

Monthly Campaign Events

Not only does the INCASA campaign cover the month of April, **Boundary Lines: Ask, Listen, Respect** is a yearlong campaign throughout the state of Indiana. Each month, we'd like local groups to have a monthly event to promote Sexual Assault awareness through our campaign.

You may use these activities not only for April & October, but to do something all year long. Some of you already do a few of these things. Maybe you will find something extra to add to your event. Remember take pictures and send them to us by email or mail. We may choose your event to be highlighted. A note on how the event went and whether you would do it again. We understand you are all very busy—we believe in you and the work you are doing. You are amazing. Please help us help support you and your efforts. Feel free to send us pictures and let us know what events you have on the calendar.

Check our website for upcoming events www.incasa.org

Awareness Display

Set up a table in a busy central location in your community. Hang teal decorations on the table and distribute SAAM products and information on sexual assault. Be sure to distribute tip sheets on how individuals can prevent sexual violence. Hand out candy or other giveaways to attract visitors to your table. Be sure to obtain approval from your city or college to set up and staff the display.

Speak out

This type of event creates a safe space for survivors of all forms of sexual violence to “speak out” about their experience, recovery, and healing. Choose a fairly quiet location for your event and ensure that local rape crisis center professionals are microphones set up, one for survivors that are willing to have their stories recorded by local or campus media, and one for speakers who do not want press coverage.

Letter-writing Campaign

Some organizations can take part in political advocacy during SAAM by writing letters to local, state, territory, tribal, or other government officials about policies related to sexual violence that affect your community. See the Resources section of the SAAM website for sample letters to elected officials.

End Violence Together License Plate

New in 2010 is the ‘End Violence Together’ license plate. Partner with local downtown businesses to display a color copy of the license plate in their storefront windows or to put a copy of the plate on the bulletin boards. See if you can have local utility companies put an advertisement on the utility bills for Sexual Assault Awareness Month and the license plate. You can also make t-shirts, flyers, and posters within your own organization to help promote the plate.

Run/Walk

Many social and health causes have started annual walk or run events to raise money and awareness about their issue. If your organization has the resources to plan and hold a walk for sexual violence awareness and prevention, this is a great option. If you have limited time and resources, consider reaching out to other organizations in your area that are holding walks and runs during April and form a team to represent the anti-sexual violence movement. Have matching teal t-shirts made and make sure to bring materials on sexual violence to distribute to other participants.

V-Day

V-Day is a global movement to stop violence against women and girls. V-Day promotes creative events to increase awareness, raise money, and revitalize the spirit of existing anti-violence organizations. V-Day generates broader attention for the fight to stop violence against women and girls, including rape, battery, incest, female genital mutilation (FGM), and sexual slavery. Through V-Day campaigns, local volunteers and college students produce annual benefit performances of “The Vagina Monologues” to raise awareness and funds for anti-violence groups within their own communities. The V-Day website (www.vday.org) provides information on holding a Vagina Monologues event in your community or at your college or university. V-Day events often occur during the month of April, but also take place throughout the calendar year.

“Breakfast With” event

Invite local legislators who have sponsored legislation that addresses sexual violence to talk about contemporary trends in anti-sexual violence law. You can also invite local business leaders, law enforcement agents, attorneys, and other groups that would be impacted by pending or recently passed legislation. Make sure that your organization’s services are highlighted during the presentation. If possible, have speakers and presenters wear stickers, pins, or t-shirts advertising your organization.

Clothesline Project

The Clothesline Project began as a vehicle for women affected by violence to express their emotions by decorating a shirt. They then hang the shirt on a clothesline to be viewed by others as testimony to the problem of violence against women. Today, Clothesline Projects provide awareness about sexual and domestic violence; hate crimes, and child abuse. Many communities have developed culturally specific Clothesline Projects (e.g., Asian Clothesline Project in MA). Most events include a shirt-making session, held in conjunction with a display of recently or previously created shirts. Alternatively, you might arrange simply to display previously created T-shirts. The shirts may be color-coded to show the form of abuse and whether the victim survived the abuse they experienced.

Cup of Prevention

Ask local coffee shops, bookstores, and other small restaurants to donate a percentage of their coffee and tea sales to the local rape crisis center during the month of April.

Denim Day

Denim Day is an international protest in response to the Italian Supreme Court's overruling of a rape conviction in 1999. An Italian woman was raped, and when the case went to trial, the jury found her assailant guilty. The Supreme Court then overturned the ruling, saying that jeans are so difficult to remove the assailant could not have done so without the victim's help. To honor Denim Day, people are encouraged to wear jeans to work or school in order to promote awareness. Your organization can also print stickers or buttons with Denim Day slogans on them, to encourage people to ask, "What is Denim Day?" To make this event successful, effective promotion is the key. Your organization should publicize this event to as many businesses and schools as possible. Information about sexual assault should be sent out with the information about Denim Day.

Human Ribbon

Get a large length of teal fabric and arrange it as an awareness ribbon around a person standing so that the ends of the ribbon flow out on the ground. The person with the ribbon around them would not speak to others, but an advocate would accompany that person to engage others who come to look at the "human ribbon." Local dignitaries could be recruited to be the "human ribbon." Have educational information available to distribute to observers.

Mock Trial

Mock sexual assault trials are used across the country to educate communities about the legal process and address myths and facts about sexual assault. Mock trials are condensed recreations of actual or imaginary trials. This dramatic style of presentation enables an organization to pull in judicial representatives, theater groups, students, and a wide variety of community members. Mock trials have been used to train first responders about their role in the criminal justice process and inform survivors of what might be involved in pursuing criminal charges. Some communities have adapted the mock trial to explore the campus judicial hearing process. Developing a mock trial takes time; allow at least three months for planning. Mock trials rely on a script, actors/community members, and good marketing. Local service providers such as police, judges, attorneys, and forensic examiners make for great actors. You may be able to hold the mock trial in your area courthouse, town hall, or educational institution. Mock juries depict the events leading up to the sexual assault as a way to close to presentation no matter what decision the jury reaches. Over the past few years, INCASA has done mock trials. If you are interested please contact Erik Scheub (escheub@incasa.org) for materials and scripts for the mock trial.

Movie Screenings

Several films and movies (documentaries and feature films alike) could be used in the SAAM campaign. Inquire at local theatres about having specific movies shown during April with a portion of proceeds donated to local sexual violence centers. The INCASA movie library is a great place to borrow movies on Sexual Assault. Please contact Erik Scheub (escheub@incasa.org) if you are interested in borrowing from INCASA. If borrowing isn't your thing, here are some examples of movies you can screen:

'Searching for Angela Shelton' - <http://www.searchingforangelashelton.com/>

'The Accused' - <http://www.amazon.com/Accused-Kelly-McGillis/dp/B00005Y1UT>

NO! The Documentary - http://www.notherapedocumentary.org/reviews_press.html

Rape Is... - <http://www.cambridgedocumentaryfilms.org/> or <http://www.rapeis.org/index.html>

Open House

Having an open house reception can be a simple but very effective way to raise awareness of sexual assault and of your agency/program's role in the community. An open house provides an opportunity for you to raise your profile in the community and to provide valuable information. You can place brochures, signs, and educational information on a table as well as provide information about volunteer opportunities. The open house can be as simple or elaborate as you wish. Your staff may decide to provide snacks and refreshments. Or if your budget permits, you may choose to have a catered reception. Invite your board members and local public officials. Publicize the open house in your local newspaper or radio station. You may also want to invite school administrators and guidance counselors, as well as local businesses and the chamber of commerce.

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 also be a great photo opportunity for the local media.

Partner with a local Restaurant

There is a range of ways you can incorporate a local restaurant into your SAAM activities. Find a local restaurant that will provide an organizational discount and then host a corporate/legislative breakfast to introduce your agency and board to the community. Another possibility is to ask for a small percent of the profits on "SAAM Day of Action" as a charitable donation. Or, ask if you may put brochures or teal awareness ribbon pins near the cash register.

Presentations at Salons

A unique place to hold presentations about sexual violence is at local beauty salons. You can hang a poster with sexual assault information and your organization's services or provide stickers with your organization's contact information to be affixed to the back of stylists' business cards, among other things.

Shine the light on Sexual violence

Shine the Light can be as simple as encouraging the community to use car headlights, candles, lamps, or flashlights to develop awareness about sexual violence. You may also choose to coordinate a community event such as a candlelight vigil at dusk, for which you designate a time and place for the community to gather. Remember to disseminate flyers with the event information, including location and time, before the date in order to increase community participation.

Shop to end Sexual violence

This event can be integrated into any community, small or large, with strategic marketing and community relations. The goal is to have local businesses donate a portion of their proceeds to the cause.

Take back the Night

Take Back the Night (TBTN) is an international phenomenon that began in the early 1970s in Germany in response to a series of sexual assaults and murders. TBTN rallies and marches have been held throughout the United States since the late 1970s. Local communities in the United States, Canada, Latin America, India, and Europe have been organizing TBTN marches and rallies to unify individuals to stand against violence in their communities. TBTN can include a candlelight vigil, a rally, a survivor speak out, and a large-scale public march. Many organizations have incorporated the arts into their event with banner-making contests, musical performances, poetry, and exhibits. Be sure to check with your local law enforcement official regarding legal status of your event and safety issues.

Teal Ribbon Campaign

Tie a teal ribbon to your car, your head, your clothing, etc. Set up baskets with teal ribbons on pin cards 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. Wherever you place the ribbons, be sure to have information on the significance of the ribbon as part of sexual assault awareness and prevention efforts.

Art exhibit

Suggest survivors do art projects as a part of a support or therapy group to express their healing. Some centers have produced shadow boxes, quilts, handmade dresses, collages, and jewelry. Display the art in a public space and have local musicians and other artists perform.

Tree and flower Planting

Tree and flower planting ceremonies during Sexual Assault Awareness Month serve a dual purpose. They give recognition to those who have been sexually assaulted in our communities and counteract pollution in the environment. These events provide the community an opportunity to honor a relative, friend, or other victim and/or survivor with the new life of a tree or plant. These ceremonies may be held in conjunction with Arbor Week, Earth Day or Arbor Day, all during April. A planting ceremony also provides an excellent opportunity for you to partner with local home improvement businesses and greenhouses. You may consider asking these companies to donate trees or flowers to plant during your event. We encourage you to begin planning at least three months prior to the event date. These events may take place in local parks, on college campuses, or in communities. You may need to contact local officials or campus administrators to find out what their procedure is for approving such events in your area. Finally, inviting public officials and knowledgeable speakers may bring more media attention to your event.

Walk a Mile in Her Shoes

These marches are designed to benefit rape crisis centers, but also provide a fun opportunity for men to educate the community about sexual violence. These events also rally the community to discuss the connection between gender relations and sexual violence, and to take action to prevent sexual violence. During the marches, men walk one mile in women's high-heeled shoes to help men gain a better understanding and appreciation of women's experiences. While these events can be large or small, we encourage you to begin planning at least three months prior to the event date. You may partner with male groups on college campuses, especially fraternities, or male leaders in your community. Consider partnering with local businesses to provide women's shoes. You may also invite your local media to cover the event. Finally, be sure to check with your local law enforcement official regarding legal status of your event and safety issues.