

SAAM Activities

Sexual Assault Awareness Month is a time to speak out against sexual assault in our communities. It is also a time to recognize and gain support for individuals and agencies who provide vital services to survivors of sexual violence and their families. The sample documents provided in this kit will enable you to set up quick and easy activities, as well as ones that require a little planning. If you are on a tight budget, talk with the company you do all your printing business with to see if they would donate their services for posters, banners, bookmarks or raffle tickets. Remember to ask permission from agencies before posting materials! For more information on any of these activities, contact NCCASA.

Community Events

❖ *Teal Ribbon Campaign*

Set up baskets with teal ribbons on pin cards (see SAAM Material Order Form) at hair salons, libraries, banks, and doctors' offices. Wrap big teal ribbons around trees or tie teal ribbons to your county's public safety vehicles. Ask your local craft store to donate teal ribbons to your agency or provide you with a nonprofit discount.

❖ *White Ribbon Campaign*

This is a great project to do in conjunction with your local law enforcement agencies and colleges and makes for a great press event! The goals of the campaign are to involve men in working to end men's violence against women, to raise awareness of this problem in the community, and to support organizations that deal with the consequences of men's violence against women. Men who choose to participate wear the white ribbon and sign a pledge card stating that they will never commit, condone, or remain silent about violence against women.

❖ *Flyers*

Post SAAM flyers throughout your community. Display them at hair salons, laundry mats, tanning beds, post offices, YMCA's, bus stops, grocery stores, hardware stores, banks, workout gyms, sports bars, schools, churches, libraries, and on the back of public bathroom stalls. Other spots to place flyers might be the Department of Social Services, Public Health Office, Unemployment Office, City Hall, Community Center, Parks & Recreation, Law Enforcement offices, and Veterinary offices. You can create a label with your agency's information and stick it to the bottom of the SAAM flyers (see SAAM Material Order Form).

❖ *Billboards and Bus Ads*

Use your nonprofit status to your benefit: encourage the donation of advertising space to promote your agency and Sexual Assault Awareness Month.

- ❖ ***Banners***
Banners are a great way to reach your rural communities by hanging them over main roads or bridges. Include your agency's name, available services, and contact information. An NC rape crisis center has done this in the past; please contact NCCASA for more information.
- ❖ ***Restroom Campaign***
Restrooms are everywhere! Put flyers up in the privacy of stalls/restrooms of college campuses, bars, businesses, state agencies (welfare, unemployment, etc.) and anywhere there is a bathroom! Remember to ask permission to have sexual assault information on display throughout April.
- ❖ ***Operation Law Enforcement***
Request permission to tie teal ribbons to the antennae of police cars in your county. This is an opportunity to get to know your law enforcement officers and for them to become more involved with your agency. This could be a great photo opportunity for the local media!
- ❖ ***Table Tents & Placemats***
Make table tents with your agency's information with SAAM logo and information on it. Placemats can also be designed and used in local restaurants to educate children in a fun way. An NC rape crisis center has done this in the past; please contact NCCASA for more information.
- ❖ ***Store Front Campaign***
Solicit local businesses to sponsor SAAM activities with a donation (\$10) and by displaying a SAAM flyer in the store window. Ask to display your agency information as well as brochures and ribbons.
- ❖ ***Bookstore and Library Displays & Readings***
Approach bookstores and libraries to set up displays of books relating to sexual assault with a SAAM flyer and your program's information. Organize a book or poetry reading about sexual assault and healing (see "SAAM Book Ideas").
- ❖ ***Faith-Based Community Challenge***
Challenge area churches to address sexual violence throughout April through sermons, prayers, articles in church bulletins, and donations to local rape crisis centers. Hold a contest for the best sermon given or best bulletin article (see Enclosed Samples). Remember to ask permission to have sexual assault information on display throughout April.
- ❖ ***Personal Safety Class***
Offer a free demonstration or class on safety and self-defense. Partner with your local YMCA, college campus, or community center.

❖ ***Family Day Festival/Block Party/Mall Fair***

Team up with other community organizations and host a fun-filled day with games, puppet shows, and information on sexual assault. This is a great way to work together with other community agencies, educate parents and children in a fun atmosphere, and possibly raise some money!

❖ ***Community Corporations***

Encourage major corporations in your community to add an insert into employee's paychecks with your agency's information and information on sexual assault. This can also be done with utility and cable companies by requesting the information be placed in customers' bills.

Involving the Media

❖ ***Proclamation/Resolution***

Request that your local Mayor or County Commissioner sign a SAAM proclamation. A proclamation or a resolution from the city council or county board can be presented at a kick off event in order to increase media attention (see Enclosed Sample).

❖ ***Public Service Announcements***

This is a quick and easy way to "Speak Out" as well as spread the word about events your agency has planned. Approach local radio stations as well as college stations about running Sexual Assault Awareness PSA's (see Enclosed Samples).

❖ ***Get Linked***

Encourage local TV & radio stations as well as businesses, civic groups, and organizations to put a Sexual Assault Awareness Month link on their website that links directly to your organization's website. For those groups without a web page, ask that they post, in their place of business, a flyer with a link to a special information page that has stats and local SAAM events. Contact the NCCASA office to obtain a teal ribbon link logo (see Enclosed Sample Letter).

❖ ***Email Chain***

Anyone can do this one! Type up an email on sexual assault and its affects and ways to be safe, or encourage a survivor to share their story. In today's Internet world, this is a fast way to educate a large amount of people. Use the enclosed statistics, PSA's, and press release to draft your email.

❖ ***Open House***

Hold an open house night and invite key decision-making people in the community to come and see who you are and what you do. Don't forget to invite nurses, DA's, campuses, and law enforcement. Make sure to have teal and white ribbons on hand and the White Ribbon Pledge Card! (see enclosed samples)

❖ ***Media Packet***

Get the media involved!! Prepare a packet with a press release, agency information, fact sheets, calendar of SAAM events, and any other relevant information to hook their interest. This is a good opportunity to establish media contacts for the future, and media packets are great to have on hand throughout the year! (see “Involving The Media” in this kit)

Money Makers

It is important to check with your director to be sure that any fundraising activity you do will not jeopardize your nonprofit status. The N.C. Center for Nonprofits is a great resource (www.ncnonprofits.org) for questions regarding rules and regulations.

❖ ***50/50 Raffle***

This is a great way to raise money and awareness at the same time. The raffle winner receives half of what is raised and your organization receives the other half! An NC rape crisis center has done this in the past; please contact NCCASA for more information.

❖ ***Serving Up Celebrities***

Team up with a local restaurant and local personalities from TV and radio to raise money for your agency. Designate one night where local celebrities rustle up some grub and donate their tips to your organization. This is great PR for everyone involved!

❖ ***‘Night Out’ Sporting Event***

Encourage local sports teams to donate a portion of proceeds to your agency. Also arrange for information to be handed out at the gate about the services your agency provides.

❖ ***Ice Cream Sundae Event***

This is a fun event for the entire family! This can be held inside or outside. Have local music groups provide entertainment, and solicit donations from local grocery stores to make the sundaes. An NC rape crisis center has done this in the past; please contact NCCASA for more information.

❖ ***Art Display***

Team up with a local gallery to do a benefit for your agency. Pass out teal pins and information on sexual violence and your agency.

❖ ***A Cup of Prevention***

Team up with a local coffee shop and designate a day in which the coffee shop will donate a portion of its proceeds to your program. NCCASA has templates for flyers contact NCCASA for further information.

- ❖ ***Bingo Night***
Do it all in the same as a normal bingo does it; sell cards and call numbers in your school gym or church basement. Instead of money for prizes, give away items donated from local businesses and be sure to give them recognition for them. As always, good publicity will make your bingo night fundraiser a success.
- ❖ ***Game Show***
Host a game show testing participants' knowledge of dating issues. Questions could be based on material provided in an informational packet. You might want to charge a small entry fee. You may be able to get local businesses to donate prizes.
- ❖ ***Raffle Drawing***
Sell tickets for a chance to win a selected prize (e.g., a romantic evening for two including a limousine ride, dinner for two, and tickets to a semi-formal school dance). Local businesses might be willing to donate items or services for the drawing.
- ❖ ***Morning Hot Chocolate/Donut Sale***
Sell hot chocolate and donuts before classes in the morning. Local businesses might be willing to donate the supplies. Proceeds could benefit your local RCC program.
- ❖ ***Run a Recycled Bottle, Can or Ink Cartridge Drive***
Raise money and do good for the environment. Let your community know that they can drop off their refundable bottles, cans or ink cartridges at a central location. Your group will handle the sorting and keep the refunds. A nickel or dime may not seem like much but if this fundraiser is well publicized, all that plastic, glass, aluminum and cartridges will add up quick. To raise more and as an added incentive / service to your community, you can go door to door to pick their refundable bottles and cans or tie in with a local business to become a drop off location for your group.
- ❖ ***Garage Sale***
Most everyone thinks about clearing out "stuff" from their attic or garage, well here they can do good too. Have a Lawn sale fundraiser where your community donates items they are willing to let your group sell. Then your group picks a central location to hold your fundraising lawn sale. Once again be sure to publicize this well in advance and many times.
- ❖ ***Free Throw Contest***
Join forces with a local high school or university of parks and recreation basketball team and get members of the team to solicit sponsors who give a dollar for every free throw made. Each player can attempt 100 free throws and for each one made out of the 100 a dollar is given to the organization. This is a good idea because the team is involved in community served all while improving free throw percentages.

❖ ***Black Tie Gala***

Capitalize off the notion that people enjoy dressing up and a night of dinner and dancing. Try to get the space and food donated –that is can ensure community buy-in. Entertainment is also key so when looking for a band check to see if they have a loyal following. These sorts of events are usually expensive, but when planning remember that you also want to use the gala to celebrate the work of employees and volunteers. To do so ticket cost may have to be lowered so that these people can participate as well.

Survivor Ideas

❖ ***Newspaper Articles***

Ask your volunteers, staff, or board members to do an article on the problem of sexual violence, write an editorial, or write letters to the editor.

❖ ***Take Back the Night Rally/Candlelight Vigil***

Partner with area colleges and/or high schools to host a rally giving survivors an opportunity to share their stories and raise awareness in the community. Many NC rape crisis centers have done this in the past; please contact NCCASA for more information.

❖ ***Poetry, Photography and/or Art Display***

Collect works of art, poetry and/or photography from survivors in your area. Display them in a local art gallery, library, or college during a SAAM event and/or during an open house at your agency.

❖ ***Garden/ Tree Planting***

April is a time for new growth and warmth. Organize a group of survivors, family, and friends to plant a garden or a tree for SAAM.

School Ideas

❖ ***Students Against Violence Everywhere (SAVE)***

Most schools have a SAVE chapter that you can tap into to help facilitate some of the following ideas. There is no better way to get students involved than to have them actively participate in your activities.

❖ ***Film Festival***

Host a lunch hour (or after school) film fest of videos on issues related to dating violence, and charge a nominal door fee. Presentations should be followed by a discussion or question/answer session hosted by an advocate.

❖ ***Game Show***

Host a game show testing participants' knowledge of dating issues. Questions could be based on material provided in an informational packet. You might want

to charge a small entry fee. You may be able to get local businesses to donate prizes.

❖ ***Raffle Drawing***

Sell tickets for a chance to win a selected prize (e.g., a romantic evening for two including a limousine ride, dinner for two, and tickets to a semi-formal school dance). Local businesses might be willing to donate items or services for the drawing.

❖ ***Morning Hot Chocolate/Donut Sale***

Sell hot chocolate and donuts before classes in the morning. Local businesses might be willing to donate the supplies. Proceeds could benefit your local RCC program.

❖ ***Banner Display***

Create a Teal Ribbon banner to be hung in your school's front windows stating April is Sexual Assault Awareness Month.

❖ ***Display Table***

Set up violence awareness tables in schools' lobbies during lunchtime. This could be either a large community presentation or a simple display of collected materials.

❖ ***Essay Contest***

Have students write an essay on the effects of violence against women in our community. Ask a local business to donate a prize. Ask the administration to allow the winning essay to be read during morning announcements.

❖ ***Play/Skit***

Ask drama students, or other interested students, to put together a play or skit that addresses the issue of sexual violence.

❖ ***Announcements***

Prepare information suitable for morning announcements that relates to the issue of men's violence against women. The announcements could take the form of songs, quotes, facts, and/or community resources.

❖ ***Quilt***

Encourage students and student groups to create a patch to raise awareness of violence against women and sexual assault. Designate a day to sew the patches together and display the quilt in a central area. This is another great way to gain media attention for your agency and the school.

❖ *Mural*

This can be a challenge presented to art classes or the entire school. Have a contest for a design and then encourage students to paint as a way to speak out against sexual assault.

❖ *Dance*

Sponsor a dance at the local middle school and distribute information.

Home Grown Ideas from North Carolina

- ♣ **Orange County: *The Clothesline Project*:** A display of t-shirts that contain written messages and drawings intended to illustrate the affects of sexual violence. All the t-shirts are designed by local survivors of sexual violence, their friends, family members and/or advocates and volunteers. This is a powerful visual reminder that raises awareness about sexual violence and bears witness to those who have survived and continue to heal, as well as those who did not survive.
- ♣ **Cherokee County: *Ribbon Campaign*:** The campaign started with anti-violence classes in every high school in Cherokee County. Efforts were coordinated with Wal-Mart and Tri-County Community College to give Teal Ribbons to women and White Ribbons to the men when they pledged to end violence by talking to classmates, friends, and family members and encouraging them to sign pledges to never commit, condone, or remain silent about violence against women.
- ♣ ***Undergarment Drive*:** A day-long drive was held in order to provide new undergarments for rape survivors to wear when they leave the hospital.
- ♣ ***Art Contest*:** Staff went to local schools and held an art contest for fourth graders to draw and color a picture of what they think the agency means and does for people. The winner of the contest won a \$25 gift certificate from Wal-Mart and their picture was on the cover of the agency's annual report.
- ♣ **Durham County: *Urinal Covers*:** The covers went in the urinals in the men's restrooms of local restaurants stating, "You Hold The Power to End Sexual Violence."
- ♣ **Dare County: *Teal Boas*:** A joint effort with a local group to weave teal boas to sell for SAAM. Cards were attached explaining the purpose and color.
- ♣ ***Self-Defense Training*:** The Agency hosted a 2-day self-defense training. One of them designated for Mothers/Daughters or other female family members. The other was held at the local Senior Center.
- ♣ ***Creative Advertising*:** Ads were designed with SAAM statistics and were placed in local newspapers each week. NCCASA SAAM PSA's were used, with local information added, and sent to all radio stations. Lastly, during SAAM, Dare County appeared twice on local TV stations to talk about safety issues.