



# OVERALL WORKPLAN FOR ORGANIZATIONS

www.kasap.org  
24-Hour Hotline  
1-800-656-HOPE

## KENTUCKY ASSOCIATION OF SEXUAL ASSAULT PROGRAMS

KASAP is the coalition of Kentucky's 13 Regional Rape Crisis Centers. The directors of each of the 13 Rape Crisis Centers make up the KASAP's Board of Directors. Since it was established in 1990, KASAP has served as a central point of contact on sexual violence issues in Kentucky.

*KASAP's mission is to speak with a unified voice against sexual victimization.*

To accomplish our mission, KASAP provides technical assistance to member programs and other professionals, advocates for improvements to public policy, fosters coalition building among members and those with common concerns, and promotes prevention and public awareness regarding sexual violence and related issues.

## MONTHS PRIOR

### Select committees & coordinators

- Form a committee and choose coordinators/chairpeople to deliver overall Sexual Assault Awareness message (this could include staff and community members -- see networking section below)
- Choose theme
- Select/develop/plan activities and events

### Network with community/contact potential co-sponsors of events

- Contact interested community members/groups to be part of your committee to raise interest and help develop activities and events. Make sure your plans are realistic and are sensitive to the needs of all people in your community.
- Compile a list of organizations which might provide an opportunity for a representative of your program to speak, table or share information. Send them a letter and a sample of materials you wish to distribute. Follow up.
- Suggestions for contacts and potential partners:
  - Public and Private Schools, including their Parent/Teacher organizations
  - Local Colleges, Universities, Technical/Vocational Schools, and Community Colleges
    - Dean of Students, counseling center, Health Services, Student Government, Affirmative Action Director, Women's Center, Resident Life, sororities, fraternities and Student Affairs Office
  - Domestic violence shelters
  - Child abuse prevention agencies
  - Family planning programs
  - Local women's organizations
  - Senior citizens' organizations
  - Gay/Lesbian/Bisexual/Transgender organizations
  - Cultural organizations
  - Girl Scouts/Boy Scouts
  - Churches and synagogues
  - Law enforcement
  - Hospitals, other medical service providers and their associations
  - Children's Advocacy Centers
  - Commonwealth and County Attorney's Offices
  - Local YWCA, YMCA
  - Peace and justice groups and other groups working to end violence
  - Mental health agencies, including Community Mental Health Centers
  - Agencies that assist persons with disabilities
  - Nursing, residential and group homes and facilities
  - Immigrant and Refugee-related organizations
- Contact local media and encourage them to take a proactive part in their coverage or co-sponsor events then follow-up with contacts to ensure coverage.

### Referral Information

- Develop/review your community's available resources; have information prepared for distribution to community members



**The  
color  
TEAL  
signifies  
SUPPORT  
for  
Sexual  
Assault  
Awareness  
Month.  
Displaying  
teal ribbons  
may help  
START  
CONVERSATIONS,  
the FIRST  
STEP to  
raising  
AWARENESS.**

## **6 WEEKS OR MORE PRIOR**

### **Request proclamation**

- Contact your mayor's office, county commissioner's office, employers, school officials, church leaders and other organizational leaders to ask them to issue a proclamation establishing March as Sexual Assault Awareness Month
  - Arrange for the proclamation to be issued publicly preceding the month's activities
  - Invite media (see below) to proclamation reading

### **Share information**

- Notify KASAP of your event schedule
- Distribute information to allied organizations for further distribution
- Develop event flyer, brochures and e-mail announcements
- Distribute referral list to event committees for distribution at events

### **Media**

- Contact local media with dates and objectives of Sexual Assault Awareness Month
- Arrange press conferences
- Distribute press releases, public service announcements (PSAs), letters to editors, etc.
- Encourage the media to take a proactive part in their coverage or co-sponsor events, then follow-up with contacts to ensure coverage (KASAP has developed PSAs suitable for radio, contact KASAP for copies)

## **4 WEEKS PRIOR & WEEKLY THEREAFTER**

### **Media follow-up**

- Contact local media contacts previously made to confirm and encourage coverage of:
  - Dates of events and objectives of Sexual Assault Awareness Month
  - Confirm press conferences
  - Confirm playing/printing press releases, public service announcements (PSAs), letters to editors, etc.
  - Confirm coverage of events

### **Community follow-up**

- Follow-up with SAAM partners to make sure everything is in place

## **POST SEXUAL ASSAULT AWARENESS MONTH**

### **Recognize supporters**

- Write thank you notes to all organizations that helped plan/organize events
- Write thank you notes to all individuals who helped with any part of Sexual Assault Awareness Month
- Write thank you notes to all donors with personalized letters or notes
- Write thank you notes to all sponsors with personalized letters or notes

**Review events with staff and participants and make notes for next year**



# SPECIAL EVENT WORKPLAN

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## MONTHS PRIOR TO EVENT

### **Select committees & chairpeople**

- Form a committee and choose coordinators/chairpeople for event

### **Arrange speakers, musicians & celebrities**

### **Network with community/contact potential co-sponsors of events**

- Form a committee of interested community members/groups to help committees raise interest and help develop event
- Compile a list of organizations which might sponsor or promote your event
- Contact local media and encourage them to take a proactive part in their coverage or co-sponsor events then follow-up with contacts to ensure coverage

### **Secure Location**

## 6 WEEKS OR MORE PRIOR

### **Obtain required permits**

#### **Media**

- Draft and distribute Press Release to local media with dates/information and objectives of event
- Arrange press conferences to promote event
- Encourage the media to take a proactive part in their coverage or co-sponsor event

#### **Contact local businesses for donations**

- Services
- Products
- Prizes/Awards
- Audio/Visual needs
- Media Sponsors
- Printing

#### **Share information**

- Notify KASAP of event, include title, date, time, location, and brief description (20 words or less), and contact information
- Distribute information to allied organizations for further distribution
- Develop event flyer, brochures and email announcements
- Distribute referral list to event committees for distribution at events



## **4 WEEKS PRIOR TO EVENT AND WEEKLY THEREAFTER**

### **Media Follow-up**

- Contact local media contacts previously made to confirm and encourage coverage of event.
- Confirm press conferences
- Confirm playing of or printing of press releases of event
- Confirm coverage of event
- Schedule appearances on community affair shows, newscasts
- Send event information to local media newscasts, community bulletin boards & calendars

### **Send invitations/flyers**

- Ally organizations
- Community leaders
- Local celebrities

### **Sign-up staff/volunteers**

- Set-up
- Distribute information, ribbons, materials (prior to and during event)
- Greet participants
- Assist speakers, musicians, celebrities
- Safety monitors
- Clean-up

### **Arrange for American Sign Language & bi-lingual interpreters**

## **2 WEEKS PRIOR**

### **Confirm all event arrangements**

- Check supplies
- Prepare and print handouts

### **Media**

- Re-distribute Press Release to local media

### **Confirm speakers, musicians & celebrities**

## **1 WEEK PRIOR**

### **Reconfirm all event arrangements**

### **Confirm volunteer times**

### **Confirm invited guests**

### **Pick-up and distribute supplies and handouts**

### **Media spokesperson prepare, review for interviews**

## **POST SEXUAL ASSAULT AWARENESS EVENT**

### **Recognize Supporters**

- Write thank you notes to all organizations that helped plan/organize
- Write thank you notes to all individuals who helped
- Write thank you notes to all donors with personalized letters or notes
- Write thank you notes to all sponsors with personalized letters or notes

### **Review event with staff and participants and make notes for holding event in future**

