

#30DaysofSAAM

Instagram Challenge • April 2026

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 Starting Strong What does 25 Years Stronger look like to you? Share a photo inspired by this year's SAAM theme.	2 Back to Our Roots Post a throwback honoring a milestone, moment, or leader in the movement that still inspires you today.	3 Then & Now Share a moment from the past and reflect on how things have changed or evolved since then. What progress stands out to you?	4 SAAM History Shout-Out Share and tag an advocate or organization that has shaped the movement and moved us forward. 
5 "Strong" Sundays Express why keeping survivors at the center makes our movement stronger. 	6 Listening to Learn What does it mean and look like to really listen to survivors?	7 SAAM Day of Action Wear teal and share one action you are taking to center survivors in your community. Tag others to join you and use #SAAM.	8 Strength in Diversity Why is it essential to recognize that survivor experiences are not one-size-fits-all? 	9 What if? What if systems were built around survivors' needs? What would change?	10 Believing is the Beginning How can support for survivors go beyond believing? How else can we affirm survivors' needs and experiences?	11 We are listening Share a message affirming your commitment to listen, learn, and act when survivors share their experience.
12 "Strong" Sundays Finding strength in action, share an example of something you, your community, or your organization is doing to create safer, more respectful environments. Every action counts!	13 Art in Action Create or share a poem, artwork, or song that inspires action to prevent sexual abuse, assault, or harassment. Tag us to show how creativity drives change! 	14 Small Actions, Big Impact What's one small but meaningful thing you do every day to prevent sexual abuse, assault, or harassment? Share your idea to inspire others to act too.	15 One Thing I Wish More People Knew Share a fact, story, or insight that could inspire someone to take action to prevent sexual abuse, assault, or harassment. Your perspective could spark change!	16 Strength in Numbers Communities can prevent sexual abuse when we work together. Highlight a project, group, or initiative in your community making a difference. Tag them to inspire others!	17 What If? What would systems look like if they were built to prevent sexual abuse, harassment, and assault? Share one policy, procedure, or step you'd like to see.	18 #SAAMRocks Paint a rock with a teal ribbon, a prevention message, or an affirmation. Include #SAAMRocks, 'keep or re-hide,' and/or your local center's hotline. Place the rock in your community, share a photo online, and tag us to inspire action! Contributed by Safe Berks

Prompts continued on next page

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<p>19 “Strong” Sundays Share your vision for a stronger future. Help others to imagine a world free from sexual abuse, assault, and harassment.</p> 	<p>20 Pass the Torch What can the next generation teach us about preventing sexual abuse and promoting respect? Share an idea, story, or example of how young leaders are shaping the future.</p>	<p>21 Spell It Out: F-U-T-U-R-E Get creative! Use objects — flowers, art supplies, food, or anything around you — to spell out the word “F-U-T-U-R-E”. Share a photo of your creation!</p>	<p>22 Healing Forward Share an image, quote, or resource that represents growth and healing for survivors, communities, or organizations.</p> 	<p>23 What if? What is an example of one change that can bring us closer to a future free from sexual abuse, assault, and harassment? This could be a policy, practice, or mindset.</p>	<p>24 Letter to the Next Generation Write a short letter to the next generation or future self. What advice, hope, or encouragement would you share to help them continue working toward a future free from sexual abuse, assault, and harassment?</p>	<p>25 Looking Ahead As we envision the future, who or what inspires you to keep working toward prevention, safety, and healing? Share a message of gratitude or acknowledgment for the advocates, communities, and leaders who make this work possible.</p>
<p>26 “Strong” Sundays What has made our movement so strong? What could make it stronger? What from the past can we carry forward to strengthen prevention, support, and healing?</p>	<p>27 My Commitment As we close SAAM, share one concrete action you are taking to continue advancing prevention, safety, and respect. Encourage others to join you in keeping the movement moving forward.</p>	<p>28 Beyond April Preventing sexual harassment, abuse, and assault takes awareness and action beyond one month. What future events/programs are you working on? Share an opportunity to stay involved after April.</p> 	<p>29 Denim Day: Wear Jeans with a Purpose Denim Day is a movement that looks back on history to drive future change. Participate by wearing denim. Learn more: DenimDayInfo.org</p>	<p>30 You Did It! Give thanks to someone, something, or even yourself for making your participation in #30DaysofSAAM possible. Reflect on what you’ve learned this month and how you’ll carry it forward into the coming year.</p>	<p>Join advocates, activists, survivors, and supporters who are getting involved in Sexual Assault Awareness Month this April on Instagram. Daily prompts encourage creative ways for you to raise awareness, educate, and connect with others — plus you have a chance to win prizes every day you participate.</p>	

Participation guidelines

- Anyone can participate: individual accounts, organizational accounts, accounts created just for the contest, etc.
- Submission posts must tag @NSVRC.
- Posts must include #30DaysofSAAM2026 and a hashtag identifying the prompt you’re responding to (i.e. #Day1, #Day2, etc).
- All types of posts are accepted including video, photos, digital artwork, photos of illustrations, collages, poems, etc.
- Posts MUST be original content (not reposted from somewhere else).
- Posts that feature thoughtful captions will be given extra consideration.

Prizes and eligibility

Daily Prizes

- A winner will be chosen for each prompt daily and awarded a \$25 gift card to Etsy.com — plus their submission will be featured on NSVRC’s account.

Grand Prize

- There are two ways to become eligible for our grand prize drawing: (1) participate every Tuesday in April or (2) participate every day in April. Those that participate every day will have their names entered into the drawing twice.
- The grand prize is a \$250 gift card to Etsy.