ Print feedback forms
☐ Volunteers for the day of
☐ Register your event here.

During The Event:
☐ Make sure guests are signing in
☐ Do your best to introduce yourself

After The Event:
☐ Collect the sign in sheets and feedback forms
☐ Strategize a follow-up plan
☐ Send your sign-in sheet and event photos to contact@itsonus.org
☐ Celebrate your success!
☐ Keep the momentum going! What’s next?
EVENT IDEAS

IT’S ON US FREEZE. Throughout the week, identify a specific location where (at the same time) everyone will freeze in the middle of whatever they are doing. You can play It’s On Us PSAs or share stories from survivors during the pause.

DORM STORM. Knock on doors and ask everyone to take the pledge.

OPEN MIC NIGHT. Encourage people to share their stories, perform, or discuss this issue and how to make changes on your campus.

EVENT PIGGYBACK with another upcoming event on campus (a concert, speaker, or event on the quad). Add an It’s On Us speaker to the schedule or play PSAs at the event.

IT’S ON US RALLY. Host a large event on campus.

GREEK LIFE COMPETITION. Organize a competition among fraternities and sororities on campus. Greeks could earn points for signing up people to take the pledge, hosting a roundtable discussion, or engaging with It’s On Us online. Ideas for engagement include photos of members posing with It’s On Us signs next to their leaders or taking short videos of individuals taking the pledge.

FINDING OUR VOICE RALLY/CAMPUS KICK BACK. Gather friends or members of a campus group to discuss and share stories from the campaign, integrating music, art, spoken word, and/or poetry.

TABLING/PETITION/PLEDGE DRIVE in your student union or other busy central location on campus.

WRITE AN OP-ED in your student or local newspaper.

ONLINE EVENT IDEAS

#ITSONUS TWITTER RALLY OR TOWNHALL. Set time for students to tweet at partners, celebrities, and schools encouraging them to get involved with the campaign.

PLEDGE ON INSTAGRAM. Take a selfie and let your friends know that you have signed the It’s On Us pledge.

WEBINAR/GOOGLE HANGOUT/ONLINE PANEL. Address It’s On Us with panelists that could include survivors, student groups, and/or campus administrators.

HOST A TRAINING. Host a training on bystander education, sexual assault awareness, or on ways to support survivors. Engage community members on your campus by inviting them to attend a training event where they can learn more about ways to change the culture around sexual assault in your campus community! Go to itsonus.org for peer-led educational materials to use when hosting a training.
WHO IS ALREADY INVOLVED ON YOUR CAMPUS?

It is important to be aware of policies that exist on your campus. Work with your campus administrators to understand existing policies and programming.

- Working with your campus and outside provider organizations
- Working with your campus to provide Bystander Education Programming for Students
- Share this Guide to a Comprehensive Model to end sexual violence on your campus with your administration
- It is important for local Colleges and Universities to work together to end sexual violence. See what Washington, DC schools are doing to fight together.

Here are some national organizations and/or events that may already exist on your campus that are working to combat the culture of sexual assault:

- Title IX Office
- Women’s Resource Center
- Students Against Sexual Assault
- Take Back the Night
- Clothesline Project
- Walk a Mile in Her/Their Shoes
- Denim Day
- Carry That Weight: V-Day
WHO IS ALREADY INVOLVED ON YOUR CAMPUS?

HOW CAN IT’S ON US SUPPORT THESE ORGANIZATIONS AND OTHERS ON YOUR CAMPUS?

• Find out what events these organizations already have planned and look for opportunities to incorporate It’s On Us messaging, materials, and content into these events (e.g. have students sign the It’s On Us pledge to get into an event).
• You can also incorporate It’s On Us messaging and materials into any upcoming event on your campus (a concert, speaker, or event on the quad) by:
  • Incorporating the It’s On Us Pledge into the sign-in or the event itself
  • Playing an It’s On Us PSA or your school’s recreation at the event
  • Having students wear It’s On Us t-shirts or use It’s On Us branded materials
  • Inviting a speaker to discuss the topic of sexual assault on your campus (either by contacting the campaign via the Event Form or by inviting a student or member of your community with this expertise)

WHAT CAMPUS-SPECIFIC RESOURCES CAN YOU ACCESS?

• Has your school conducted a Campus Climate Survey? A Campus Climate Survey is an assessment tool for your campus community. It examines the prevalence or incidence of sexual assault, as well as perceptions of campus climate around the issue.
• Has your school already enrolled in a bystander intervention program? Examples of existing programs include: Green Dot, Men Can Stop Rape, and many others in addition to unique campus-specific programs.
FIND OUT WHAT’S ALREADY HAPPENING ON CAMPUS

ORGANIZE A PLEDGE DRIVE ON YOUR CAMPUS:
• Find a table and a central location on campus that often has a high amount of students.
• Reach out to student leaders on campus (from Greek life, athletics, student government, and other on-campus allies) to increase visibility of the event.
• Be sure to have computers, tablets, and/or mobile devices available for students to sign the pledge.
• These events can include a whiteboard photo campaign component for students who would like to take the It’s On Us pledge and show support for the movement against campus sexual assault.
• Social media pledge drive on Instagram and/or Facebook: Take a selfie and let your friends know that you have signed the It’s On Us pledge. You can post these photos with #ItsOnUs in the captions.

HOST OTHER AWARENESS EVENTS:
• Pass out teal ribbons to students in your student center or another high-traffic zone on campus. Teal is the official color for sexual assault awareness and prevention.
• Collaborate with multiple organizations to create an artistic display such as the Red Solo Cup display that was created by student organizers at Syracuse University.
• Encourage cross-campus collaboration by incorporating It’s On Us into an upcoming event “e.g.” a concert, speaker, or event on the quad. Add an It’s On Us speaker to the schedule or play a PSA at the event.
FIND OUT WHAT’S ALREADY HAPPENING ON CAMPUS

CREATE A COMPETITION:
- Ask Greek life, athletics, student government, campus resource centers, and other student organizations to host competitions among their members and even collaborate with other organizations. Here are some examples:
  - **Greek Life Competition:** Greeks could earn points for signing up people to take the pledge, hosting a roundtable discussion, or engaging with It’s On Us online. Ideas for engagement include photos of members posing with It’s On Us signs next to their leaders or taking short videos of individuals taking the pledge.
  - **Acappella Competition:** It’s On Us launched a joint acappella contest with The Hunting Ground, to encourage students across the country to use the song as a mechanism to lend their voices to the movement to end sexual assault. The contest called upon collegiate acappella groups to submit their own video renditions of ‘Til It Happens to You’ and depict how their campus is using the song to show support for survivors. Dozens of campus groups submitted videos and the thousands of people nationwide voted for the top 3 videos.

HOST A FILM SCREENING
- Host a screening of “The Hunting Ground,” a documentary exploring the sexual assault epidemic on college campuses, to continue the discussion on your campus. (Note: A screening fee will apply.) Contact It’s On Us to find out about additional film screening opportunities.
- The event could include a Q & A or panel component, with key stakeholders on your campus, after the film screening to facilitate an open dialogue about how this issue impacts students on your campus.
REGISTER YOUR EVENT

REGISTER YOUR EVENTS:
In order to amplify the amazing work of student leaders, please submit the details of any It’s On Us events, large or small, using the Event Registration Form, and share this form with other students on your campus.

We can expand the movement to eradicate campus sexual assault by using these event submissions to:
1. Amplify your events through our network and our partners’ networks.
2. Suggest ideas and best practices to other student leaders who want to expand the presence of It’s On Us on their campus.
3. Continue to grow and expand the It’s On Us Regional Teams.
4. Connect partner organizations and individuals to student-led events they may want to be a part of.
• **RALLY:** Gather friends or members of a campus group to discuss and share stories from the campaign, integrating music, art, spoken word, and/or poetry.

• **ROUNDTABLE/PANEL:** A roundtable is a great way to start planning events on your campus surrounding the issue of sexual assault, as it serves as a place to set goals for the It’s On Us campaign at your campus. By including peers at your roundtable that belong to many of the diverse communities at your school, you can create a coalition of student organizations that can help lead different events that effectively target the communities to which they belong (See p.29, Roundtable Discussion Guide).

• **OPEN MIC NIGHT:** Encourage people to share their stories, perform, or discuss this issue and how to make changes on your campus. Their stories, perform, or discuss this issue and how to make changes on your campus.

• **DORM STORM:** Knock on doors and ask everyone to take the pledge.

• **BRING A SPEAKER TO CAMPUS OR FIND A SPEAKER FROM YOUR CAMPUS:**
  - Work with your administration or Title IX office, the It’s On Us Campaign, or student leaders to identify a speaker to discuss consent, bystander intervention, or survivor support. Speakers can also be fellow students.

• **ADVANCING THE MOVEMENT - FUNDRAISING:** Many of our It’s On Us campus chapters are supported financially directly through their campus! You may find that fundraising support is possible through your university. Here are some avenues to try:
  - Talk to your campus administrators
  - Seek sponsorship from local on-campus organizations
  - Student Government
  - Athletics Department
  - Diversity and Inclusivity Office
  - Provost Office
  - Journalism College
  - Honors College

• **THUNDERCLAP:** Set a time for students to tweet at partners, celebrities, and schools encouraging them to get involved with the campaign using #ItsOnUs.

• **INSTAGRAM AND FACEBOOK:** Take a selfie and let your friends know that you have signed the It’s On Us pledge.

• **LISTICLES** are a great way to provide information about an issue or event. Write listicles to spread information about your cause to event attendees and other members of the community.

• **NEWSPAPER ARTICLE:** Write an op-ed in your student or local newspaper.

• **WEBINAR/GOOGLE HANGOUT/PANEL:** Address It’s On Us with panelists that could include survivors, student groups, and/or campus administrators.
CREATING SUSTAINED CHANGE

You have taken the first steps to creating change at your school. However, changing the culture around sexual assault requires a long-term commitment beyond your time in higher education. Make sure you are taking steps to solidify your actions and document your steps for future students.

BUILD LISTS of students and others participating in all of your events and make sure you constantly engage them with your work and future opportunities to get involved.

EXPAND THE CONVERSATION and engage others. We provided a quick list of groups and administrators to reach out to, but you should always look for new people to target. Ideas include (1) establishing regularly scheduled meeting times to discuss new and fun ways to raise awareness on campus, (2) hosting happy hours or social events to build community with different individuals on campus—it’s always easier to organize actions when you are planning with friends—and (3) developing a list of “non-traditional” allies or student groups to partner with on future events in order to expand your work and increase your impact.

CONTACT ALUMNI who were involved in anti-violence movements in the past and engage them in your work. Ask for their advice and invite them back to campus to share their experiences. Alumni have considerable sway with college administrations, and alumni letters of concern, petitions, and promises not to donate are taken very seriously.

HAVE YOUR SCHOOL COMMIT to building regular programming, trainings, and education on the prevention of sexual assault. School engagement should not be limited to one event at the beginning of the year, but rather regular conversations that become part of school culture.

CREATE PIPELINES OF LEADERSHIP. Look out for consistent volunteers and event attendees who show promise in helping plan new events. A movement is built by people, and new students must be engaged regularly.

BE AN ACTIVE BYSTANDER. Keep a vigilant eye on things you see in your community and report to the authorities when you see something wrong.
SOCIAL MEDIA
**DIGITAL ORGANIZING**

**FOLLOW IT’S ON US** on Facebook, Twitter, and Instagram. Ask your friends to do the same. Share the latest campaign updates, news, and moments with your personal network.

**USE THE HASHTAG #ITSONUS** to engage others. Encourage your followers to share the PSAs, tweet out updates from your work on the campaign, and share the latest news stories surrounding sexual assault prevention. Make sure to highlight events (such as roundtables, bystander intervention trainings, and film screenings) by promoting them along with the It’s On Us hashtag.

- Promote and live “broadcast” events on your social media pages.
- Hold Facebook and Instagram Live Videos. For more info:
  - Facebook: https://live.fb.com/
  - Instagram: https://help.instagram.com/292478487812558
- Capitalize on local and national moments. For example, Sexual Assault Awareness Month (April) is a nationally recognized moment that draws attention and press to the cause from around the world.

- Examples of hashtags used in addition to #ItsOnUs for maximum awareness:
  - #MeToo, #RapeCultureIsWhen, #YesAllWomen
- These are examples of hashtags that rose as particular moments in the fight against sexual violence. For example, #RapeCultureIsWhen became prominent in 2014 as a way to bring awareness to the way rape is sometimes accepted as a cultural norm. These moments are important to grasp so as to use our campaign’s platform to provide additional support.

- **SAMPLE TWEET:** #RapeCultureIsWhen older people chalk up sexual harassment to boys being boys. #ItsOnUs to stop this type of behavior. Enough is enough.

- #StopSexualAssault, #SexualAssaultAwarenessMonth (#SAAM), #NoMeansNo, #ConsentMatters
- These hashtags don’t necessarily have one specific moment in which they are used. For example, #SexualAssaultAwarenessMonth can be used throughout April to accompany tweets promoting a campus event. On the other hand, #StopSexualAssault can be used to close out a tweet regarding a more recent, local news story regarding sexual violence. Both can be used to raise awareness.

- **SAMPLE TWEET:** What are you doing for #SAAM? Join the #ItsOnUs crew on the quad this Friday as we put together our Vision Wall to change the culture!

- You can also organize around smaller, local moments, like a Board of Trustees meeting or a bigger event that you have been actively promoting.

- **SAMPLE TWEET:** #UMTealTuesday is just 4 days away! Don’t forget to stop by, grab a free t-shirt, and show your support for #ItsOnUs and sexual assault survivors.

- Make content specific to your campus or community. You can choose to highlight what policies are being enacted or should be enacted, resources available to survivors in your area, or spotlights on local leaders and activists working to make change.

- Use photos, graphics, and videos to draw attention to your message in a creative way.

- Canva.com can be an excellent, free tool for these purposes, allowing you to create photos and graphics for Instagram, Twitter, and Facebook.

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SAMPLE TWEETS

IT'S ON US  @ItsOnUs - Aug 25
#yesallwomen, #metoo, #timesup. How many hashtags is it going to take to realize that #ItsOnUs to take action and change the conversation around sexual violence?

IT'S ON US  @ItsOnUs - Aug 25
Non-consensual sex should be called by its name - rape. No more tiptoeing. #ItsOnUs to bring an end to sexual violence.

IT'S ON US  @ItsOnUs - Aug 25
#ItsOnUs to stop campus sexual assault. Join the movement growing on campuses nationwide at itsonus.org.
SAMPLE TWEETS (CONT’D)

IT’S ON US  @ItsOnUs - Aug 25
It’s time to fundamentally change the campus culture and engage young people in altering the conversation. Find out more at one of our #ItsOnUs weekly meetings: [LINK TO FACEBOOK GROUP].

IT’S ON US  @ItsOnUs - Aug 25
The #ItsOnUs Week of Action is kicking off with [EVENT]! Get involved today: [LINK TO CAMPUS FB GROUP]

IT’S ON US  @ItsOnUs - Aug 25
Come join us, [SCHOOL NAME] [LOCATION] at [TIME] for free teal bows and information on #ItsOnUS and how you can make a difference.
SAMPLE TWEETS (CONT’D)

IT’S ON US @ItsOnUs - Aug 25
Proud to stand with w/ [SCHOOL NAME] #ItsOnUs members! Check out our awesome Week Of Action events: [UPLOAD PHOTOS FROM EVENTS or LINK TO FB GROUP]
HOSTING A THUNDERCLAP

Much like a Twitter chat, rallies should focus on a specific topic and engage a variety of partners.

**CHOOSE A MESSAGE.** Instead of facilitating a Q&A, rallies are meant to blast followers with information. Use a unique hashtag to track the conversation.

**SET A DATE AND TIME,** and encourage your followers and partners to use the hashtag and message continually throughout the set time.

**PREPARE YOUR CONTENT.** Depending on your chosen topic, curate a mix of statistics, news stories, personal stories, actions you can request your followers take, and information on the It’s On Us campaign. You should plan to be sharing content every minute, so make sure to have enough to last throughout the entire rally!

**EXECUTE.** Retweet and respond to partners and followers while rapidly sharing your own content. The goal is to spread your message to as many people as possible, whether that be through a trending hashtag or aggressive partner participation.
HOSTING A TWITTER CHAT

DECIDE ON A TOPIC. The discussion should focus on something more specific than simply “sexual assault prevention.” Consider narrowing your focus to prevention within a single campus or community, Title IX rights, bystander intervention, domestic violence—anything!

INVITE PARTNERS to join your discussion. You should not expect to fuel the conversation alone. Ask local advocacy groups, local officials, health organizations, or anyone else involved in the sexual violence prevention and health movement to participate and share their knowledge.

PICK A UNIQUE HASHTAG to track. An official hashtag will allow you to easily follow the conversation. Make sure to use it in every question and answer, and encourage all participants to do the same.

WRITE A SCRIPT. Come up with around 10 questions to fuel the discussion, as well as their answers. Share the questions with your partners so they can come with answers ahead of time as well. Questions and answers should be labeled and follow a set format.

PROMOTE YOUR CHAT. Pick a date and time (chats should last about an hour). Share the event on your social media platforms and have partners do the same.

EXECUTE. Promote your event throughout the entire day leading up to your chat. Let everyone know when you’re starting, and tweet out questions and answers in even intervals. For example, if you have 10 questions for an hour-long chat, send out a question every six minutes. Encourage those following the chat to ask their own questions. Retweet your partner’s answers and interesting or helpful answers from those following the conversation.

FOLLOW-UP. After the chat is finished, pull together the conversation in a wrap-up blog post or Storify that you and your partners can share. If you have the capabilities, run a report to figure out how many people participated in the chat and how many people your hashtag reached. Websites such as TweetReach.com and TweetBinder.com provide these services.
# SAMPLE SIGN-IN SHEET

It's On Us Sign-In Sheet

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DOWNLOAD .PDF
SAMPLE EVENT AGENDA

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!

ROUNDTABLE DISCUSSION, 6:00–8:00 PM

5:00 PM: STAFF ARRIVES
• Set up registration table to check in guests.
• 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 take 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
IT’S ON US ROUNDTABLE DISCUSSION

A roundtable is a great way to start planning events on your campus surrounding the issue of sexual assault, as it serves as a place to set goals for the It’s On Us campaign at your campus. By including peers at your roundtable that belong to many of the diverse communities at your school, you can create a coalition of student organizations that can help lead different events that effectively target the communities to which they belong. The roundtable encourages people to go beyond signing the pledge and invites them to engage with students about the issue of sexual assault on their campus.

AS A FACILITATOR, A FEW HELPFUL TIPS:

- Start by sharing your name, year, and why you are involved in the It’s On Us campaign
- Set the tone by sharing your goals for hosting the roundtable and the It’s On Us campaign on your campus, emphasize that this is a part of a continuous National dialogue
- Give group members the opportunity to introduce themselves and if the situation is suited, ask participants to identify themselves as a survivor or a supporter
- Sexual assault and rape culture is a sensitive subject. Create a safe space for your group members so that they feel comfortable sharing their thoughts and opinions by allowing them to express themselves without interruption
- Challenge victim blaming by allowing other members of the group to rebuttal, but mitigate back and forth by asking a follow-up question or moving to the next question
- Don’t go back and forth with any individual group member
- Don’t rush through your conversations; you don’t have to get through all of the questions. If the conversation strays from the suggested questions yet you feel this new direction is productive, feel free to keep going.
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.

SEND YOUR SIGN-IN SHEET AND EVENT PHOTOS AND VIDEO
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 soon.

SAY THANK YOU
Make sure to thank everyone who helped make your event a success.
SAMPLE EVENT FEEDBACK FORM

Thank you for your interest in the It’s On Us campaign at [INSERT SCHOOL NAME]. In order for us to provide programming to students in the most effective way, please answer the following questions. Surveys will be used only to improve on future events and will remain anonymous. Thanks for your cooperation!

Are you a student at [INSERT SCHOOL NAME]?

Graduation year?

Were you aware of the It’s On Us campaign before attending this event?

If yes, how did you hear about it?

Did you find the information presented today useful?
CUSTOM BADGE DOWNLOAD
PRINT DOWNLOADS

THE CORRECT TERM FOR SEX WITHOUT CONSENT IS RAPE.

Take the pledge to help end sexual assault at It'sOnUs.org

DOWNLOAD

She wanted it to stop

She didn’t say no

THE CORRECT TERM FOR SEX WITHOUT CONSENT IS RAPE.

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DOWNLOAD

She wanted it

yes

DOWNLOAD

IT'S ON US | CAMPUS ORGANIZING TOOLS

contact@itsonus.org
CONSENT.
IF YOU DON'T GET IT, YOU DON'T GET IT.

Sex without consent is not sex.
It's sexual assault.
And it's on us, all of us, to help stop it.

Learn how and take the pledge at ItsOnUs.org

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CONTACT INFORMATION
If you need further clarification or have other requests, please email contact@itsonus.org.

To order It’s On Us merchandise, visit our online store at shop.itsonus.org.
THANK YOU TO OUR SUPPORTERS