

IT'S ON

US

IT'S ON US

CAMPAIGN ORGANIZING TOOLS

NOT FOR DISTRIBUTION. NOT FOR PRESS PURPOSES.

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INTRODUCTION





MISSION STATEMENT

IT'S ON US is a cultural movement aimed at fundamentally shifting the way we think about sexual assault.

IT'S ON US is a rallying cry inviting everyone to step up and realize that the solution begins with us. It's a declaration that sexual assault is not only a crime committed by a perpetrator against a victim, but a societal problem in which all of us have a role to play. We are reframing sexual assault in a way that inspires everyone to see it as their responsibility to do something, big or small, to prevent it. We are asking everyone to create an environment, be it a dorm room, a party, a club or a sports team, or the greater college campus, where sexual assault is unacceptable and survivors are supported.

Raising awareness. Holding ourselves and each other accountable. Looking out for someone who cannot consent.

IT'S ON US. All of us.



In building a movement that empowers our audience, it's crucial that we are consistent in how we set up the problem, create a sense of ownership and offer solutions to help people take action.

In order to do this, we need a clear understanding of the intent of the campaign and clear guidelines on how we communicate the **IT'S ON US** brand.

This guide is meant to be a touchstone to create common understanding and provide tools for those acting on behalf of the brand to ensure clear, consistent messaging over time and across partners.



THE FACTS

- 1 in 5 women and 1 in 16 men are sexually assaulted in college
- 40% of survivors fear reprisal by their attacker
- Only 2% of incapacitated rape survivors report assault
- Only 13% of rape survivors report assault
- 8 in 10 victims knew their attacker
(friend, significant other, etc.)
- It is estimated that between 2%-7% of sexual assault reports are false



IT'S ON US is meant to create a cultural shift in the way we think about, talk about and act around sexual assault by doing 2 things:

01

Establishing a sense of **OWNERSHIP** over the problem, among everyone

02

Providing tips, tools and inspiration to **EMPOWER** everyone to make a difference, everyday

CAMPAIGN TONE & LANGUAGE





HOW WE TALK

In order to ensure our target hears us, we need to speak their language. That means the brand needs to be flexible in how it comes to life and that the personality of the brand will change based on who is speaking on its behalf. Below are some general guidelines on how we should think about the brand, across executions.

WE ARE

Self-Confident

Empowering

Inviting

(“be a part of it,” “join us”)

In the know

Action-oriented, Solution-driven *(“you can _____”)*

WE ARE NOT

Pleading

Dictating

Guilt-tripping

(“you should be doing X”)

Professorial

Passively educating, citing problems *(“did you know?”)*



THE CALL TO ACTION

In all communication, the call to action will come in two parts. The first defines the campaign. The second drives people to the site to take the pledge. ie:

IT'S ON US TO STOP SEXUAL ASSAULT. TAKE THE PLEDGE TO BE PART OF THE SOLUTION AT [ITSONUS.ORG](https://itsonus.org)

or

STOPPING SEXUAL ASSAULT IS THE RESPONSIBILITY OF ALL OF US. TAKE THE PLEDGE TO BE PART OF THE SOLUTION AT [ITSONUS.ORG](https://itsonus.org)



LANGUAGE

The following are examples of the range of language that individuals and groups can use to message what they and their members can do about sexual assault.

IT'S ON US TO _____

- Recognize that if someone doesn't or can't consent to sex, it's sexual assault
- Make sure guys knows that if she doesn't or can't consent to sex, its sexual assault
- Take responsibility for our actions and our inaction
- Realize we have a role to play in stopping sexual assault
- Create an environment where women feel, and are, safe
- Step in if a friend is doing something that could lead to sexual assault
- Get someone home safely if he or she needs help
- Hold our friends accountable
- Tell our friends if what they are doing is wrong.
- Never blame the victim
- Be more than a bystander
- Stop a sexual assault any way we can
- Keep an eye on someone in a vulnerable situation
- Not look the other way
- Do something to get in the way of a sexual assault
- Step up and say something
- Let our friend's know what is and is not acceptable
- Not give our friends a pass
- Help a victim report a sexual assault if he or she wants to
- Look out for someone who has had too much to drink
- Get in the way if we see something happening
- Stand up to those who tell us it's not our business
- Say something when our friends are being stupid
- Call non-consensual sex what it is—Rape
- Act when we think someone is in trouble
- Do something
- Be part of the solution, not part of the problem
- Always be on the side of the victim
- Make sexual assault unacceptable
- Take reports of sexual assault seriously
- Stop someone from doing something we know is wrong



HOW WE USE CELEBRITIES



Celebrities aren't on our side because we told them to be—this is something they believe in and are taking action to make a difference.

We want them lead by example and communicate to the world what they are doing—rather than just telling the world to do something.

SHARING THE CAMPAIGN





INDIVIDUAL VIDEO INSTRUCTIONS

If you are making individual videos in support of the It's On Us campaign, follow this basic template:

1. WEAR THE IT'S ON US T-SHIRT

2. SAY TO CAMERA:

"IT'S ON US TO _____."

Fill the blank with one or more of the following call to action (feel free to put these examples into your own words):

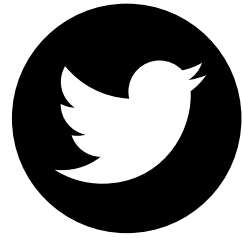
- be more than a bystander
- recognize that if a woman doesn't or can't consent to sex, it's rape
- stop being a bystander to the problem of sexual assault
- do something, anything, to keep an assault from happening
- create an environment where women feel, and are, safe
- step in if a friend is doing something that could lead to sexual assault
- get a woman (or a man) home safely if she (or he) needs help
- hold our friends accountable for their actions
- tell our friends if what they are doing is wrong
- never blame the victim
- look out for each other at parties
- stop a sexual assault any way we can
- keep an eye on someone in a vulnerable situation
- not look the other way if we see something bad happening
- step up and say something
- let our friend's know what is and is not acceptable
- not give our friends a pass
- look out for someone who has had too much to drink
- get in the way if we see something happening
- stand up to those who tell us it's not our business
- change the way we talk about women
- say something when our friends are being stupid
- act when we think someone is in trouble
- be part of the solution, not part of the problem
- take reports of sexual assault seriously

3. END BY SAYING:

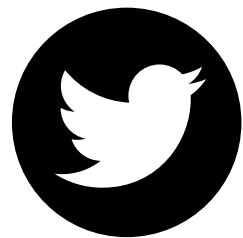
"I'M [YOUR NAME] AND IT'S ON US, ALL OF US, TO STOP SEXUAL ASSAULT. I TOOK THE PLEDGE AND YOU CAN TOO AT ITSONUS.ORG"



SAMPLE TWEETS



It's on all of us to stop sexual assault. I took the pledge to be a part of the solution and you can too at **ItsOnUs.org**
#ItsOnUs



Everyone has a role to play in stopping sexual assault. I took the pledge at **ItsOnUs.org**. Join me! *#ItsOnUs*

CAMPUS LEADERS GUIDE





BUILDING A CAMPAIGN ON YOUR CAMPUS

You can get involved, become a leader on your campus, and take action to end sexual assault. It's On Us, all of us. You don't have to be an expert to make a difference. Below are a few simple steps to building a successful It's On Us campaign on your campus.

1. SPREAD THE WORD ABOUT THE PLEDGE AND ITSONUS.ORG.

Email your friends and different groups you are associated with, use social media to reach your network.

2. REACH OUT TO STUDENTS, LEADERS AND YOUR CAMPUS

COMMUNITY TO CONVENE A MEETING to discuss sexual assault on your campus, and what you can do to end it. It's important to remember that there might be amazing organizations already working on the issue on your campus, be sure to reach out to them first! Survivors are often leading movements to end sexual assault on campus. As new people get involved, it's important to listen to the voices of survivors with sensitivity and respect. The more people spreading the word on campus the better.

3. HELP ORGANIZE AND HOST A LARGE EVENT in support to raise awareness about sexual assault and the responsibility everyone has to stop it. Have a prominent campus figure, such as a coach, student leader, or alumni, co-host the event. You should partner with other campus organizations to reach as many students as possible.

4. ENSURE SURVIVORS HAVE ACCESS TO THE SERVICES AND SUPPORT THEY NEED. Include the contact information for the National Sexual Assault Hotline (800.656.HOPE and online.rainn.org). You can also include information for campus or local resources, such as the nearest sexual assault service provider ("rape crisis center"). To find a center near you, search: centers.rainn.org.

At the end of this toolkit you'll find more tools for planning a meeting or event



NOT IN SCHOOL?

You can still help! Be a leader in your community.

- Reach out to local colleges and universities in your area and see if they are following adequate procedures and policies
- Engage with local advocacy groups, and local rape crisis centers (including donating!)
- Inform and share this information with family, friends, interns, mentees



HOSTING A MEETING?

Here are some groups you might want to consider inviting:

- Academic groups
- Campus Ministries
- Campus sexual assault prevention organizations
- Women's centers
- Faculty and Professor Associations
- Fraternities and sororities
- Health and wellness groups
- Honor societies
- LGBT student groups
- Multi-cultural student groups
- Outdoor education groups
- Performance and dance groups
- College Democrats and College Republicans
- ROTC
- Sexual assault survivors
- School administration
- Student activities leaders
- Student athletes from all levels
- Student government
- Student health services
- Student publications
- Student religious groups
- Residence life
- Title IX coordinator
- University police



TOOLS FOR PLANNING A GREAT EVENT

EVENTS MAY INCLUDE:

Community discussions
It's On Us pledge drives
Town halls with panel discussions
Concerts
Bystander intervention trainings
Visibility events
Celebrity and athlete campus tour
Local media events
Social media actions

IT'S MORE FUN (AND POWERFUL) TO ORGANIZE WITH FRIENDS. Find 3-5 fellow students who are able to help coordinate and facilitate the event alongside you. Reach out to student organizations on campus to ask them to sponsor or provide support to your event.

SET GOALS FOR YOUR EVENT. What are you trying to do with your event? Do you want to educate students, raise awareness, and put pressure on decision makers? Defining your goals will help you plan an effective on campus event.

FIND A GOOD LOCATION FOR YOUR EVENT ON CAMPUS.

Hold an event in an academic hall, auditorium, or student union. Alternatively, you can use a local restaurant, coffee shop, organization or community center, as long as the owner of the space gives you permission to use it. You'll want to book your location for slightly longer than your event so you have time to set up and clean up. Make sure to ask lots of questions about sound, A/V equipment, if there's an internet connection (if you need it), and other logistical questions.

THE BEST WAY TO GET PEOPLE TO YOUR EVENT IS BY HAVING FACE- TO- FACE CONVERSATIONS WITH PEOPLE YOU KNOW.

Ask your professor if you can highlight the event at the end of class. Talk to your roommates, friends, professors, greek family and classmates.

INVITE AT LEAST 50 PEOPLE TO AIM FOR A GATHERING OF 15-20 ATTENDEES.

You can talk to them in person, via email, social media, or pick up the phone—just remember to keep a list of your attendees so you know how many people to expect. This will give you a new network of people to reach out as you begin to organize. And don't forget the rule of halves—half of those who RSVP will show up.

GET THE WORD OUT ON CAMPUS. Reach out to other campus groups such as athletes, greek letter organizations, student government, and ask them to cosponsor the event or advertise it to their members. Pass the flyers out to local businesses, large gathering locations, coffee shops, bars, civic organizations, and public spaces. Your event is your first opportunity to invite people, so we ask that you use this opportunity to reach out to a wide group of people.

DECIDE IF THIS IS AN EVENT WHERE YOU WANT MEDIA.

If the answer is yes, be sure to talk with survivors who may be telling their stories before inviting press.



TOOLS FOR PLANNING A GREAT EVENT (CONT'D)

GET THE WORD OUT TO LOCAL PRESS.

To get the press at your event, you'll need to send out a "media advisory," or press release twenty four hours in advance to let local press and the college media know the background and details of the event.

DO YOUR RESEARCH. Find out the number for your local television and radio station's newsroom. Let them know you will be hosting a large community event on campus where you and your fellow students will gather to discuss campus sexual assault in America. Ask them who the best person is to email them the media advisory and send that person your advisory over email.

BLAST OUT YOUR ADVISORY. Reach out to your school newspaper, local newspaper and ask the news desk for whoever has the education beat (or covers education issues). If there is no education reporter, let both the political reporter and the local news desk know that the event will be taking place and invite them to cover the story. Email the most relevant reporters the media advisory.

PREPARE YOUR MATERIALS FOR THE EVENT.

There are a number of crucial materials and tasks that you should review, print out, and complete before your event including:

- Sign-in sheets, so that you can sign in every single person who comes to your event and follow-up with them later.
- Ensure there are appropriate power outlets for the media to bring their audio/visual equipment.
- Use a microphone to project your voice during your event and to better support a question/answer period and good conversation.
- Bring your camera or smartphone to take pictures of your event.
- Contact information for recovery resources, such as your campus' counseling center and the National Sexual Assault Hotline (800.656.HOPE and online.rainn.org).

AMP UP YOUR TURNOUT WITH REMINDERS.

The more you remind people about your event, the more people you'll have in attendance. It's one of the most important things you can do to have a successful event. Here's a sample schedule you can follow to send reminders:

INVITE YOUR GUESTS two weeks to four weeks before the date of your event. This can be by phone, email, in person, or social media.

ONE WEEK BEFORE YOUR EVENT, call, text, or email your attendees a reminder that the event is coming up, along with any details that will get them excited.

ONE DAY BEFORE YOUR EVENT, send a reminder email, phone call, or text and let them know you're looking forward to having them join you. This kind of follow-up will make a huge difference in boosting attendance.



TOOLS FOR PLANNING A GREAT EVENT (CONT'D)

BEFORE, DURING & AFTER YOUR EVENT

BEFORE: Your team should arrive at least 30 minutes ahead of start time to set up your event. Make sure that any audiovisual (including internet) or sound needs are addressed right away, since they often take the longest to set up and have the highest chances of giving you problems. Assign someone the job of signing up everyone who attends through the sign-up sheet.

DURING: Keep someone at the door to make sure that anyone who comes in late is also able to sign-in. Do your best to introduce yourself to others. The more connections you make, the stronger your relationships will be when you follow up with them after the event.

AFTER: Make sure to clean your room up before you leave. Assign someone to put all the data from your sign-in sheet into a spreadsheet or Google Doc and share it with everyone on your team. Figure out a time to meet to determine roles for following up. And celebrate your success! You did it!



FOLLOW UP

FOLLOW-UP WITH YOUR ATTENDEES

It's critical to follow up within 36 hours of your event with everyone who came. Make sure to get out your thank you cards or emails to each attendee, and let them know you'll be following up with them again in the coming weeks.

DEBRIEF WITH YOUR TEAM

Sit down with your team and decide what's next. You don't want to lose the momentum from your event, so try to figure how to do something soon.

SAY THANK YOU

Make sure to thank everyone who helped make your event a success.



SUSTAINING CHANGE

You have taken the first steps to creating change at your school. However, changing the culture around sexual assault requires a long-term commitment beyond your time in higher education. Make sure you are taking steps to solidify your actions and document your steps for future students.

BUILD LISTS of students and others participating in all of your events and make sure you constantly engage them with your work and future opportunities to get involved.

EXPAND THE CONVERSATION and engage others. We provided a quick list of groups and administrators to reach out to, but you should always remain vigilant for new people to target.

CONTACT ALUMNI that were involved in anti-violence movements in the past and engage them in your work. Ask for their advice and invite them back to campus to share their experiences. Alumni have considerable sway with college administrations, and alumni letters of concern, petitions, and promises not to donate are taken very seriously.

HAVE YOUR SCHOOL commit to building regular programming, trainings, and education on sexual assault. School engagement should not be limited to one event at the beginning of the year, but rather regular conversations that become part of school culture.

CREATE PIPELINES OF LEADERSHIP. Make sure that you are keeping information and identifying leaders that will continue the work after you graduate. A movement is built by people and you must engage new students regularly.

- Be an active bystander
- Keep a vigilant eye on things you see in your community and report to the authorities when you see

CAMPAIGN TOOLS



IT'S ON

US



THE BADGE

IT'S ON US is being created as a modular consumer brand that can adapt and serve as a vessel for self-expression. As such, there are guidelines for how, where and when to use the brandmark.



THE BADGE: BASICS

Rectangle as solid color



The **IT'S ON US** badge is made up of two major components:

1. The top rectangle that houses “It’s On”

and

2. The “US” vessel

When using the logo to illustrate a different partnership, the top rectangle (1) should preferably be a solid color taken from the logo/ image contained in the “US” vessel (2).



THE BADGE: BASICS, LEGIBILITY

Do NOT



DO



When using a photographic image in the US vessel, never use an image that compromises the legibility of the badge. Always choose an image that has enough contrast with the background. (i.e. do not use an image with dark color values on a dark background)



THE BADGE: DON'T'S

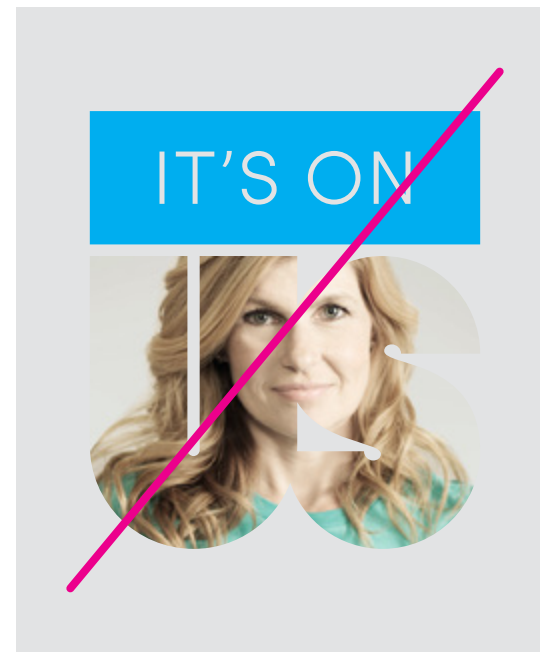


Do not continue an image into the “It’s On” rectangle—always use a solid color or gradient.

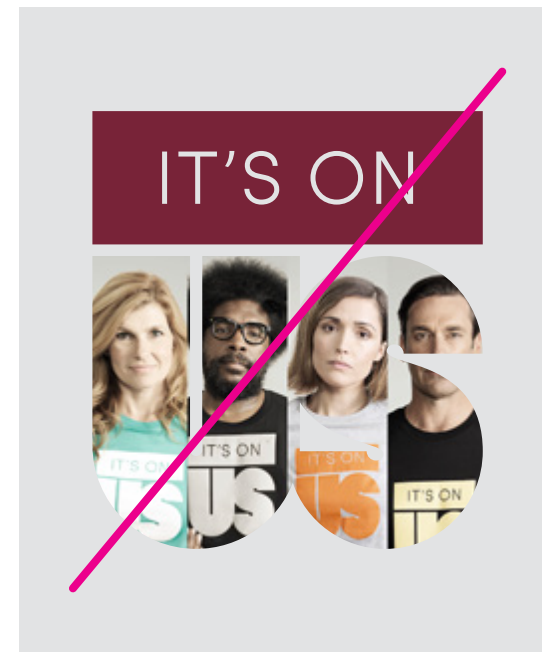
**Exceptions will be made when the customized logo is user-generated to be used as an avatar on social media.*



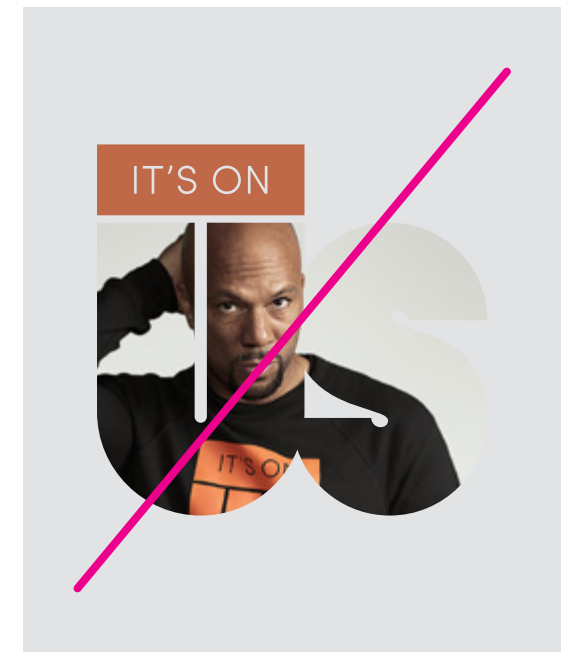
Never separate the badge lock up or change its orientation.



Do not use a color and/or gradient to fill the “It’s On” rectangle that is not taken directly from the image in the “US” vessel.



Do not use multiple images in the “US” Vessel.



Never alter the scale of the badge components individually.



PRIMARY TYPOGRAPHY: SOFIA PRO

SOFIA PRO, a versatile sans-serif is the primary typeface for the *It's On Us* campaign. It can be used for both headline and body typography. There's a wide range of weights available (not illustrated here). It is used for the "It's On" in the badge as its roundness and geometric nature compliments the *US* form.

View alternate weights and purchase licensing [here](#).

SOFIA PRO LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,/!?!<>()\$&*

SOFIA PRO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,/!?!<>()\$&*

SOFIA PRO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,/!?!<>()\$&*



SECONDARY TYPOGRAPHY: EAMES CENTURY MODERN

EAMES CENTURY MODERN is a contemporary slab serif designed by the renowned House Industries. It was created in the spirit of Charles and Ray Eames. As the secondary typeface for the It's On Us campaign, it should only be used for longer chunks of body copy.

View alternate weights and purchase licensing [here](#).

EAMES CENTURY MODERN LIGHT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 . , / ! ? < > () \$ & *

EAMES CENTURY MODERN BOOK

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 . , / ! ? < > () \$ & *

EAMES CENTURY MODERN BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 . , / ! ? < > () \$ & *

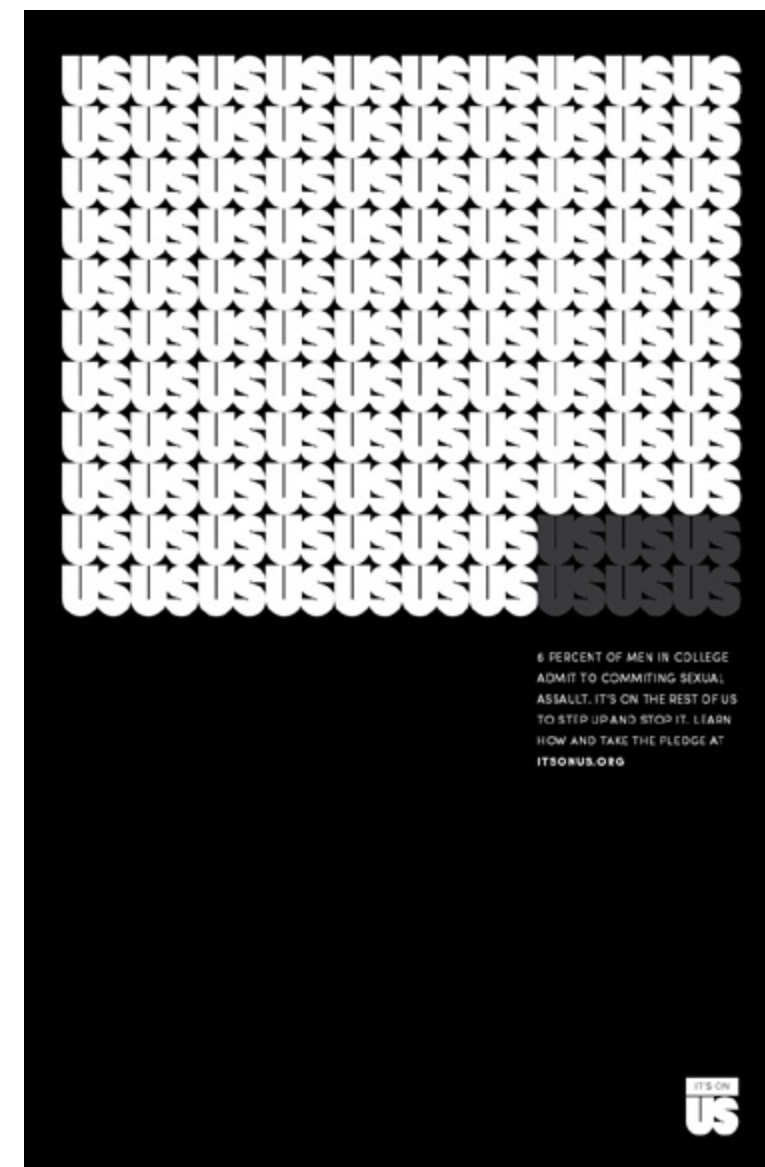
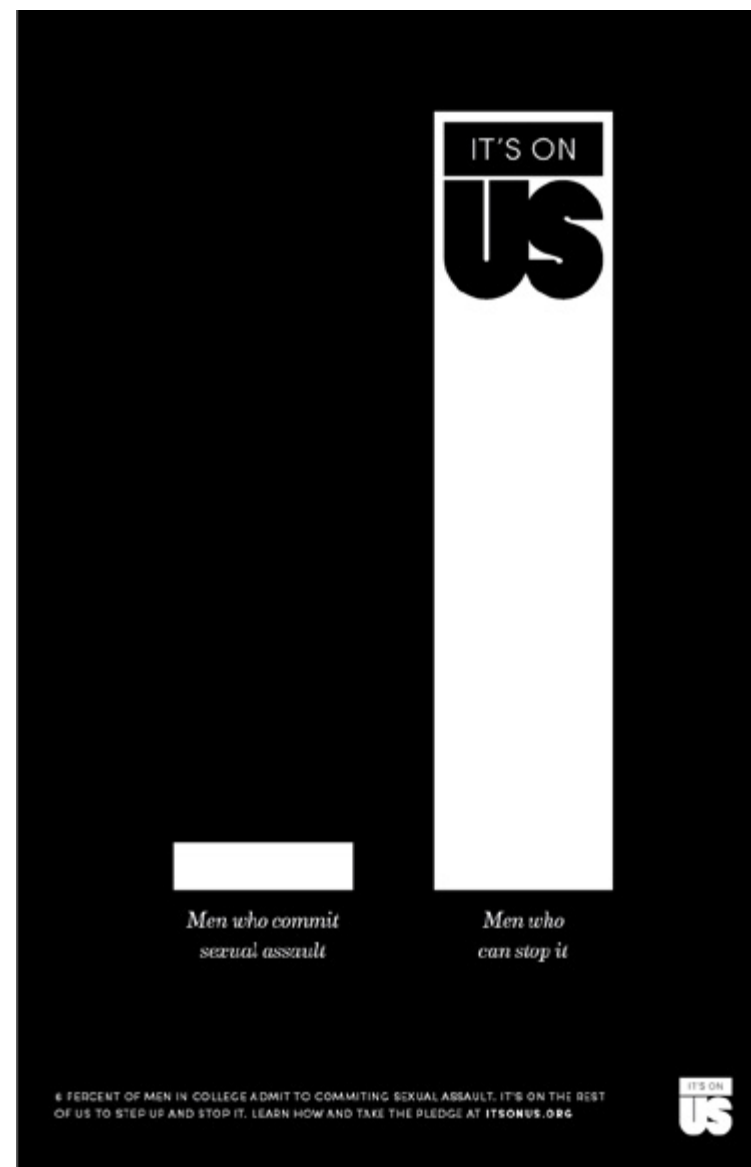


CUSTOM BADGE DOWNLOAD





PRINT DOWNLOAD



CONTACT INFORMATION





CONTACT INFORMATION

If you need further clarification or have other requests please contact:

contact@itsonus.org

THANK YOU

