

# The Do's and Don'ts for Planning a Successful Sexual Violence Prevention Event

Presented by Bianca Villani  
Rape Crisis Center of Central New Mexico

# Let's Get Warmed Up....

○ Who's got the best game face?



# Ready, Set, Plan!

Where do I begin?

How long is this going to take?

Who is going to help me/us?





Do we even have a budget for this?



# My SAAM Event Experience

This was me before SAAM 2013



This was me after...



# You're not an expert and that's ok...

- You're not supposed to know everything about event planning. Most of us here are advocates, preventionists, directors, etc.
- Many of us are asked to do this without any or very little guidance. Organizations vary in size and a majority of us take on different roles at our agencies because there is simply not enough money to cover all the jobs needed.





# The Initial Meeting

Keep your first planning meeting simple.

Don't call it a committee (yet).

Follow an agenda.

Schedule the meeting at least 3-6 months before the event (some events require at least a year of planning).

Give participants "Thought pads."

Focus on one theme and don't think too far ahead (yet).



# Engaging Your Target Audience

Very rarely is there “One” SAAM event that can meet the needs of every population, and when this is attempted it can often backfire. This is why it is important to identify one target audience per event. You don’t need to feel guilty because you couldn’t come up with a youth, people of color, LGBTQIA, college students friendly event.

The best way to engage your target audience is by using a community organizing model.





# Ideas for Target Audience

- People of Color
- Immigrants
- Refugee's
- Youth
- Children
- Adult Males
- LGBTQIA
- College Students
- Homeless populations
- Substance Abuse Populations
- Families/Parents
- Faith Based Communities
- Law Enforcement
- Military



Community

# Organizing 101

Community organizing is the pursuit of one common agenda or goal. It involves people interacting with one another and working towards empowering all community members.

Does anyone know when this photograph was taken?



# The Concepts of Community Organizing

○ Power

○ Relationship Building

○ Strategy

○ Mobilization

○ Action



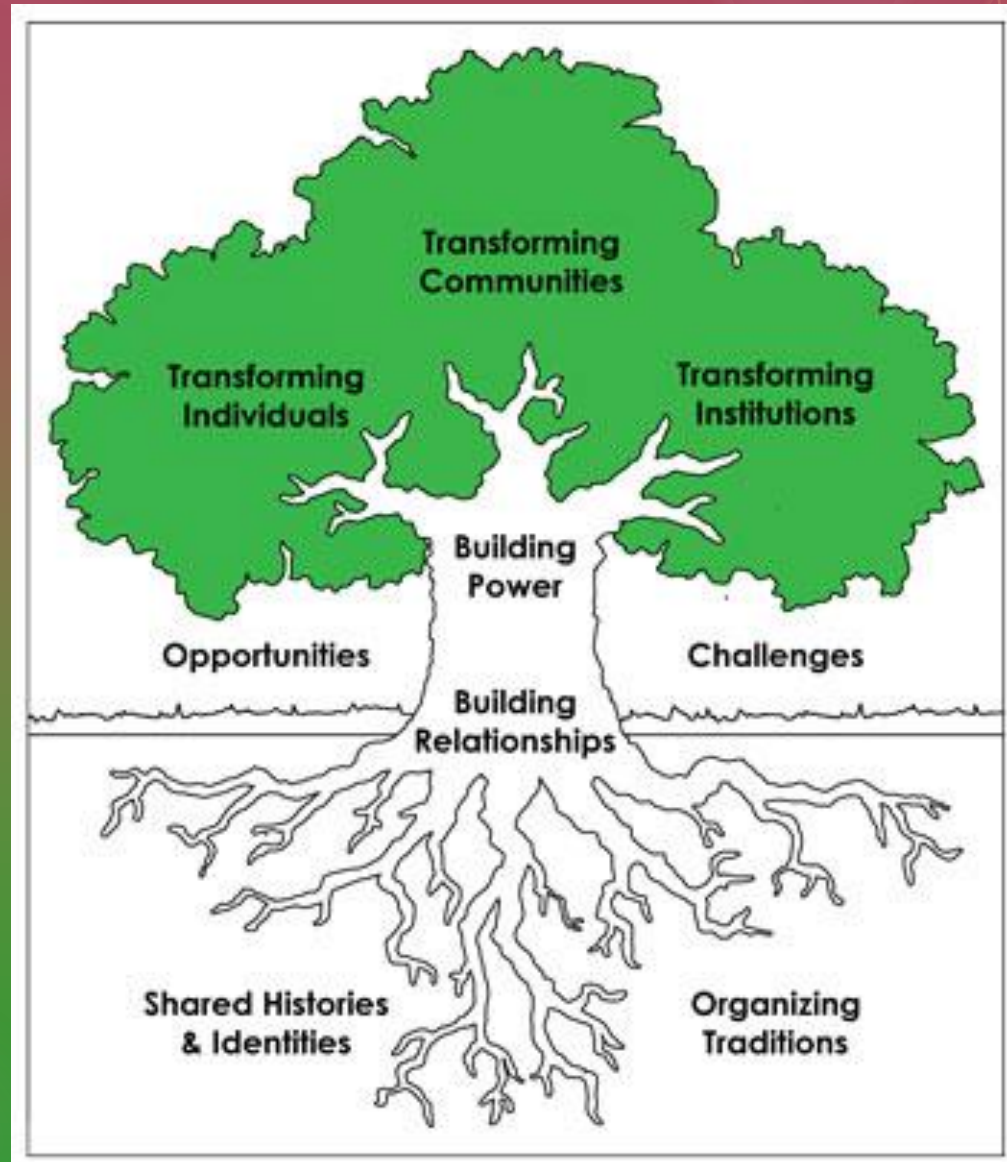
- **POWER:** The ability to make something happen. Recognizing where the inequalities are rooted. Utilizing “Power With” the building of relational power to accomplish a collective direction.
- **RELATIONSHIP BUILDING:** Organizing relies on two different kinds. One-on-ones to find out a person’s passions and to create a strong connection that is sustainable over time. The second is public relationships. Community power-building organizations exist to build members collective power not their personal social status. The result is a network of public relationships.

Source: [http://archive.changemakers.com/media/docs/0133\\_Community\\_Organizing.pdf](http://archive.changemakers.com/media/docs/0133_Community_Organizing.pdf)

- **STRATEGY:** Strategy is an overall approach to achieving objectives. Reflecting on community strengths and identities.
- **MOBILIZATION:** The process of moving people to action. Getting your target audience motivated and fired up.
- **ACTION:** A public showing of an organization's power, such as a SAAM event.

# Community Organizing: A Visual Framework

Source: [matchondrygrass.org](http://matchondrygrass.org)





# Steps After Identifying Target Audience

- **Identify Event Objectives:** This is the part where you want to decide what change or outcome you wish to see in your selected audience. Remember to tailor your objectives to the needs of you target audience. You are basically asking “Why are we doing this?”
- **Craft Your Message:** Taking into consideration the needs assessment you conducted on your target audience you will now identify what you want this audience to learn or understand about sexual violence, you are addressing the knowledge gaps. You can also look at what attitudes and beliefs your target audience has surrounding sexual violence and decide to either change or affirm them. Your message should be clear and resonate with your audience. You don't want to have more than 5 messages to convey, 3-5 is plenty.
- **Run it by Your Audience:** Before you actually finalize your message, meet with members of that target audience. You want to be confident that your message meets the needs of this target audience and will be effective. You want to make sure your audience understands the message.

# Design and Implementation

- Form a SAAM Event Planning Committee to meet monthly or weekly
  - Designate work and set expectations
  - Follow up
  - Setting Deadlines: strict and flexible
  - 1-2 months for event marketing - heavy push two weeks before event
  - Collaboration (working with other agencies or organizations)
- 
- How long do you want your event to be?
  - Will you have enough to keep people occupied?
  - What time of day? Morning, afternoon, or evening.
  - Back up plan incase of bad weather - Weather is unpredictable (Especially in April).
  - Is this event kid friendly?

# Types of Events

- **Awareness:** Sharing information about sexual violence, promoting resources, and establishing new relationships in the community.
- **Fundraising:** Event/s to encourage donations towards sexual violence prevention and services.
- **Healing:** Events designed with a healing focus to support survivors in speaking out, sharing their stories, and connecting with other survivors.
- **Community Engagement:** Community engagement opportunities increase community members' abilities to collectively change policies, systems, and social norms.
- **Public Policy:** Events and activities to educate and engage policymakers around policies related to sexual violence.
- **A Step Toward Prevention:** Events can help reinforce existing prevention messages, mobilize community members, and engage new partners.



# SAAM EVENT IDEAS

\$ - little to no expense

\$\$ - expense exists (doable)

\$\$\$ - can get pricey

- March or Parade (SlutWalk) \$\$\$
- Community Awareness Fair \$\$
- Vigil ("Shine The Light")\$
- Block Party (Music, food, vendors, exhibitors)\$\$\$
- Fundraiser \$\$
- Talent Show or Contest (Essay or Poetry) \$\$
- Movie Screening (Miss Brave World) \$\$\$
- Take Back the Night/Walk a Mile in Her Shoes/Clothesline Project/White Ribbon Campaign \$\$
- Denim Day \$
- Concert (Rock Against Rape) \$\$\$
- Speaker Series (Celebrity guest speaker) \$\$-\$\$\$

# The Venue

- This is by far the most important item to address after identifying your target audience.
- Many venues require months of notice to book or reserve.

Parks

Community Centers

Churches

Restaurants/Bars

Outdoor pavilions

Schools/Universities

Art Galleries

Local Zoo

Hotel Conference Rooms

Convention Centers

Yoga or Dance Studios

Parking lots or streets

(Ideal for Block Party)



# Identifying Event Needs

- **Permits/Licenses:** Noise, Road Closures, Food, Signs
- **Liability Insurance**
- **Access to Restrooms (handicap accessible):** Porta-potties can get expensive.
- **Parking:** Street Parking vs. Lot Parking, Paid Parking, or Providing Transport
- **Promotion:** Flyers & Posters, Social Media, Street Team, Etc.
- **Risk Management:** First Aid, Relevant Insurance
- **Police Escort:** Marches or Walks
- **Contacting Contractors:** Stage and Speakers
- **Security Plan:** Hiring Security Guards, Cash Security, Crowd Control
- **Sponsorship**
- **Supplies:** scissors, tape, trash bags, table cloths, snacks, water, etc.
- **Master of Ceremony (MC)**
- **Food Vendors**
- **Site Preparation:** Checking for outlets, Areas to have tables, Places to hang signs and banners, Space for people to stand or sit.
- **Event swag:** T-shirts, tote bags, etc.
- **Registration and Invitations**



# Collaborating Tips

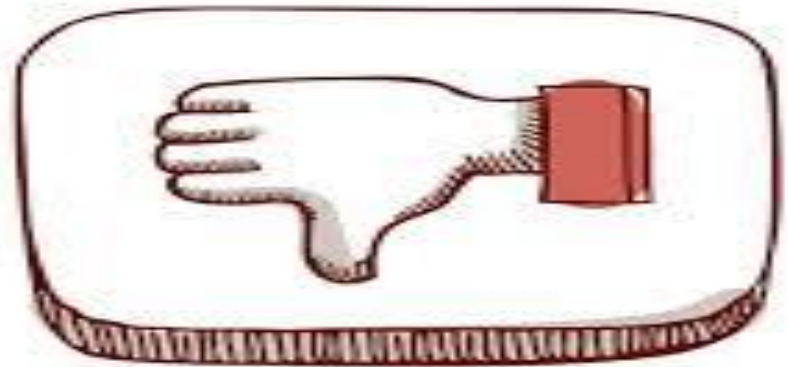
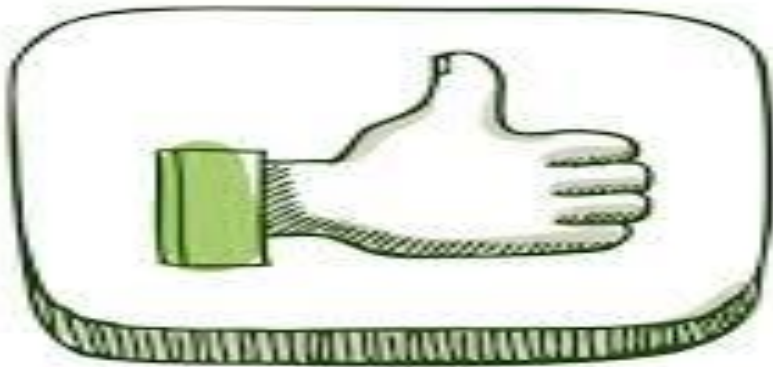
The pros and cons of event collaboration.

Pros:

- Share expenses
- Increase audience size
- Share duties
- Build strong partnerships
- Increase likelihood of “knowing someone”

Cons:

- One agency does more work
- More schedules to consider
- Too many cooks in the kitchen
- Accountability



# Getting Noticed: The Art of Flyer & Poster Design



**PEACE OVER VIOLENCE**

**DENIM DAY**  
IN LA & USA

THERE IS NO EXCUSE AND NEVER AN INVITATION TO RAPE

MAKE A SOCIAL STATEMENT WITH YOUR FASHION STATEMENT WEAR JEANS WITH A PURPOSE

WEDNESDAY APRIL 24 EVERYWHERE IN LA & USA

REGISTER TODAY AT DENIMDAYUSA.ORG

SPONSORED BY: 

DOMI DAY IN LA & USA is a project of PEACE OVER VIOLENCE | www.peaceoverviolence.org © 2014 All rights reserved.

**TEAL OUT!** FOR SEXUAL ASSAULT AWARENESS MONTH

Saturday, April 5th · 10:00am-4:00pm  
Downtown RiverMarket

Stop by The Wellspring's booth to register for a chance to win an autographed copy of "Miss Kay's Duck Commander Kitchen," a gift basket and more!

Cotton Candy · Balloons · Educational Resources

For more information, please visit [www.wellspringalliance.org](http://www.wellspringalliance.org).

**Sexual Assault Awareness Month** **THE WELLSPRING** 

**TAKE BACK THE NIGHT**

**APRIL 30TH**  
6:30pm-9pm @ The Quad

- \* Community Resource Fair
- \* The Clothesline Project
- \* The Speak Out Forum
- \* March Against Sexual Violence
- \* Solidarity Performance

#UMBC1b1n  
[www.takebackthenight.org](http://www.takebackthenight.org)

**Will you be MAN enough?**



**WALK A MILE IN HER SHOES**

April 4 @ 5:30 PM on the LBC Quad

Register online TODAY | [wellness.tulane.edu](http://wellness.tulane.edu)



JOIN US AT  
**EAT THE STREET**  
**DIA DE LOS MUERTOS**



FRIDAY  
 OCTOBER 26  
 4PM - 9PM

555 SOUTH STREET  
 KAKA'AKO

FOOD  
 MUSIC  
 ARTS & CRAFTS

In honor of Domestic Violence Awareness Month,  
 we will have a beverage booth with giveaways & activities

[www.streetgrindz.com/eatthestreet](http://www.streetgrindz.com/eatthestreet)  
[www.stoptheviolence.org](http://www.stoptheviolence.org)



VENDREDI 19 MARS À PARTIR DE 23H30  
 FRESH'N FRESH SOUNDS GETTING JIGGY  
 FROM THE PAST DECADE



ÉLYSÉE MONTMARTRE  
 72, BOULEVARD DE ROCHECHOUART  
 75018 PARIS (M<sup>e</sup> ANVERS)  
[WWW.WEARETHE90S.COM](http://WWW.WEARETHE90S.COM)  
[WWW.GARANCEPRODUCTIONS.COM](http://WWW.GARANCEPRODUCTIONS.COM)

*We are the 90's*

תלתפאדו  
**24.07.09**  
 יום שישי שלוש רחבות במועדון ברזילי



**BALLARD URBAN PICNIC**

BLRP

BALLARD COMMONS PARK  
**SATURDAY MAY 1 2010**  
 12PM TO 9PM

BALLARD CHAMBER PRESENTS  
**BALLARD OPEN HOUSE TO MOBILE FOOD TRUCKS**

BEER GARDEN

MUSIC THROUGHOUT THE DAY

AXIOM GROCERY OUTLET  
 SEATTLE WEEKLY  
 SKATEBOARD DEMOS  
 SCHOOL OF ROCK! ALONG WITH OTHER LIVE

**DON'T stand by. Stand up!**  
 ELIMINATE SEXUAL VIOLENCE

Race to Eliminate Sexual Violence 5K Run/Walk  
 Saturday, April 14, 2012  
 9:30am  
 Audobon Park, German Village

Register online at: <http://premieraces.com/viewevent.asp?eventID=432>  
 For more information call: (614)-336-4304

Proceeds Benefiting:  
**DAVE**  
 Div of World Against Sexual Abuse Everywhere

Sexual Assault Response Network of Central Ohio  
 OhioHealth

# Flyer/Poster Details

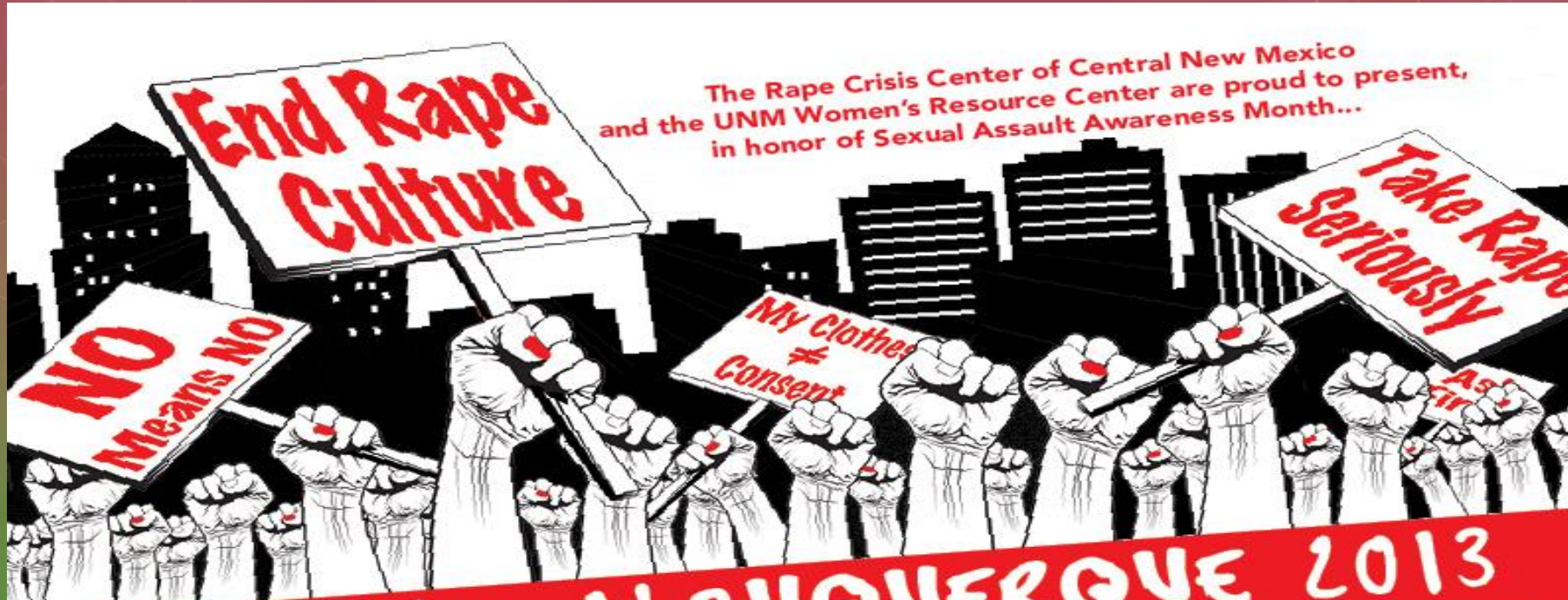
What you include on your flyer/poster will depend on printing costs and limitations.

\*Has to have

- Date\*
- Place/location\*
- Time\*
- Who's putting on the event\*
- List of sponsors\* (this is if you promised sponsors a spot on poster or banner)
- Admission Cost\* (if there is one)
- Brief event description
- If and where parking is available
- Location map
- Social media information
- Agency website
- Contact information
- A description of what people should bring/expect.



# English Flyer/Poster



The Rape Crisis Center of Central New Mexico and the UNM Women's Resource Center are proud to present, in honor of Sexual Assault Awareness Month...

**End Rape Culture**

**NO Means NO**


**My Clothes ≠ Consent**

**Take Rape Seriously**

**SLUTWALK ALBUQUERQUE 2013**

Help us end slut-shaming and victim-blaming by joining us for a day of music, community, speakers, and much more! This event is free and open to the public

Walk starts promptly at 9:00 am, participants are encouraged to arrive early, bring water, sun screen, comfortable shoes, banners and signs. Volunteers needed! Please contact **Blanca @ bvillani@rapecrisiscnm.org** for more details.



Saturday, April 13th, 2013  
North Lot @ The Pit, 1414 University Blvd. SE  
Walk 9:00 - 10:30 am • Community Fair 10:30 - 1pm.

**COME WALK, ROLL, HOLLER, OR STOMP WITH US!**

What's a SlutWalk? Visit [www.rapecrisiscnm.org](http://www.rapecrisiscnm.org) for more details on this event and our services. Follow us @RapeCrisisNM

Date	Where	Time
Saturday, April 13th, 2013	North Lot @ The Pit, 1414 University Blvd. SE	Walk 9:00 - 10:30 am • Community Fair 10:30 - 1pm.



# Spanish Flyer/Poster



Alto a la Cultura de Violación

NO significa NO

MI ROPA ≠ Consentimiento

Tomar en serio la violación sexual

El Centro de Ayuda para Víctimas de Violación Sexual de Albuquerque y el Centro de Recursos para Mujeres de UNM se enorgullecen en presentar, en honor con el Mes De Concientización de la Violencia Sexual....

## MARCHA DE LAS PUTAS ALBUQUERQUE 2013

¡Ayúdanos a detener el que se avergüence y se culpe a las víctimas acompañándonos en un día de música, comunidad, invitados, y mucho más! Este evento es gratis y abierto al público.

Sábado, 13 de abril del 2013 | **Fecha**  
Lote Norte @ The Pit, 1414 University Blvd. SE | **Lugar**  
Marcha 9-10:30 am • Feria Comunitaria 10:30-1 pm. | **Hora**

**VEN A CAMINAR, PATINAR, GRITAR, O MARCHAR CON NOSTROS!**

Que es una Marcha De Las Putas? Visite [www.rapecrisisnm.org](http://www.rapecrisisnm.org) para mas detalles sobre este evento y sobre nuestros servicios. Síguenos en [@RapeCrisisNM](https://twitter.com/RapeCrisisNM)

La marcha dará inicio a las 9:00am, se pide a los participantes llegar a tiempo, traer consigo agua, bloqueador solar, zapatos cómodos, letreros y pancartas.  
¡Personas voluntarias son bienvenidas! Favor de comunicarse con [Bianca @ bvillani@rapecrisisnm.org](mailto:Bianca@bvillani@rapecrisisnm.org) para más detalles.



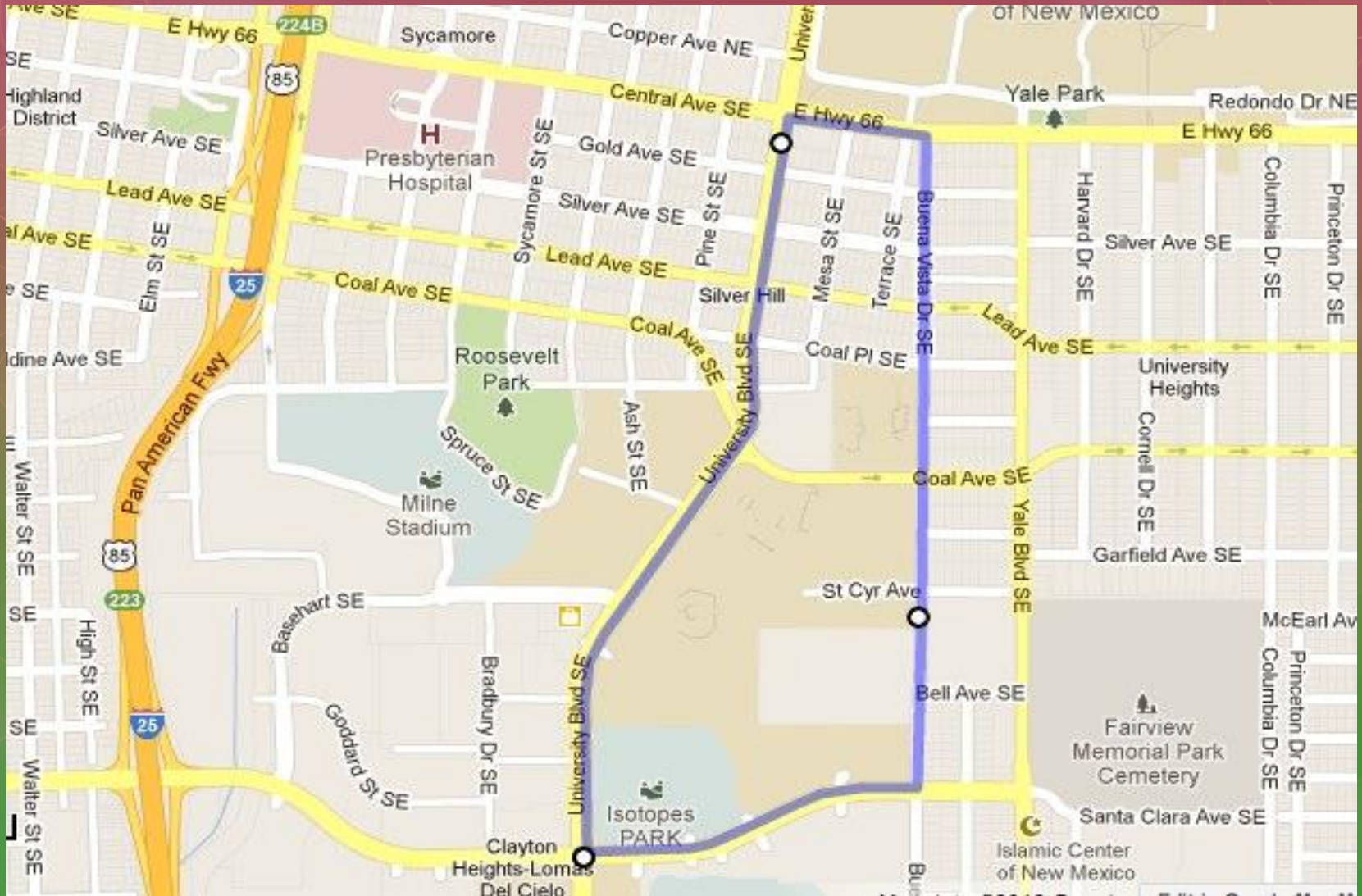
# Where to Put Up flyers

- Coffee shops/Book stores
- Local Businesses
- Restaurants
- Libraries
- Grocery stores/Convenient stores
- Community Centers
- Other agency info boards
- Post a PDF to online community event pages
- Bathroom stalls
- Schools and Universities
- Local “Hot Spots”
- Senior Centers
- Churches
- Health Clinics/Dr.’s Offices
- Beauty and nail salons/Barber shops





# Route Map

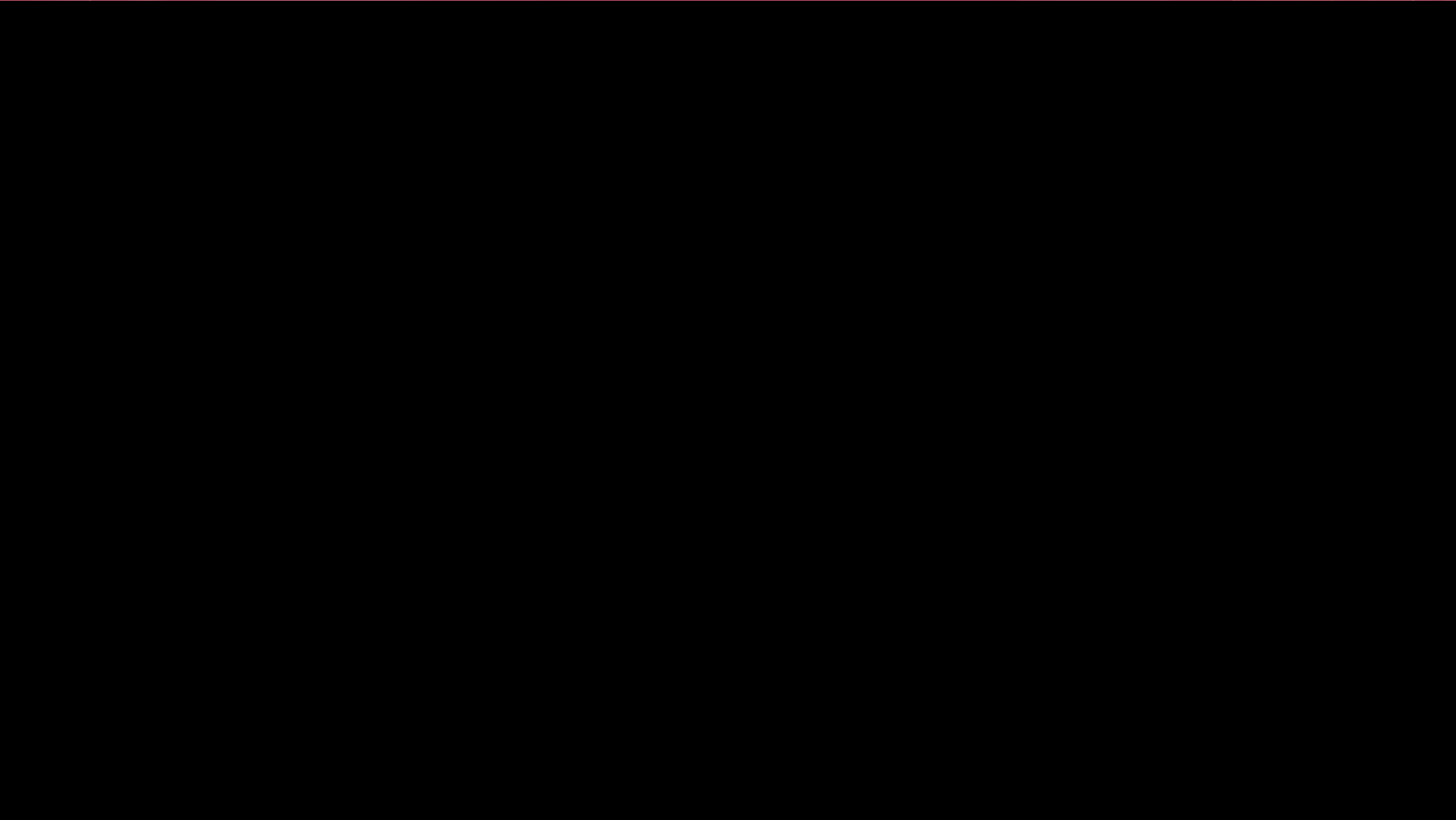




# Building Some “Buzz” Around Your Event

- Call local radio stations (set up interviews)
- Make a PSA
- TV or YouTube Commercial
- Call the Media: Create a press release or hold a press conference
- Letter to the Editor
- Flyer like crazy
- Use Social Media: Create an event page on Facebook
- Send event emails
- Invite the mayor or local/state politicians
- Post on your agency website
- Street Team (send out promoters)
- Think outside the box





# Avoiding Common Event Barriers

- **Assign Roles:** BEFORE AND DURING EVENT (designate someone to handle public relations).
- **Call in Advance:** some places require security deposits)
- **Visit Venue:** Take Pictures
- **Check on Needed Permits:** Permits can take a few weeks/months to be approved or denied (Most city websites have a link for event permitting).
- **Organizational Response:** Plan in place for backlash or community resistance.
- **Audience Size:** Plan for more to attend than less
- **Event Agenda:** no “winging” it
- **Emergency:** What if something goes wrong? Designating a response team
- **Set Up:** Designate a set up crew (Confirm what time to be there).
- **Tear Down/Clean Up:** Designate a clean up crew (Confirm what time to clean up).

# An Open Letter on Why the UNM Women's Resource Center is Participating in the SLUTWalk

It's been a few years since the first student asked us to hold a "SLUTWalk"; our immediate answer was "No". For many reasons that have been discussed across blogs, articles, and in feminist circles, we decided at that time not to participate. Every semester since then, we've been asked by students to hold the event and each time we said "No".

Then during the last election cycle, it seemed that every time we turned around, women were being called "sluts" on the national stage: for wanting birth control, for wanting safe and legal abortions, in addition to being blamed for violence committed against us. It was at that point that we started to talk/think about a way of participating that would bring awareness of the criticisms, but also be productive in raising awareness of how "slut" has become an even more broadly used weapon to silence progress through women's participation, publically or privately, in any effort to advance women's status in our society. It is from this backdrop that we make the following statement about our participation:

The UNM Women's Resource Center's participation does NOT constitute a RECLAMATION of the term "SLUT". We do not believe it was never a term of pride or power; for us, there is nothing to reclaim.

Our efforts center around how the term "SLUT" is used against women—all women, albeit in different ways—

to shame, to blame, and to justify violence that is committed against us—sexual violence, domestic violence, street harassment, economic violence, and other manifestations of violence against women

to shame, to blame and to silence our sexuality and our humanity

to shame, to blame and to limit our own decisions about our own reproductive health care

to shame, to blame and to divide us in order to stop social justice movements that will overcome racism, sexism, homophobia, ageism, ableism, and all the isms

In participating in the SLUTWalk, we fully acknowledge how the term "SLUT" has been historically used against white women and women of color differently. Women of color have, and continue to, suffer higher rates of sexual violence and the additional injustices of a still racist judicial system.

What we hope is that through our participation in the SLUTWalk, our community in Albuquerque and at UNM can unite to challenge not only rape culture, but to challenge the very use of the term "SLUT" as a weapon against all women.

We hope that all women (cis, LGBTQI, and all) and allies in our community will join us—wearing, yes, whatever they want—in order to say "These are the faces of who you call "SLUT" and we reject the idea that you can reduce all of our lives, our experiences, our humanity, and our pain to one word that dismisses us!"

The point is not to try to imagine what a "SLUT" would wear—the point is that we are named "SLUT" no matter what we wear.

We also acknowledge that others who may become involved will not share this exact standpoint and that is ok. We hope Albuquerque and UNM uses the force and energy that will surface from this march as a way to continue to take further action, to join us in the movement to fight sexual violence in all its shapes, forms, and intersections.

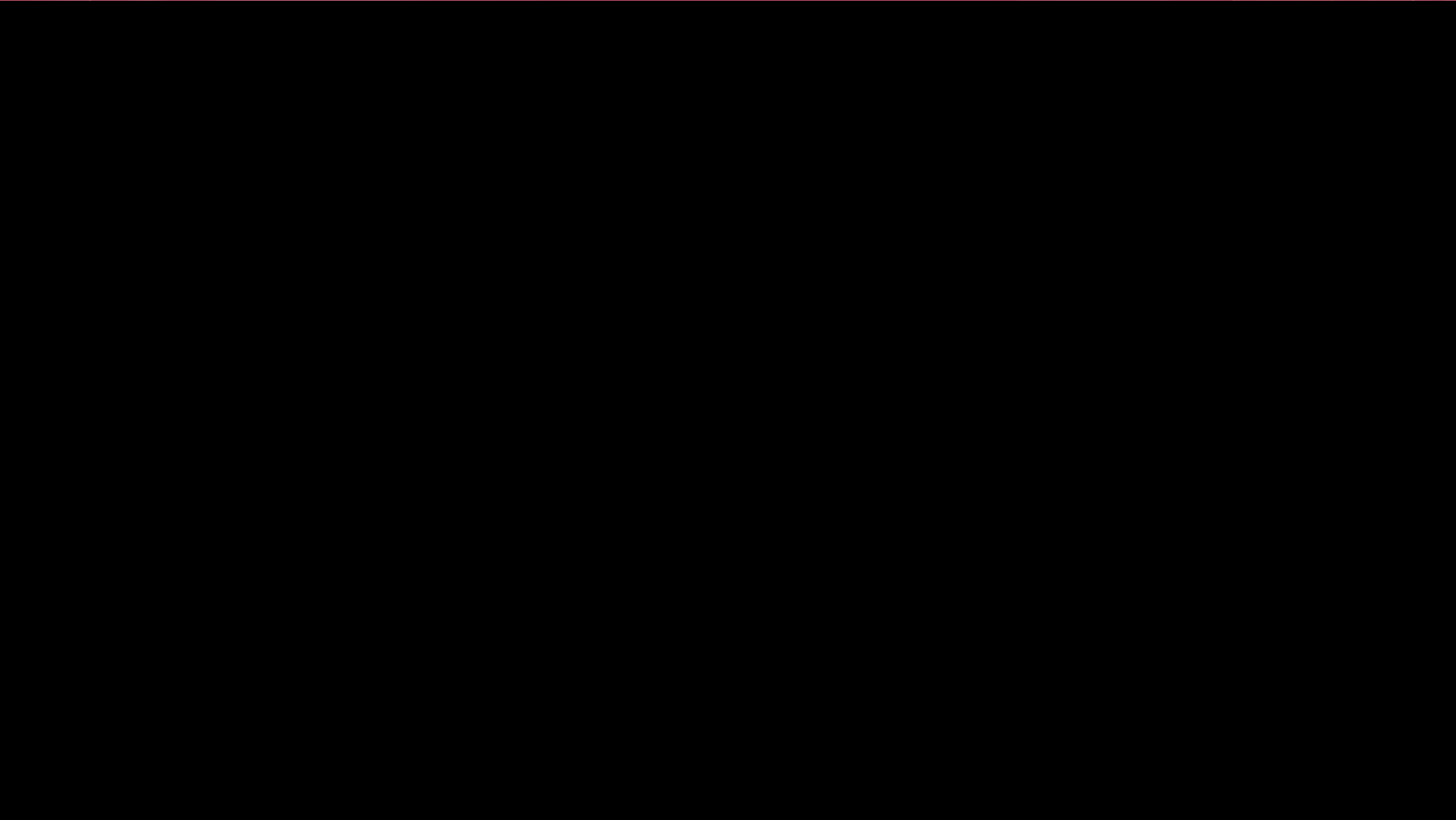
The UNM Women's Resource Center welcomes anyone to participate in critical conversations, programs, future events, and in creating additional services for women in our community. We also look forward to the development of initiatives that work to prevent and address sexual violence against women and girls beyond the march.



# Organizations on a Budget

## Tips to Cut Back on Costs:

1. Seek out donations both in kind and monetary (snacks, water, etc.)
2. Look towards agency volunteers (many have applicable skills).
3. Fundraise before event (ask your board to do this).
4. Check and see if your city or town has a local humanitarian group (i.e. Duke City Darlins and Guardians).
5. Ask for a non-profit cost
6. Approach local businesses particularly those that are focused on healthy sexuality, gender expression, etc.
7. Get a few different quotes (i.e. venues, printing costs, vendors).
8. Flyers/Posters: Print front and back or in black and white.
9. If you're doing a march or walk, select a route with minimal major street lights/crossings, this will cut back on a police escort.



# TODAY IS THE DAY BEFORE

## ARE YOU READY FOR TOMORROW?

1. Have a meeting 3-5 days before event to secure all details.
2. Make sure everyone involved has phone numbers needed and agenda.
3. Double check you have all required supplies.
4. Confirm with vendors, exhibitors, and speakers. Send a reminder email.
4. Plan your outfit (sounds weird but can often be forgotten).
5. Do something relaxing night before (trust me you'll need it).
6. Don't forget to take pictures and video record event (or designate someone).

# After The Event...

- Debrief with committee : What went really well? Where there any issues that came up?
- Review final expenses and budget.
- Share pictures and video: Try putting pictures on thumb drive or CD.
- Send out thank you email or newsletter (include links to any news articles or TV coverage from the event): Include everyone from sponsors to the person/people who provided the venue and the reporter that showed up.
- Make a timeline for planning for the next year.
- Have a pizza party, and acknowledge one another for such hard work!



# Group Activity

Let's go back to our "Event Planning Fears Board" and within our groups discuss how we can address some of these fears based on what you learned today.



# Event Planners Guide and Checklist

On your tables you will see event planner packets that include an event planning guide and checklist.

Packets also include SAAM event planning handouts from the National Sexual Violence Resource Center (NSVRC) 2014 SAAM Toolkit.



Questions  
Comments  
Suggestions

Bianca Villani

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Outreach

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505-291-3567

@RapeCrisisNM

# Go Forth and Plan!

And if anyone is freaking out, just tell them...

