

2015 SAAM Toolkit

Dear NCCASA members,

Thank you for your continued participation in Sexual Assault Awareness Month (SAAM)! April, the month in which SAAM is recognized, is a wonderful annual opportunity to intensely focus awareness on sexual violence and what we can all do to prevent it. While our efforts to address and prevent sexual violence occur throughout the year, SAAM provides us with a unique opportunity to find innovative and effective ways to engage our communities and promote collaboration with other disciplines.

We hope you find the 2015 SAAM toolkit useful in helping your agency to craft April events. These ideas can be utilized year round to help maintain community involvement and awareness of resources. Included you can find:

- ♦ Social Media tips
- ♦ Tweet sheets
- ♦ Press Release Tips
- ♦ General assembly representative
- ♦ Community Activities

We encourage you to share your SAAM event calendar with us. We can help publicize them on our sites or in the monthly member mailing. Additionally, we want to take this opportunity to remind everyone to save the date of **May 19-21, 2015**, for the **2015 Biennial NCCASA Conference “Sexual Violence at the Intersections”!** Please join us for amazing workshops and networking opportunities. If you have any questions or need further assistance with SAAM events please contact Charnessa at Charnessa@nccasa.org or (919) 871-1015.

Thank you for all of the amazing work you do to address and prevent sexual violence!

Sincerely
Charnessa Ridley

Social Media



Social Media allows you to reach your audience constantly and provides a format to make your SAAM activities extend to people's homes, offices, and even while waiting at register checkout. By updating your Facebook or Twitter, you can encourage more thought and more conversation. Included in this section are sample tweets and Facebook posts. Feel free to modify.

Social Media Tips and Ideas

Post often! It's sexual assault awareness month, so feel free to post a lot of information. People don't want to be bombarded, but the average Facebook user check's their Facebook more than once a day. If you plan for one to four posts a day, you'll be reaching people at different points in their day without overwhelming them.

Monitor comments. Given the sensitive nature of the work, you may receive comments on your page that are inappropriate or antagonistic. If a comment is simply rude, just delete it. Your Facebook page isn't the place for extended dialogue with people who are victim-blaming, sexist, racist, or any other bad thing. So, just delete them. Another issue that may arise is a survivor disclosing in the Facebook comments. A great way to handle this is to send a private message that reads something like this, "Thanks so much for sharing. We'd love to talk privately about this. Feel free to contact us at (phone number) or send an email to (your email address). If the comment simply says something along the lines of "As a survivor, I want to say thank you!" that's not a problem. But, any more detail or sharing may be problematic on your page.



Get people involved! A great way to do this is by issuing challenges. You could challenge your followers to repost something you've shared or come up with something to share themselves. Challenge your followers to post your agency's website or contact information on their page. Each time one of your followers shares a status or tweet from you, you reach an entirely new group of people. This is a simple way to get people involved in the effort to end sexual assault and promote the work your agency does for the community.

Ask Questions! You could ask "How do you work to prevent sexual assault?" or "What's one thing you can do to promote equality?" That could spur some exciting dialogue. It's always good to let people share what they are doing to support survivors and end sexual assault.

Ask for money! We all need it, so why not ask for it! Use your Facebook or Twitter to let people know how to donate to your organization. Include information about how their donation helps you in a very real way. A lot of people want to donate, but don't know how. If you post that information on Facebook or Twitter, you just may catch them while they are doing some online shopping and have their credit card right in front of them!

Promote your events! You should be constantly sharing information about scheduled events. This will drum up excitement and encourage participation. After the event, be sure to let your Facebook followers know what a success it was by sharing pictures or video of the event. You can also ask Facebook friends for suggestions of places to have presentations or event ideas.

Have Fun! A lot of people may say sexual assault is a downer (it is!), but all the work you are doing is not! Let people know and be excited about it. Sexual Assault Awareness Month is a time to celebrate all the progress we've made and the unified community that wants to see an end to sexual assault. Be fun and exciting online- people will connect with your optimism and hope more than they will with sad story after sad story.



Sample Social Media Status'/Tweets

1. Sexual Assault Awareness Month has started! Get ready for a month of awareness, enlightenment, and hope for safer communities! Will you join us by sharing our posts during the month of April with your friends on Facebook?
2. North Carolina took to over twenty two thousand calls from victims in 2013-2014. That's 22,000 people who got help and support from North Carolina Rape Crisis Centers!
3. Sexual Assault Awareness Month is about creating safe communities. What can you do today to encourage a safe community?
4. A Sexual Assault Awareness Month Challenge: stand up to one sexist comment today!
5. We can stop sexual assault and we can do it now!
6. If kids have four or five positive, caring, supportive adult role models it reduces risks for all sorts of things! What child are you a positive, caring supportive role model for?
7. Preventing sexual assault is promoting equality!
8. Sexual Assault Awareness Month is a great time to support your local rape crisis center. A donation is a one awesome way to say thank you for all their work to prevent sexual assault and support survivors!
9. As long as women have to fear sexual assault, there isn't equality. Let's make our communities safe and equal!
10. Being anti-oppression is being anti-sexual assault. What can you do today to challenge oppression?
11. Want to learn more about how you can volunteer with us to end sexual violence? Visit our website: (phone number or email of agency contact person)
12. This Sexual Assault Awareness Month let's all agree to support the survivors in our lives by listening, caring, and believing!

13. A Sexual Assault Awareness Month Challenge: Start one conversation today about ending sexual violence!
14. How can you create a safe space for sexual assault survivors in your life?
15. Let people know about the resources in the community for victims of sexual assault. You can find all that information here: (link to your website).
16. Sexual assault affects us all, so let's all join in the effort to end it!
17. Create some dialogue with your friends by viewing and discussing a movie about sexual assault. Give us a call for some suggestions! (Great movies include: *The Accused*, *Speak*, or *The Color Purple*).
18. One way we are working to end sexual violence is by (inform them about any programs you do in schools, churches, etc.).
19. In 2013-2014, over thirteen thousand people came to North Carolina Rape Crisis Centers for services. That's over thirteen thousand people that got support after trauma.
20. We dream of a world without sexual assault. The best part of the dream is that it can and will come true! Share if you agree!
21. If you see someone being sexually harassed, what's one way you could intervene to help?
22. Sexual Assault Awareness Month is a wonderful time to engage your friends and family in a conversation about how we can all work to end sexual violence.
23. A great way to recognize Sexual Assault Awareness Month is to say thank you to the people in your life that help keep you and the community safe.
24. A Sexual Assault Awareness Month Challenge: Listen critically to the words in your music on the way to work. Think about whether or not they send a message you agree with!

25. Sexual Assault Awareness Month may only be April. But, we're here all year round working to support survivors and end sexual assault. You can find our contact information here: (link your website).

26. As a community we have to stand up and speak out against sexual assault. Share this status if you join us in saying #NOMORE.

27. Every time you stand up to oppression or violence, you are standing up alongside a long list of people engaged in the movement toward equality and peace!

28. We say #NOMORE to a culture where sexual violence is normal and victims are blamed for their own assaults.

29. Sexual Assault Awareness Month is coming to a close, so many wonderful things have happened. Thanks so much to everyone for being a part of Sexual Assault Awareness Month 2015!

30. Today may be the last day of Sexual Assault Awareness Month. But, there's still work to be done. Stay in touch and come be a volunteer. (link to your website).



#Tweetsheet

Twitter is a quick and easy way to communicate publicly with media sources, legislators, and other agencies working to end sexual violence.

National/State Agencies:

NCCASA - @NCCASA
NAESV - @endsxviolence
RAINN - @RAINN01
NSVRC - @NSVRC

Local Media Sources :

newsobserver.com @newsobserver
WRAL Gov't Coverage @NCCapitol

White House:

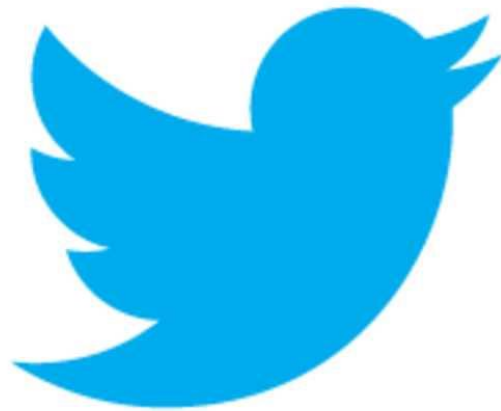
Vice President Joe Biden - @JoeBiden
President Barack Obama - @BarackObama

NC Political Parties:

NC Democrats - @NCDEMPARTY
NCGOP - @NCGOP (Republican Party)
NC House Republicans - @NCHouseGOP
NC Senate Republicans - @MyNCSenate

NC Governor

Pat McCrory - @PatMcCroryNC



Who represents me?

Look up your local representative at the website below, and then search online for their twitter handle!

<http://www.ncleg.net/representation/WhoRepresentsMe.aspx>

Community Events

Teal Ribbon Campaign

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 agency mail box. 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! 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. Visit <http://www.whiteribbon.ca/national-community-of-practice/> 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 plus SAAM logo and community education. With permission these could be left on mall food court tables.



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.

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. Remember to ask permission to have sexual assault information on display throughout April.

Set up an awareness booth/table

Set up an information booth or table at a busy location on your campus or in your community. Hang teal decorations and distribute agency brochures with information on sexual assault. Make sure you obtain approval from your college or community authorities to set up and staff the table for a few hours.

Host an open house

An open house can be a simple but effective way to raise awareness of sexual assault and of your agency/program. Make brochures, signs and educational information available and provide information about volunteer opportunities. The open house can be as simple or elaborate as you wish. Your staff may provide snacks and refreshments. Or, if your budget permits, you may have a catered reception. Invite board members and local public officials. Publicize the open house in local newspapers or on radio stations. You may also want to invite school administrators, and guidance counselors.

Event descriptions courtesy of: National Sexual Violence Resource Center, California Coalition Against Sexual Assault (CALCASA), Kentucky Association of Sexual Assault Programs (KASAP) and North Carolina Coalition Against Sexual Assault (NCCASA).





Tips for Writing a Press Release

With all your hard work be sure to invite the media for extended awareness. Media outlets do not necessarily care about your issue as much as they care about filling space, which is why having a good hook in your release, is important. A press release is a written statement that announces your event. Sending a press release allows better chance that your event will be covered. The first paragraph is the most important part of the release and can often determine if your release is read in its entirety. It should be no longer than three sentences and capture the reader's attention.

- Indicate whether the release is “Embargoed For Release” or “For Immediate Release” at the top of the page. An embargoed release will be put in a folder for the date it is to be released.
- Include the name of your spokesperson with their contact information.
- Create an eye-catching headline.
- Keep text clear, concise, and no more than two pages. If your release is two pages, be sure to put “-MORE-” at the bottom of the first page.
- Include at least one quote from your spokesperson, background information on the event, and information about sexual assault.
- At the end of the release, be sure to type “###” so they know they received the release in its entirety.
- Send a fax of the press release to a specific media contact. A news release can be distributed prior to, at the time of, or after an event either by mailing, faxing, or handing it out in the media packet.
- Make sure to send the release to the Associated Press (AP) so they will put you in their daybook. Many media outlets utilize this daily.

We hope you have found this toolkit helpful. Please contact us if there is any additional information or assistance we can offer.

