



The Official TBTN Event Manual

Shatter the Silence. Stop the Violence.



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Note: All forms, checklists, and sample documents are not intended to be used without review by a capable legal advisor with competent jurisdiction and knowledge appropriate for a particular Event's location. No image or content in this document may be reproduced without written, prior permission from the Take Back The Night Foundation®.

1. Greetings from the Take Back the Night Foundation®!

Welcome and thank you! We are thrilled you want to join the movement to end sexual violence and demonstrate support for victims. Since the 1960's, Take Back the Night has empowered and supported survivors, helped those in pain, and asserted that it is wrong for people to live in fear for their safety at night and any time of the day. Take Back The Night rallies, marches, candlelight vigils, and speak outs are the means by which we show our support and take a stand!

This Manual describes how to plan and hold a Take Back the Night Event. You'll find start to finish guidance--whether you are organizing your first ever Take Back the Night Event, taking over a leadership position at an established Event, or aspiring to make an existing Event even better. We want to help you bring together your community to support this cause. Please note: throughout the Manual "TBTN" refers to Take Back The Night and the Take Back The Night Foundation®.

2. Mission of the TBTN Foundation

The TBTN Foundation is a 501(c)3 publicly-funded non-profit charity with the mission of ending sexual violence in all forms, including sexual assault, sexual abuse, dating violence, and domestic violence. TBTN empowers survivors in the healing process. TBTN Events have occurred throughout the world for over fifty years.

The Take Back the Night® Foundation promotes national and international visibility for our mission and provides assistance with the organization and planning TBTN Events with our volunteer staff. TBTN has a rich history of grassroots activism and freedom of expression and creativity. TBTN is inclusive of all ethnicities, nationalities, genders, religions, sexual orientations, ages, abilities, political philosophies, socio-economic groups, and educational backgrounds.

Take Back the Night® Foundation initiatives include:

- Supporting and fostering the growth of TBTN Events throughout the world. 30 countries have held TBTN Events to date and we are adding more each year.
- Holding Walk the Walk® Events to include men, women and children of all ages in a public demonstration of taking a visible stand against sexual violence.
- Organizing an annual vigil, "10 Points of Light," to demonstrate commitment to ending sexual violence and support of survivors. The vigil is held on the last Thursday in April in rotating locations.
- Building an online repository of survivor art, stories, photos, and videos to celebrate the healing process and empower survivors of sexual violence.
- Providing support resources, empowerment and a voice to survivors and supports through "Hope to Healing" and other programs.



3. Speak Out! Many Communities, Many Events



TBTN is about the power of speaking out. Rape, sexual assault, sexual abuse, and domestic violence are often labeled “crimes of silence” because of low reporting rates and social discomfort with their public discussion. By shattering the silence on sexual violence, TBTN Events help survivors know that they are not alone, and that these crimes will not be tolerated or left to go silently into the night.

TBTN Events occur on hundreds of campuses and in communities each year. For example, Events occur in September as schools get back in session, in October during Domestic Violence Awareness Month, in March during Women’s History Month, and in April during Sexual Assault Awareness Month. Events take on a variety of formats, including robust marches through city streets, a vociferous rally with bullhorns, a speak-out with many different voices, and a silent candlelight vigil. Each Event offers a unique itinerary to represent the needs of its particular community.

4. Early History of Take Back the Night



From our research to date, TBTN’s first Events include:

- 1972 – 1973 Florida – Women on college campuses protested the lack of focus on women’s safety in the early days of allowing women to attend what were formerly all-male environments. Some decided to die their bedsheets black, cut off the tops of broom sticks and tie feminine napkins to the tops and walk through campus in protest to “Take Back The Night” for women’s safety. Some of these women became TBTN’s founding Board Members!
- 1972 Los Angeles, CA – Women gathered to protest the serial killings of Black women in the city as a result of little attention being paid to these murders by the local police.
- 1975 Philadelphia, PA – Protest of the murder of scientist, Sara Speth, who was walking home from work when she was killed. The demonstration pushed city officials to improve the safety of streets so women could be safe walking alone at night.



- 1976 Brussels, Belgium - Two thousand women representing 40 countries gathered at the International Tribunal on Crimes against Women. This was the first documented large scale TBTN March, which occurred as a candlelight procession through the streets of Brussels.
- 1976 Rome, Italy – Reclaim the Night was held in Rome in 1976 after 16,000 rapes were reported that year.
- 1976 New York, NY – New York held the first North American March for women’s safety.
- 1977 West Germany – Women held Reclaim the Night Events throughout the country to protest being harassed and assaulted both day and night.
- 1977 Leeds, England – Reclaim the Night events in the form of numerous torchlight Marches in response to the “Yorkshire Ripper” who sexually attacked and murdered thirteen women between 1975 and 1980.

- 1977 Pittsburgh, PA – “Take Back the Night” was used by Anne Pride as the title of a memorial she read at an anti-violence rally.
- 1978 Australia – Australia held a TBTN Event was to protest abortion and contraception as a form of violence against women.
- 1978 Bombay, India - Women participated in Reclaim the Night in after a pregnant woman was gang raped.
- 1980 Vancouver, Canada – The Vancouver Rape Relief began holding TBTN Marches. In 1981, The Canadian Association of Sexual Assault Centers declared the third Friday of September the evening for TBTN marches nationwide.



5. Goals of a TBTN Event: Shatter the Silence! Stop the Violence!

5.1 What is a TBTN Event?

TBTN brings people together in a public forum to unite efforts and strength to “Shatter the Silence and Stop the Violence”. Survivors of sexual violence find strength in knowing they are not alone. Events may feature mini-wellness classes or an empowering speak-out. Supporters take a stand against violence by participating in marches, rallies, chants, speak outs, musical performances, displays of hand painted t-shirts on clothesline, and dance performances as their way to bring a greater awareness for the cause. TBTN strengthens the community by bringing together races, faith groups, philosophies, genders, ethnicities, nationalities, sexual orientations, and socioeconomic backgrounds to glean a sense of hope from this moving experience.

5.2 Celebrate Hope and Healing

Sexual violence affects as many as 1 in 3 women and 1 in 6 men around the world. These staggering statistics are the motivation for TBTN to hold Events, awareness campaigns, and educational initiatives.

- **Heal** individuals and communities broken by sexual violence. TBTN Events help all survivors reclaim their voice.
- **Empower** those who have been victimized. TBTN Events help light the way from victim to survivor.
- **Take a stand** by bringing communities together for protest, awareness and/or solidarity!



6. This is How We Do It! Traditions, Activities, and Lots of Ideas

Take Back The Night® Events are held in hundreds of communities throughout the United States and around the world to raise awareness, support survivors and work toward ending sexual violence. Each Event is unique --there is no “one correct way” to hold a TBTN Event. Some Events are loud with bullhorns and others are silent with candlelight vigils. Some take the cause to the streets with a march through the town and campus along a route of one to several miles. Other Events are stationary with a circle of candle-holding participants sharing stories of pain, healing and courage.

TBTN Events have featured best-selling author speakers, local government representatives, famous musicians, and published poets. We have had “Swag Bag” donations from the White House for our DC Event and Morimoto Designer Shoulder Bags donated to our NYC Event.

7. TBTN Event Core Components

Each TBTN Event is a unique expression of the needs and goals of each community and campus in their stance against sexual violence. Events consist of marches, walks, vigils, runs, rallies, protests, musical performances, proclamations, speak-outs, poetry slams, concerts, dance performances, lectures, story-sharing, artist displays, moments of silence, meditation, healing rituals, demonstrations, prayer vigils, chapel services, and more. Included here are common themes and features. A TBTN Event usually lasts 2-3 hours.



For example, a sample TBTN Event schedule might look like this:

7:00pm:	Welcoming Remarks (<i>by Event Organizer, University President or Mayor</i>)
7:05pm:	Why We Take Back The Night: Defining the Problem (<i>by Professor, Local Women's Center Director, Local District Attorney, Chief of Police</i>)
7:15pm:	Keynote Speaker (<i>by Survivor, Activist, Author</i>)
7:45pm:	March or Walk the Walk (<i>consider stopping along the way for presentations</i>)
8:45pm:	Candlelight (<i>or glow stick</i>) Vigil
8:55pm:	Speak-out
9:15pm:	Closing Musical Performance(s)

7.1 Support for Survivors

TBTN Events demonstrate support for all survivors of sexual violence. Popular components for this purpose include:

- Candlelight vigil. Can be a prayer vigil, vigil with a performance by and a Capella group, or a moment of silence.
- Survivor speak-out. Can be a time for survivors to share their stories in public, or have them read out loud by others.
- General speak-out. Can be a time for supporters and survivors to share their hopes, fears and stories related to sexual violence.
- Moment of silence. Can be led by a survivor, a member of the clergy, a counselor. Participants can silently state a fear they will shed at the Event, or a new hope for strength and healing.
- March or Rally. Can include all ages, genders, chants, signs, banners, bull-horns, noise-making, and other styles of raising awareness. Traditionally, marches are routed through areas where safety needs improvement and/or where the most people will be able to see the Event.
- Walk the Walk. Glow-in-the-dark walk of 1-2 miles to raise funds for the TBNT Foundation. Walkers obtain pledges from friends and family members and wear glow-in-the-dark t-shirts and wristbands.
- Run for the Night. Glow-in-the-dark run of 1-5 miles to raise funds for the TBNT Foundation. Runners obtain pledges from friends and family members and wear glow-in-the-dark t-shirts and wristbands.

7.2 Awareness

TBTN brings visibility of the problem of sexual violence. Events involve the general public and community outreach. Campuses and communities unite to participate in actively taking a stand against sexual violence. Popular options include:

- T-Shirts, wristbands, buttons and other gear worn by attendees with slogans and TBTN on them.

- TBTN Banner hung in a prominent location and/or carried to lead a march.
- Large mural or wall painting depicting support for survivors and/or a stand against sexual violence.
- Create a t-Shirt display where people can create their own expression of what TBTN means to them. Shirt colors can represent types of sexual violence. Color coding and representations include:



- White or Red: Someone who died because of sexual violence.
- Teal: Victim/Survivor of domestic abuse.
- Purple: Victim/Survivor of marital abuse.
- Yellow: Victim/Survivor of physical assault or abuse.
- Blue or Green: Victim/Survivor of incest or sexual abuse.
- Black: Victim/Survivor of politically or religiously motivated violence.
- Pink or Orange: Victim/Survivor of rape or sexual assault.

- Make signs to carry on your Walk or March. Gather on the afternoon or evening before the night of the March with your committee members to make the signs. Use poster board in all colors, boxes cut apart and other sturdy materials. Remember to use waterproof paint or markers just in case it starts drizzling or raining during the Event. Signs can have slogans, personal statements, pictures or other designs. Add cut outs of stars, the moon, and other empowering shapes. Popular slogans include:

- Stop the Violence!
- Women Unite! Take Back The Night!
- Shatter the Silence. Stop the Violence.
- Silent no more.
- Rapists stop rape. Not victims.
- No more rape. No more hate.
- I should be able to walk alone.
- We want justice!
- 1 in 4 is 1 too many.
- 1 in 6 Men are Victims!
- People Unite! Take Back The Night!



- March through campus or town displaying signs and/or chanting slogans. Sample slogans:
- Wherever we go, whatever we wear. / "No" means "No" and "Yes" means "Yes".
- 2-4-6-8 / No more date rape.
- Out of our dorms. / Into the street. / We won't be raped. / We won't be beat.
- The people united / will never be divided.
- We have the power. / We have the right. / We are here / to Take Back The Night.
- People unite. / Take Back The Night.
- Survivors unite. / Take Back The Night.
- Women unite. / Take Back The Night.
- Men and women unite. / Take Back The Night.
- Hey, Hey. Ho, Ho. / Sexual assault has got to go.
- The time is right. / The day is here. / Tonight's the night / We Take Back The Night.
- The time is now. The day is here. / We will not live in fear.
- Take Back My Life. / Take Back The Night.
- Our bodies. Our lives. / We will not be compromised.
- Stop the violence. / Stop the hate.
- Shatter the silence. / Stop the violence.
- We won't be raped. / We won't be beat.

- Join together. Free our lives. / We will not be victimized.
 - What do we want? / Safe streets. / When do we want them? / Now!
 - What do we want? / Safe campuses. / When do we want them? / Now!
 - What do we want? / Justice. / When do we want it? / Now!
 - Sexist-rapist-anti-gay. / You can't take my (our) rights away!
 - I won't be shamed. / I won't be blamed.
 - Ho-Ho. Hey-Hey. / I'm gonna wear that anyway!
 - Ho-Ho. Hey-Hey. / Victims' rights are here to stay!
 - 1-2-3-4 / We won't take it anymore! / 5-6-7-8 / No more violence! / No more hate!
 - Claim our bodies. / Claim our right. / Take a stand. / Take Back The Night!
 - No more silence! / No more violence!
- Use music, spoken word poetry and other art forms to raise awareness. Invite bands and other artists to perform at your Event. Create a playlist of empowering music from your favorite musical artists. Consider the lyrics and tone of your musical choices, as they will set the tone for your Event.

8. Awareness and Fundraising Activities

Involve your campus or community to raise awareness and support TBTN. Use these ideas or create your own to fit the interests and capabilities of your group.

8.1 For Everyone

- **Walk the Walk™.** Get everyone out to walk or run on behalf of the Take Back The Night Foundation. Each participant pays a registration fee of \$15 on the TBTN EventBrite Site made especially for your Walk the Walk™. We send a glow-in-the-dark t-shirt and wristband for each registrant to wear during the Walk. Participants obtain sponsorships for their Walk from friends and family to raise money for the TBTN Foundation. *(Details on how to host Walk the Walk™ are later in this Manual.)*



- **Run for the Night™ 5k Race.** This TBTN Event can be held with or without sponsorship pledges. Participants pay a registration fee of \$15 each to run in the Race. Each receives a glow-in-the-dark t-shirt and wristband from TBTN. We can also set up a website so that your runners can collect donations through sponsorships.
- **Superpower Training Day.** Recruit volunteer instructors from local gyms, yoga, Pilates, and martial arts studios for a day of outdoor fitness and self-defense classes. You could organize this Event for any age group or just for women—whatever is best for your goals. At the Training Day, you could collect donations for the TBTN Foundation; have a raffle for fitness lessons; or have a “bake sale” with healthy snacks and smoothies.
- **Superpowers Field Day.** Host a dodge ball tournament (sports team/clubs/faculty can form dodge ball teams). Have teams pay an entrance fee and charge admission for spectators as a fundraiser. Ask professors, staff or parents to provide concessions and local businesses to donate prizes for a raffle or the winning team. Students involved in T.V. and broadcasting can be “sports announcers.” Other ideas: mini golf tournament, faculty vs. student basketball games.
- **The Great Date Giveaway (or Raffle).** Ask local movie theaters, restaurants, coffee shops, ice cream/yogurt shops, skate parks, rock climbing gyms, bowling alleys, dance class studios, yoga studios, fitness centers, museums, comedy halls, performance theater (plays, musicals) and other fun places to go and things to do for

donations. You could give these away to generate an audience at an event or presentation. You could also raffle them off as a fund-raiser for TBTN or with the goal of paying for your TBTN gear.

- **“Get Bold.” TBTN Slogan Shirts, Hats, and Gear.**

TBTN can create an assortment of fun items for you to give away or sell to promote respect in relationships. Just fill out the contact us form online and we’ll be in touch to help you set up your gear shop! TBTN has yoga pants, hoodies, baseball caps, wristbands, whistles, keychains, phone cases, t-shirts, shorts, and more. Some of our slogans: “SASSY Woman”, “Get Bold”,

“Shatter the Silence. Stop the Violence.” “Speak Out”, “Rape Stops with Consent” and more! This is an excellent way to raise awareness and raise funds at the same time.



- **Sound of Violence.** Ring a bell or broadcast a sound on campus every 107 seconds for a day to raise awareness about how often someone in the United States is sexually assaulted. According to the U.S. Department of Justice's National Crime Victimization Survey, there are an average of 293,066 victims (age 12 or older) of rape and sexual assault each year. There are 525,600 minutes (31,536,000 seconds/year in a non-leap year). 31,536,000 divided by 293,066 equals 1 sexual assault every 107 seconds. You could limit this event to an hour at lunch, as all day could realistically result in disturbance complaints and take away from the message.
- **Visualize Violence.** Inflate a helium balloon every 107 seconds and place them in a central location with a ceiling height of at least 12 feet. One school used all black helium balloons which was very powerful. You might also represent this statistic with a mural to which you add a broken heart or other representation every 107 seconds. Another option: keep a display or large board with a tally of how many sexual assaults occur on average throughout an entire week. If the class schedules of your group make it impossible to keep the display going a particular class period, update it in between classes with the number of sexual assaults likely to have occurred during that time period. See “Sound of Violence” for the statistic’s source.
- **Life-Size Silhouette Display.** Cut out life-size paper dolls to represent women and men. Put them up on a large wall in a central area. Label each with names or types of relatives (aunt, sister, etc.). Put a red paper heart on each and then make the heart broken for 1 out of every 4 women and 1 out of every 6/7 men. There are a number of statistics on the incidence of rape among men and women. Research and select one to use with the citation to add as part of your display.
- **Poster Image and/or Slogan Campaign.** Have everyone design their own poster that represents respect in relationships. Posters can be created as a collage of images, word art, a slogan or “tag line,” a logo or an advertisement. This can be a competition with awards or prizes. Hang them all over the school, campus and/or community. Announce the contest, collect designs from your peers, and gather a panel of judges (members, student government, city officials, counselors, and art instructors) to decide on the winner. Have the winner’s poster reprinted, and put it up around the school and community and send the image to TBTN so we can put it on our social media and other sites.



- **Bystander and the “I” Statement Campaign.** Have everyone design their own poster that states what they do to stand up to sexual violence and abuse. For example, “I intervene if someone calls another person slut or ho.” “I don’t leave my friends alone at a party.” Posters can be created as a collage of images, word art, a slogan or “tag line,” a logo or an advertisement. This can be a competition with awards or prizes. Hang them all over the school, campus and/or community. Announce the contest, collect designs from your peers, and gather a panel of judges (members, student government, city officials, counselors, and art instructors) to decide on the winner. Have the winner’s poster reprinted, and put it up around the school and community and send the image to TBTN so we can put it on our social media and other sites.
- **“Read All About It” Book Display.** Create a book display in the library with all types of books around the theme of “Healthy Relationships, Speaking Out, Healing, and Being Strong.” Use as many genres as you can: non-fiction (psychology and anthropology), history (biographies about great romances of all time), self-help (healing, trust, confidence), fiction (romance books – steer clear of stereotypical “Harlequin Romance”), religion (what role does faith play, what do religions say about relationships), science (biological understandings of relationships), gender studies, auto-biographies of people who were courageous, etc. Consider the issue from all perspectives: race, gender, cultural, international, etc. Ask for recommendations from your favorite professors and area rape crisis center. Make sure your selections are appropriate for your setting; for example, consider whether children will walk past the area.
- **Free Hug Zone.** Create a partitioned off area (you could use brightly colored tape on the floor or rope), and make a sign that says, “Free Hugs.” Make flyers for everyone who walks by about consent, communication, and healthy relationships. The “Hugger” could even wear a t-shirt that says, “Free Hugs” and you could rotate the person in this role throughout the day. If appropriate, your sign could say, “Free Consensual Hugs” to emphasize the purpose of the activity.
- **Weekend Superpowers Sports Clinics.** Have sports teams host training and teaching sessions for elementary and middle school kids. Parents pay a fee for their children to attend the clinic and team members volunteer their time. Consider letting cheerleading clinic participants cheer for part/all of the next football or basketball game.
- **These Hands Aren't For Hurting Mural.** Have participants use brightly colored paint to create a mural with their handprints. Have everyone sign their names and/or write a slogan about respect by their handprints.
- **These Feet Were Made for Walking.** Have participants use brightly colored paint to create mural with their footprints. Title the banner, “We Walk the Walk, not just Talk the Talk.” Have everyone sign their names and/or write a line about what they DO to show respect in relationships.
- **Support Your Local Crisis or Abuse Shelter.** Plan fun activities for the children at the shelter, or those who have been abused. Run a used cell phone drive to distribute phones to victims of abuse, offer to babysit for children while their moms are in support groups, or assemble care packages for survivors (and their children). Suggestions for female victims include toiletries, new packs of underwear and socks, bus passes, and towels. For children, consider toys, clothing, stuffed animals and school supplies.
- **Star and Moon Bounce.** Host a carnival. Ask local businesses to donate or provide a discount on the moon bounce rental and other carnival activities. Sell popcorn, cotton candy, hot dogs, pretzels etc. Staff the Event with volunteers and sell individual tickets or TBTN “Shatter the Silence” or “I’m strong and gentle” or “I can accept ‘No’ for an answer.” wristbands.



- **TBTN Movie Night.** Show a movie under the stars or ask a local movie theater to donate space in exchange for free publicity. Other appropriate spaces include auditoriums, gymnasiums, and community centers. Serve free popcorn and star or moon shaped cookies.
- **Bonding Activities Night.** Plan a night of “girl bonding”, “male bonding”, “mother-daughter” or “father-son” bonding activities. Consider rock climbing, bowling, belly dancing, racquetball, women’s health instruction, body building, etc.
- **Midnight Breakfast for TBTN.** Serve breakfast at a local church, synagogue, school, or community center. Recruit a student or local deejay to volunteer their time. Invite a local dance or comedy team to perform. Provide construction paper stars for participants to write words of support, encouragement, and inspiration and then display the stars on the walls of a student center or dining hall, in business windows, or as a mural.
- **Morning Pancake Breakfast.** Ask local grocery stores or community members to donate supplies or their time. Volunteers can help with preparing or serving breakfast. Create a mural as described for the Midnight Breakfast.

8.2 Campus or Community Events

- **Clothesline of Courage.** Create a visual representation of violence against women. Survivors and supporters decorate shirts that are color-coded based on the type of violence represented. Hang the shirts on a clothesline in a central area.
- **Dance an Hour in Someone Else’s Shoes.** Have guests wear the shoes of another person—consider switching up by gender, race, religion, or any other “category” for the first hour of the dance as the “kick off.” Then everyone can literally “kick off” their shoes, and dance barefoot. Serve star shaped cookies and chocolates and other celestial-themed refreshments. Hold a raffle for donated tech gadgets, healthy dates, or other items.
- **Open Mic for Take Back The Night.** Ask a local café or shop to host the event. The shop makes money from coffee sales and admission can go toward fundraising. Promote healthy relationships or raise awareness about sexual violence by sharing facts and tips about healthy relationships or sexual violence between acts.



- **Moonlight for the Night Dance.** Host a TBTN themed dance. Ask professors or community leaders to volunteer to chaperone and staff concessions. Have a local deejay volunteer their time. Prizes can be awarded for best costume and other dance competitions (limbo winner, etc.) Admission to the dance can be used to raise funds for TBTN.
- **Rock the Night Star Concert.** Participants can lip sync and dance. Charge admission as a fundraiser. Between acts share clever dating and relationship myths and facts.
- **Cups for Consent.** Have cups and napkins printed with a slogan on them and ask local bars or those throwing parties to use them at their event. Sample slogans: “I ask for consent.” “Consent is sexy.” “Silence is not Consent.” “Ask me.” “I can take “No” for an answer.” “Just ask me.” “Ask + (+answer) = Consent” “Tell me what you want.”
- **Paint the Campus Fuchsia.** Put up ribbons (you can write individual names on the ribbons), streamers, signs, posters, bows, and anything else to use color to raise awareness.
- **Tabling and Info Booth.** Put up tables in prominent places so that people can pick up info cards and talk with people about the event.
- **Chalking.** If you are permitted to do so under policies or local laws, chalk the sidewalks with announcements, slogans and statistics.

8.3 For Raising Funds While Having Fun!

- **The Greatest Date.** Ask local restaurants, florists, movie theaters, rock climbing gyms, and another “date” options to donate dates, and raffle them off in a public place on campus, in town or online.
- **Valentine Delivery Service.** Offer a “personalized Valentine creation and delivery service” where people can pay you a service fee to create a romantic date for their heartthrob.
- **Halloween Haunted Women’s House.** Make a “women-themed” haunted house and charge admission.
- **Silent Auction for Items, Services and Talents.** Hold an auction for household services for the faculty and staff. Get everyone to agree to spend 10-20 hours of service doing things like mowing lawns, cleaning out a shed, weeding, babysitting, driving a child to practices for a week, washing windows, raking, cleaning out an attic, etc. Then auction off these projects to your community.
- **Personalized Children’s Books.** A group raised \$800.00 by selling the books for \$13.95 each, making about \$4.00 per book. They ended up selling 200 books. It was very successful. The books sold really well because almost everyone knew a child for whom to buy a book.

9. TBTN Event Essentials: An Orientation to TBTN

TBTN supports Event Holders in many ways. Let us know what you need, and we will do our best to help. We want you to succeed—from attendance to visibility! For example, we can post your “Event Supplies Wish List” containing a short description of each item and why it’s a “must-have” for your Event of on our website and social media outlets to garner national visibility for your request(s). To date, we have received brownies, clothing, toiletries, coffee, safety products, taxi rides, phone apps and more.

TBTN can help you obtain t-shirts and other gear by ordering in bulk from our suppliers. TBTN vendors are social justice minded and committed to our cause. Additionally, our volunteers, veteran Board Members, and partners may be able to help out with these tasks—just ask us!

1. Program brochure templates
2. Graphic design
3. Website development
4. Media kits
5. Media interviews
6. Training on how to working with the press
7. Donated performances from musicians
8. Donated presentations from activists, authors, educators, celebrities, and other public figures
9. History of TBTN live web-presentation during your Event
10. Help with fundraising campaigns
11. Planning assistance and brainstorming with one of our volunteers or Board Members
12. Donations from corporate sponsors



9.1 TBTN Event Essentials and Requirements

TBTN Event Holders agree to the following:

1. **Support TBTN’s Mission** to end sexual violence in all forms through raising awareness and supporting survivors.
2. **Register your TBTN Event** by BOTH obtaining an [Event Pass](#) online and completing the [Registration Form](#). *(link is on the TBTN Foundation Website to complete these tasks)*

3. **Use the TBTN Name and Logo** in accordance with the [TBTN Style and Marks Guide](#), whether on shirts, gear or other advertising and marketing locations.
4. **Link to TBTN Sites** on all social media, websites, and other online publicity. Links are to TBTN's homepage and social media sites.
5. **Fundraising, if conducted, supports** the TBTN Foundation and/or TBTN Charity Partners. There is no requirement to fundraise. Our certified Charity Partners are listed on the TBTN Website and are other non-profits working toward similar goals as those of TBTN. TBTN provides a fundraising website for each TBTN Event Holder. This site is customized for each TBTN Event and can list requests for specific items and help raise funds for a designated Charity Partner(s).
6. **Complete the Post-TBTN Event Report** within one week after your Event. *(link is on the TBTN Website)*
7. **Authorized Representative:** In registering as a TBTN Event Holder, you acknowledge that all of the information you have provided is accurate, your Event will be held in accordance with the TBTN Event Pass and Agreement, and you are duly authorized to act on behalf of your TBTN Event. You acknowledge that you have read, understand and agree to abide by these terms and conditions.



The TBTN Official Logo

9.2 Take Back The Night® Style and Marks Guide

The Take Back The Night® Foundation (TBTN) has an official Logo, name and slogans for its Events and campaigns. These include Take Back The Night®, Get Bold®, Shine Your Light®, Shatter the Silence™, and Walk the Walk™ (hereinafter “Marks”). Use of these Marks is governed by the following policies:

1. Use directly supports TBTN's mission and is not for the benefit or financial gain of any other entity other than that authorized in writing by TBTN prior to use.
2. Marks may only be used by a registered TBTN Event Holder or by an entity with specific, written, prior permission to use them directly from the TBTN Foundation.
3. If the Marks are used on any web location, including social media; they must hyperlink to TBTN's website home page. If a hyperlink is simply not possible, a linked URL is to be placed immediately beside or below the Marks.
4. The TBTN Logo may not be altered in any manner, including proportions, colors, elements, or be animated, morphed, or otherwise changed. The size may be made larger or smaller, but not so small as to make the lettering hard to read.
5. Use of the Marks may not be misleading, false, obscene, pornographic, disparaging, defamatory, or libelous to TBTN, any of its Events, initiatives, products or services; or any other person or entity; or violate local, state, federal or international laws.
6. The Marks may be used by registered Event Holders on TBTN Event t-shirts, flyers and posters. Other items using the Marks must be approved by TBTN prior to creation or acquired directly from TBTN. Of note: TBTN can provide shirts and other gear with the TBTN name and/or logo at low cost, and sometimes no cost.

7. In using the Marks, you agree the TBTN Foundation may freely use any of the written or artistic works, or other items featuring the Marks, for any purpose of its choosing at any time.
8. Permission to use and use of the Marks does not denote or involve TBTN's sponsorship, financial or legal support, endorsement, insurance coverage, indemnification, or other legal responsibility for your activities when using the Marks. Any legal or civil actions resulting from this use are your responsibility.



9. TBTN retains the right to withdraw permission to use its Marks at any time, and uses its sole discretion in determining whether its Marks have been appropriately used.
10. Any requests for exceptions to this policy must be made in writing to TBTN directly.

9.3 Using the TBTN Font, Colors, Logo, Slogans and Name

The official TBTN font, colors, logo, and slogans are for use by registered Event Holders and those with prior written permission from TBTN.

Font TBTN font is Avenir LT Std 45 Book. If you need a download for this font, please contact TBTN. The font cannot be bolded, italicized, underlined, or modified in any way.

Colors The TBTN logo utilizes the purple, white and black in this table. TBTN also uses the Blue below. We encourage use of these colors whenever possible for signs, social media, etc.

Color	Red Value	Green Value	Blue Value	Hex Code
TBTN Purple/Fuchsia	152	0	102	980066
TBTN Blue	73	119	169	4977A9
Black	0	0	0	000000
White	255	255	255	ffffff

Logo TBTN's logo is available on the TBTN website in two JPEG versions: 1) A higher resolution for printing, and 2) A lower resolution for web use. Each is titled for its purpose. For other file formats, please contact TBTN.

TBTN Slogans and Name The wording or name of the Take Back The Night Foundation, TBTN campaigns, or TBTN slogans cannot be altered. The TBTN slogan is "Shatter the Silence. Stop the Violence."

9.4 Get Registered! Obtain a TBTN Event Holder Pass and Agreement

Review the TBTN Event Requirements and the TBTN Style and Marks Guide below. Then, follow the four simple steps in the box to obtain your TBTN Event Pass.



Four Simple Steps to Hold a TBTN Event

Step 1: Obtain a **TBTN Event Pass**. (*Link on the TBTN Website*) Select your “Pass Type” and complete the Event Registration for the year in which you will hold your Event. If your Event date changes, please inform us so that we can update the calendar. Event Pass types:

- First Time Event, Non-Profit Community Organizations, or Limited Resource Organizations: **Free**
- Educational or Military Institutions: \$100 (fee includes TBTN Banner or Gear for your Event)
- Businesses: \$125

Step 2: Complete the **TBTN Event Registration Form**. (*Link on the TBTN Website*)

Step 3: Hold your TBTN Event!

Step 4: Complete the **Post-TBTN Event Report** online and send in two photos and one 2-3 minute video clip. (*Link on the TBTN Website*)

10. Let's Get Started! Core Planning Committee Set-Up

Please read the Event requirements and policies in this section first. Then, review the sections on forming a planning committee, planning the logistics, holding the Event, and post-Event follow-up. Checklists and organizational tools are all included as individual pull-outs in the **Appendix** to help your with each step.

10.1 Formulate Your Goals and Choose a Theme

Whether holding your first Event or your 25th, start by identifying the specific needs of your community. Each school, campus and community is unique. One year may be different from the last in terms of what has transpired in your community. Consider the following to establish your goals and theme:

- **Identify your greatest awareness needs** pertaining to the issue of sexual violence. Do you need safer streets or residence halls; greater respect in relationships; better support from those with legislative power, organizational leadership or in policy-making roles; a safe place for survivors to go so they can leave an abusive environment, etc.?
- **Recognize how your community's physical location** may affect your Event. Consider weather, traffic, daytime versus nighttime lighting, and outdoor temperatures.
- **What time of year would be best to hold your Event?** September is often considered the “Red Zone” of high risk for new college students and even 9th grade high school students. October is Domestic Violence Awareness Month. November and December are before many holiday breaks over which partying may be heavier. Valentine's Day is in February. March is Women's History Month, and the month of many spring breaks. April is Sexual Assault Awareness Month. April, May, and June are when many high schools have the Prom and Senior Week. Do you want to link TBTN with any of these? How might this choice affect your attendance?
- **Whom do you want to attend your Event?** Do you want to create visibility within a school, a town, a city, a neighborhood, a military base, a corporation, a church, etc.? You could reach out to local high schools,



community centers, crisis centers, area colleges, local businesses, hospitals, and/ or military bases to participate. Will your core participants welcome this collaboration, or would they prefer to have the Event focus on the needs of one community?

- **Envision who will be affected** as an “on-looker”. Those who see your advertising and post-Event postings will be impacted by your messaging. Consider how others will perceive signs, posters, banners, social media, photos, videos and your Event itself.

TBTN Events have had a wide array of impacts: empowerment, awareness, education, calls to action, exposure of problem, attention-grabbing, create dialogue, generate controversy, and more. Think about how each aspect of your Event will affect people of various ages, races, genders, and all other demographic variables.

10.2 Identify Your Event Logistics and Deadlines

Several important decisions should be made by your Core Event Planning Committee during your first meeting, including the Event date, start time and location. Confer with your Activities Office and those other area schools and colleges, and check community calendars as well to minimize conflicts. October (Domestic Violence Awareness Month), March (Women’s History Month) and April (Sexual Assault Awareness Month) are popular months to host TBTN Events. Complete the Event Logistics Spreadsheet in the **Appendix** to be stress free with your planning and execution of all Event components. A thoughtful logistics design encompasses all factors no matter how large or small. From coordinating your speakers’ lodging and travel arrangements to ensuring there are enough candles or glow sticks for your vigil, your logistics spreadsheet will keep you on track.



10.3 Form Your Core Event Planning Committee

A carefully selected Core Event Planning Committee is fundamental to your success. Your best friend may be tons of fun, but may not be the best choice for your Event planning committee. Seek committee members who demonstrate:

- Passion for the cause of the ending sexual violence and supporting sexual assault survivors.
- Dedication to Event success.
- A strong work ethic.
- A commitment to diversity and tolerance of individuality.



10.4 Roles and Responsibilities

Your Core Event Planning Committee should reflect the unique qualities of your community or campus and can be as large or small as your Event requires. While the list below is not exhaustive, each role is essential to the success of your Event and may be filled by more than one person. We recommend one or two Event Organizers plus at least six people to serve on the Core Event Planning Committee. The members of this committee will each serve as Committee Chairs for each Subcommittee, if you have a large number of

volunteers who can participate beyond the Event itself. Step 5 below provides a plan for combining committees to accommodate a smaller number of organizers.

Once you have compiled a list of your top choices for these positions, notify your top picks for each. Include your purpose, contact information, and the location, date, and time of the first meeting and likely date(s) for the Event. Indicate why you selected each person and how you believe his or her talents can benefit the committee. A sample Nomination Letter is available in **Appendix**.

10.5 Core Event Planning Committee Members



Chairperson(s): Event leadership, oversight and ultimately responsible for ensuring Event success by keeping everyone on target to reach goals and meet deadlines. Ensures contracts are approved, signed and appropriated paid. Accountable for risk management and completes the Risk Assessment Check List in **Appendix**.

Documentation Coordinator and Historian: Records all meeting minutes; secures and manages all insurance documents, contracts, permits, and release forms. Additional responsibilities are history procurement and preservation including: photography, videography, creating a written narrative, and keeping track of attendees and planning committee members. Chair of **Documentation Committee**.

Financial and Supplies Coordinator: Secures funding, sponsors, and donations. Plans any fundraising activities; ensures any Event expenses are paid. Arranges presenter and/or performer transportation, lodging, and presentation needs. Researches and obtains all Event supplies and gear. Chair of **Budget Committee**.

Marketing Coordinator: Makes contact with and corresponds with the press. Creates online presence and social media campaigns. Responsible for posters, flyers, signs, press releases. Chair of **Visibility Committee**.

Logistics, Presenters and Performance Coordinator: Coordinates the “Run of Show” to plan all Event details, including presenters and performances by musicians, dancers, poets, and other guest contributors. Coordinates Event set up, break down, and clean up; placement of tables for check-in, gear and resources; oversees speak-out, displays, and other activities; and plans any food and beverages. Chair of **Run of Show Committee**.

Technology and Production Coordinator (Optional): Arranges all audio and visual needs; including microphones, lighting, speakers, videographers, photographers, projectors, computers, screens or monitors, live web feed, and/or other support, and website support. Chair of **Production Committee**.



11. How to Get it All Done: Subcommittee Responsibilities

This section describes the responsibilities (not every item will apply) for each subcommittee. If you don’t have enough people for all of the subcommittees listed, we recommend combining subcommittees as follows:

Organizer and Visibility → Leadership Committee

Documentation and Financial → Financial Committee

Run of Show and Production → Run of Show Committee

11.1 Organizer: Leadership and Event Risk Management

ORGANIZER PRIMARY RESPONSIBILITIES

- Regular communication with all Subcommittee Chairs to ensure goals and deadlines are met.
 - Step in to help with any subcommittee needing extra assistance.
 - Ensure TBTN Risk Management Standards are used at every step.

Planning and implementing a successful Take Back the Night Event on campus requires risk management: identifying and assessing potential hazards and taking steps to reduce or eliminate them. The following situations provide examples of possible risks that can occur in connection with TBTN Events:

- Building occupancy codes are ignored and too many people are allowed into a building for a Rally. A fire breaks out and people are severely injured trying to exit the building.
- During a march, a participant slips and falls in a pothole, breaking his or her leg.
- A bystander is angered by the Event and physically assaults a participant.
- A member of the planning committee signs a contract for a musical artist to play at the Event. The contract imposes a \$5,000 penalty if the musician is not paid by a certain date. The payment is late and the artist demands an additional \$5,000.



To reduce the likelihood of these and other risks at your TBTN Event, we ask you to complete the Risk Management Checklist found in the **Appendix**. This checklist highlights essential steps for reducing the risks associated with holding TBTN Events. Given the many differences among groups and institutions hosting Events, not all considerations apply. The Take Back the Night Foundation strongly supports freedom of speech and expression, however it is important to the success of this Foundation and its mission that persons, groups, and organizations do not commit crimes, slander, or libel under the TBTN name.

★ **Note:** Survivors who share the names of their perpetrators in a public setting must be very careful. Laws can protect victims from retaliation, but if a civil suit for defamation is filed, TBTN is not able to provide help. TBTN recommends the organizer be responsible for conveying critical information like this to all Event participants.

🔋 **Tech Tips:** **Evernote** is a mobile filing cabinet app. Stay organized, coordinate to-do lists, share notes and sync the app across multiple devices to include your entire team. **SelectTheDate** and **WhenIsGood** are apps to poll your committee members for the best date and time for a meeting, eliminating rounds of texts or emails in an attempt to do the same. **SignUpGenius** lets you circulate your committee positions and Event day schedule to get every aspect of your Event covered with volunteers.

11.2 Documentation Committee: Signatures, History, and Records

DOCUMENTATION COMMITTEE PRIMARY RESPONSIBILITIES

- Records meeting minutes.
- Obtains appropriate permits, insurance, contracts and release forms.
- Arranges for photographs and video of Event and sends copies to TBTN Foundation.
 - Keeps track of committee members and participants.
- Maintains written narrative of Event and sends to TBTN Foundation.


This subcommittee creates the historic record of your TBTN Event. The master Event Planning To-do List should be kept up-to-date by the chair of this committee, if this is not being done by the Event Organizer. Plan to have at least one person attend all planning committee meetings, record the meeting minutes and distribute them to all committee members. Meeting minutes should include the following information, both for documentation as well as use for post-event review and assessment.

1. Names of all attendees, including those who Skype in or call in.
2. Summary of old business
3. Description of new items discussed
4. Results of any votes taken
5. List of next steps, deadlines and assignments
6. List of future agenda items



The other critical role of the Documentation Committee is to capture your Event in photos, video and written narrative; including meetings, fundraisers, and other pre-Event activities. At the Event, make sure you have at least two people who are responsible for these tasks. As soon as possible after the Event, upload all videos and photos to a safe Cloud storage spot (like Box, iCloud, or Google's Drive) so that a lost device or other unforeseen technical problem doesn't result in an Event with no visual documentation. These files should be shared with the TBTN Foundation for our Historic TBTN Library. Images and stories from TBTN Events help us connect with those around the globe. They tell the story and paint the picture of what we have accomplished with our powerful stand and commitment to change and healing.

Finally, the Documentation Committee secures and manages all insurance documents, contracts, permits, and release forms. Work with your Event Organizer to ensure that all paperwork is complete for risk management purposes as listed in the Risk Management Checklist. On the day of the Event, these permits and contracts should be readily accessible in printed form. You may need to prove that you have obtained these permissions on the day of the Event. Additionally, the Documentation Committee is responsible for having all volunteers complete the Volunteer Agreement. These should be electronically scanned and saved as PDF files with your other Event documents and files.

 **Tech tip:** **ScannerPro** helps you keep track of permits, receipts, volunteer agreements, and more. This app allows you to scan documents with a snapshot, convert them to PDFs, save them to the Cloud, and email them to those who need verification.



11.3 Budget Committee: Finding Funds and

BUDGET COMMITTEE PRIMARY RESPONSIBILITIES

- *Determines budget and secures funding, sponsors and donations.*
 - *Plan fundraising activities.*
- *Pays for all Event expenses from budget.*
 - *Order Event supplies and gear.*

Spending Dollars

Forming Partnerships: Increasing Attendance and Raising Funds

When seeking sponsors, it is best to provide each with a proposal outlining community needs and the way your Event will address them. Highlight essential Event details in every proposal: time, date, location, featured speakers, etc. Consider including a line-item budget with your proposal asking for specific items from a sponsor. Get them to visualize the importance of their contribution. You convey that you are organized and goal orientated for success.

Great places to submit your proposal are listed below. Consider asking for attendees from area high schools, local community centers, women's shelters, and academic departments (gender studies, sociology, nursing, criminal justice, social work, law schools, and education). Campus sexual assault offices, local hospitals, women's health

centers and clinics, local crisis centers, local District Attorney's and police stations also make exceptional allies. These groups may be willing to host a table at your Event with information about their organization or cause, making your partnership mutually beneficial. These ideas can be adapted for coffee shops or other appropriate local businesses who may wish to provide their goods during your Event.



★ **Note:** TBTN does not allow sponsors, presenters, performers or vendors to sell items at TBTN Events without prior written permission from the TBTN Foundation. Our past experience has unfortunately required us to adopt this policy. Such problems have included offensive merchandise, hazardous merchandise, vendors reselling the personal information of attendees, and vendors soliciting attendees in subsequent advertising. Under no circumstances should Event holders release the names and/or contact information of Event participants for any purpose.

Sponsorship source ideas:

1. President of the College (or Provost)
2. Campus Minister/Local places of worship
3. Athletic Department (if you have this)
4. Greek Life (if you have this)
5. Campus police
6. Local police
7. District Attorney's office
8. City Council
9. Local elected official (mayor, house of rep, senator)
10. Local hospital
11. Local Country Club
12. Local YMCA/YWCA
13. Kiwanis Club or Rotary Club or Similar
14. Academic Department (Social Work, Criminology, Psychology, Sociology, Nursing, Gender Studies, etc.)
15. Other student groups: Amnesty International, GLBTQ, Black Student Association, etc.
16. Student Government
17. Local crisis center (Domestic Violence, Rape Crisis)
18. Local health clinic
19. Local pharmacy
20. Local fitness center/club
21. Physician's Office/Group



22. Local Financial Planners
23. Investment Fund Managers
24. Comcast, AT&T, Verizon, EB Games, Microcenter, other tech shops
25. ADT, Security Company
26. Insurance Brokers

In addition to seeking sponsorships from business and organizations, consider asking your Title IX Coordinator (at a college or university) or your school counselor (at a high school) if s/he knows of any federal, state, or local grant options. Applying for a grant is often a process that requires six months to a year in advance of the date you would need the funds; so you might need to plan for a future year now.



Policy on Using TBTN's Tax ID and Donations

The TBTN Foundation is happy to help your Event raise funds through our online sites, including pages on Eventbrite, GoFundMe, GoGetFunding, Kickstarter, and other similar sites. We list your Event and any special requests your have for your Event, such as t-shirts, gear, march supplies, bands, artists, food, bottled water, celebrity support and more. The TBTN Foundation is a 501(c)3 public charity, therefore donations to the TBTN Foundation are tax deductible; however, TBTN is required to properly document these donations so ALL donations must first come to TBTN before being sent elsewhere.

★ **Note:** Event holders are NOT permitted to use TBTN's Tax ID or create their own funding site webpages using the TBTN Name. Event Holders cannot provide receipts to donors for a tax-deductible donation. However, the TBTN Foundation can collect online donations on behalf of your Event. These donations can then be used to support your event or a like-minded Charity Partner of your choice. If any sponsor or donor wants to have the ability to use their donation to your Event as a tax deductible donation, the sponsor or donor must be directed to the TBTN Foundation. We will work with them directly to make their donation and provide proper documentation. The TBTN Website has information about how groups can become TBTN Charity Partners.

Gear Up: Banners, T-shirts, Wristbands, Buttons, Yoga-Pants and More

TBTN Gear is a statement. It is the power of wearing your voice. TBTN shirts get worn after the Event on days when we want to be loud, be strong, be bold. Wristbands are pulled from a drawer a year later to evoke the power of the collective energy from the Event. To create this "wearable" empowerment, TBTN has helped Event holders obtain glow-in-the-dark yoga pants, phone cases, water bottles, coffee tumblers, tote bags, running shorts and more! We want to help your group celebrate, bond and shine!

Our most requested items are listed on our website, along with ready-to-go "TBTN Event Kits" with lots of essentials. Our t-shirts feature the boldly-colored TBTN logo in soft, comfy 100% cotton. Shirts are available in long and short sleeves, in black, white or gray. We can add your Event date and organization name to the front. Sponsors' names and logos can be placed on the shirt. Any gear with the TBTN logo must be obtained directly from the TBTN Foundation. You may not put our logo on your own items. The minimum order for customized items is 50.



Special Orders: TBTN can create nearly any item you'd like. Great ideas from other Event Holders:

1. Yoga pants with: *I'm NOT asking for it.*

2. Shirts with: *I'm NOT asking for it. You're just hoping I am.*
3. Glow-in-the-Dark phone covers with: *Being Bold*
4. Shorts with: *I'm SASSY.*
5. Toothbrushes with: *Mouthing Off*
6. Glow-in-the-Dark water bottles with: *Shatter the Silence. Stop the Violence.*
7. Glow-in-the-Dark baseball caps with: *Fit Bod. Fast Mind.*
8. Ski hats/fleece hats with: *Speak.*

Check out the TBTN website for ideas. If you have an idea, connect with us and 99% of the time we can get it ordered and delivered in no time. Plan on a two week turnaround time for regular orders, and four weeks for special orders.

★ **Note:** Registered TBTN Event holders that pay the \$100.00 fee all receive a TBTN Banner or t-shirts. TBTN accepts credit cards, PayPal, money orders, bank checks, and purchase orders from schools/colleges.

Working with Little to No Funding, "Yes, You Can!"

Here are some ideas from our Event Holders on operating with little to no funding:

- 1) **Candlelight Walk:** Ask a local church about donating candles. You could ask for used candles and drip protectors from a holiday service to be saved for you to use at your event.
- 2) **Walk with handmade signs:** get permits and approval for a one to two mile route, and then create your own signs on cardboard from boxes or poster board. See if a local elementary school has extra markers and poster board or ask an office supply store for a donation.
- 3) **Speak Out or Open Mic Night:** Schedule a simple Event where participants can share stories, poetry or music. Take turns reading statistics and information about reported incidents.
- 4) **These Hands Aren't for Hurting Mural:** Ask a local elementary or middle school to give you a 10-15 foot section of mural paper. A local paint store or hardware store might donate washable paint and some disposable paint holders for everyone to dip their hands in. You only need one paint brush for the title or other designs on the paper.
- 5) **Clothesline Project:** Ask your participants to each bring a plain t-shirt to be used in making a clothesline full of shirts, with each shirt depicting a slogan, picture, poem or other message related to supporting survivors, ending sexual violence, or healing from sexual violence. The paint and paintbrushes and other art supplies might be donated from a local hardware store or school.



11.4 Visibility Committee: Getting Seen and Being Heard

VISIBILITY COMMITTEE PRIMARY RESPONSIBILITIES

- Correspondence with the media.
- Social media posting and website maintenance.
- Work to maximize Event attendance and outreach.
- Responsible for posters, flyers, signs, press releases.

Publicize Your Event

There are many options for getting the word out to potential supporters, sponsors, media outlets, and prospective attendees. The methods you choose should reflect both your Event goals and the location and/or size of your campus or community. A key message to impart is that TBTN is not just for survivors. You might have a component that is mostly for survivors, but make sure everyone knows with your publicity that TBTN is about a collective stand against

sexual violence and a general support of those who have been victimized. Critical to ALL efforts is insuring that EVERY marketing piece always has these components:

- Name of Event
- Time and Location
- Purpose/Goal
- How to register and learn more

All efforts should properly utilize and reference the TBTN Marks as described in this Manual. This includes our name, logo, slogans and websites.

To Really POP and BUZZ -- Use a Theme, Slogan, or Image

To be most effective in your promotional efforts, consistency in branding and message is essential. You can use one of TBTN's slogans or create your own. TBTN's popular slogans include:

- Get Bold®
- Shatter the Silence. Stop the Violence.™
- Speak Out. Speak Up.
- Women and men unite. Take Back The Night.
- Walk the Walk.™ Don't just Talk the Talk.
- Get SASSY.™
- Shine Your Light.®



Use the TBTN Logo as described in the Style Guide in this Manual. Additionally, consider creating an image for your own TBTN that represents the spirit and goal of your Event. Choose a color scheme that you can adapt to all publicity related to your Event. Remember, full color can be 3 or 4 times more expensive to print than 2 or 4 colors. Consider using colors that are symbolic. For example, in the TBTN Logo, our moon represents our night sky, where we seek to shed the light of hope and healing for survivors and awareness. The purple of our font color represents our support of survivors of domestic, sexual and dating violence. Black represents the dark night to be reclaimed by survivors, and white embodies the light and energy of our cause and the many that stand with us.



Informal Publicity

Word-of-mouth advertising can be one of the most effective yet least expensive forms of promotion. Get your committee to divide up the geographic area with the goal of visiting 15 campus departments each. Do the same in town. Hand out flyers. Go door-to-door and wear your TBTN t-shirts. Invite representatives from every office and business. Ask for email addresses (or bring an iPad and have people enter them into the app/program you use for email correspondence). You'll create your marketing email list on the spot. Ask professors and teachers if you can announce the Event at the start of class. Ask coaches if you can announce the Event at the start of practice. Don't be shy! If people reject your enthusiasm, it's their loss. Just keep going!

The goal is to tell as many people as possible. Even the act of "telling" is a form of activism!

Carry posters and flyers with you, and put them up everywhere you have permission to do so. Don't post without permission, as the flyer will likely be taken down soon and would have more impact in an authorized location. Consider bathrooms, lobbies, stores, cafés and similar "haunts." Ask sponsors to disseminate flyers or e-mail their clients to advertise their support of your Event and expand your outreach efforts.


Social Media and Web Publicity

Social media is free advertising! With well-planned campaigns, everyone pays attention to your Event. Use your entire committee's collective social media sites as a giant, online entourage for the campaign. The first step is to create a schedule with a week by week and day by day plan. Think of your timeline as a well-orchestrated crescendo of messaging, excitement, and interest. Next, create a complete list of the sites you'd like to use: Facebook,



Twitter, Vine, Instagram, Snapchat, Vimeo, LinkedIn, Google+, YouTube, etc. Then, make your release schedule for messaging. Provide as much detail as possible on the specific content of each post. Finally, confirm the “domino” order of your social media team members: who posts each message first is important, with a “depth” of at least 3-5 reposts, retweets, likes and comments per post. Consider adding people to your social media campaign from other organizations, relatives, friends from other schools, and other towns. Expanded “circles” augment your visibility. Here's a sample schedule:

Time until Event	Messaging Theme
3-4 months	Save the Date. What is TBTN? Educate readers and viewers about important statistics and facts related to dating violence, dating abuse, sexual violence, sexual assault, campus rape, sexual harassment, sexual abuse, stalking, and intimate partner abuse.
2-3 months	Publicize the Event time and location. Who's going to be there? What's the schedule? Will you have a march, Run for the Night™, Walk the Walk. Do people need to register and if so, where?
1-2 months	More details about itinerary. Why should men go? How is the Event inclusive? Share a survivor story. Share a celebrity who cares about the cause. Write about national cases.
3-4 weeks	What does this issue have to do with our community? Who's affected? Why should non-victims go? What's the Event goal? Put forward your own “YouTube Ads” and Vines. Take photos of your meetings with VIP's and doing interviews with the newspapers and post. Get people debating about a “rape myth”. Create dialogue about controversial topics related to the issue. Hold a “slogan” contest and post for voting.
2-3 weeks	More video of your committees at work. Use photos of past events. Post “testimonials” (with names or anonymous) from survivors and supporters. Hold a “Song for the Night” Contest where people create their own song lyrics. Then they perform and record their song to give to TBTN. You can post these for voting. Remind people of location, time and how to register (if needed).
1-2 weeks	Interview people who are planning on attending and ask them why? What does this Event mean to them? Have a poetry contest and post for voting. Post relevant crime statistics for your state, city, and/or campus. Remind people of location, time and how to register (if needed).
Final week	Get video interviews and go viral! Interview random people and ask them what respect means to them. Ask them what they would do if they saw someone harassing or abusing someone else. Interview a senior official (college president, city mayor, etc.). Ask what they're doing to end sexual violence. Post, like and tweet. Remind people of the location, time and how to register. Save one BIG SURPRISE for 48 hours before the Event—like, “Guess who's going to be at TBTN? (insert name of celeb, singer, etc.)!”

 **Tech Tips:** [Hootsuite](#) manages all your social channels. Create streams, schedule posts in advance to launch when you want even if you're in Calculus Class, and stay ahead of the buzz. [Socializr](#) lets you send customized online invites and share your Event with friends. [InviteKix](#) helps you make customized video invitations.

Formal Publicity

Don't start your formal publicity push until your social media outlets, campus and community calendars all list your TBTN Event—including the time, date, place and organizer(s). Even better would be to have any special presenters and sponsors listed, along with your Event itinerary. Why? Because, the very first thing most professional media sources do when considering whether they will cover a story or issue, is to establish the Event's legitimacy. You only have one chance to capture their attention, so make sure you project organization and commitment. If there is any concern about your Event not happening, not being well-attended, or not being newsworthy; the media moves onto another news item.

Media Outlet

Recommendations for Contacts and Timing

(Contacts are usually listed on the website of the company and the beginning of print media.)

Magazines	Magazines typically plan content about 4-6 months in advance of publication. Contact the editor or appropriate section editor listed at the front of the magazine or on the website for instructions on making submissions. You often need one of their writers to take an interest in your story. Advertising space can be sold out 4-6 months in advance. Ask if there is a calendar of events where you can post your Event. Use your Press Release as a quick overview.
Radio	Satellite radio stations plan their content about 1-2 months in advance, but are also open to interviews about upcoming events (within 1-2 weeks). Local radio shows are often a more successful route. Make a personal plea to the specific radio host on whose show you'd like to have a spot. Many have latitude over their own show. If an interview isn't possible, ask if they can add a 1-2 sentence "plug" about the Event. Ask about a "free ad" space on their show too. Offer to prerecord a short statement. Use your Press Release as an overview.
Newspapers	Large national newspapers cover big name stories: that means high profile schools, cases, and controversy. Large city newspapers have "features" that are planned out 1-3 months in advance. Contact the Features or Human Interest Desk Editor. Ask if there is a community calendar where you can post your Event. Use your Press Release. Contact the newspaper one final time about 24 hours before your event—you never know what might happen!
TV Stations	National TV is similar to the large national newspapers. Contact local affiliates for ABC, CBS, Fox, NBC, and your local Cable Channel. You might start with your local cable channel for best chance of coverage. Local TV typically considers stories 1 day to 2 weeks in advance. If you have any notable presenters or artists scheduled, make sure they know this. Use your Press Release. Contact TV news editors one final time about 24 hours before your event—you never know what might happen!
Web Radio	Web radio should be contacted 1 week to 24 hours before your Event. Contact the specific host for the show on which you want to appear. Send your press release with a video clip. Your voice, accent and clarity all matter.
Web Blogs	Web blogs should be contacted 1 week to 24 hours before your Event. Contact the owner or media contact for the site. Tailor your request to the target demographic of the site. If the site is read by 15-21 year olds—highlight the relevance of your Event to their age group. Send a sample article of 350-500 words with your press release.
Web TV	Web TV should be contacted 1 week to 24 hours before your Event. Contact the specific host for the show on which you want to appear. Send your press release and photo/video clip of the person who would be on webcam for the interview. Your voice, accent and clarity all matter.

To build “media self-confidence,” start with campus and local media sources. Calling can be even more successful than submission forms on websites, even if you just leave a compelling voicemail. Stories with human interest come to life with your voice. Consider sending video links and photos to garner a second glance from the news desk. Remember that even if we are trying to change society’s biases, lookism is still abundant. Appealing to the media is all about packaging!

Work up to TV stations, newspapers, magazines and radio with larger audience bases. “Exclusives” are desirable to many media outlets, so it’s not recommended to use one station or channel to pressure another to cover your Event. Take each outlet one at a time. Most important is a well-written press release or editorial. These can lead to a full story or a correspondent covering your live Event. A sample Press Release is included in the **Appendix**.

If you have funding for advertising, a more expensive option is to purchase ad space online, in print, or on air. Try asking for donated advertising space first. Have a fact sheet about sexual violence ready to go. There is one on the TBTN website that you can download. Always ask for placement on the local events page and a “make mention” on the community segment of your local television station or during a local radio newscast.



Your Crowd: Go Big or Keep it Small

TBTN Events have ranged from intimate groups of 12 to crowds of 5000. If you want to keep your Event small and comfortable with a focus on support for survivors, you might not want a small city showing up. If, on the other hand, your main purpose is to bring visibility and awareness to as many people as possible, you’d want to reach out to as many area schools, organizations, businesses, and other groups as possible.

Smaller Crowd. To reach out to survivors, we suggest getting the word out to local women’s clinics, rape crisis centers, domestic violence centers, counseling centers, health clinics, religious groups, and academic departments (Gender Studies, Sociology, Philosophy, Psychology, Nursing, etc.). Consider posting flyers in the areas where people would see them if they were visiting these locations. Email and call the directors of these groups to inform them about the Event.

Larger Crowd. Use the sponsor list above and contact each entity with a request that they send at least 20 (or maybe just 10 if the group is small) people to your Event. Tell them the goal for TBTN is to have 20 people representing each community agency attend the event.

Another method that has worked for Walk the Walk™ is to call three or four key offices at every college, university and high school within one hour of your location. You can find contact info on their websites. Try contacting Student Activities/Student Government, Greek Life, Counseling Center, Health Center, Residence Life, Dean of Students, Assistant Principal, SADD club advisor, and the Title IX Coordinator. Ask each if they would be willing to commit to having 20 people attend. Tell them all the area schools are making their own TBTN Sign or Banner



representing their institution to carry at the Event. Let them know that they won't want to be the "only" institution not coming out to support Take Back The Night. Tell them you personally hope they can attend. To increase the chance of success, make sure to follow-up and send them the link to your TBTN Eventbrite or Walk the Walk™ Eventbrite.

Here's sample language for an email requesting attendance from all area schools. (*Walk the Walk™ example*)

Hi (insert name),

On (insert day of the week, month, day, year) at (insert start time) in (insert location), (**insert name of your organization/group**) is holding Walk the Walk™ – a one mile Glow-in-the-Dark community walk and event. Our goal is show that we don't just "talk the talk", we actively **Walk the Walk™** to end sexual violence!

We have asked **every college, university and high school** within an hour radius to **send at least 20** students and staff. We truly want **every school** to be part of this tremendous event. The Event will be fun and empowering. While everyone arrives we are going to have several musical groups perform, and at the end we'll close out with another round of music plus a vigil to show our support. We have invited the media to cover our efforts and we'll be taking pictures and video to post on social media to feature our community's collective commitment to ending sexual violence.

Will you be able to help get 20 people from (insert name of school) to attend our Walk the Walk™?

- All participants receive a **Glow-in-the-Dark t-shirt** and wristband and pay \$15 for registration which is done on our Eventbrite: (insert URL for Eventbrite)
- Can you make a sign or banner to carry at the event, so that (insert name of school) and your group can be easily recognized?

If you'd like to get more involved with planning, music, performers, food, or other parts of the event, please let me know. Thanks for all that you do! This is going to be an empowering night, and we can't wait to include your energy and strength!

Sincerely,

(Your Name)

(Your email)

(Your phone)

Posters, Flyers and Banners

A long-standing TBTN tradition is our attention-getting signs and artistic designs for our messaging. Over the years, we have put forth star and moon designs, female symbols of empowerment and strength, images of light conquering darkness and fear, human forms shown uniting for a common cause, and other powerful images.

Consider holding a design contest and asking art classes, art centers and other local artists to join the competition. This contest serves to simultaneously publicize your Event and create an impactful Event image. Before sending out notice of your contest, think about the ultimate goal of having usable art for your posters. Printing can get expensive when full-color designs are used. We recommend pricing out options with your printer based on the number of colors in the print, the size of your poster, the thickness and quality of the poster paper, and the number of copies you'll need. Work backwards from here with what your budget can afford. THEN create your TBTN Design Contest Rules using these parameters. You might allow full color designs with the ability to change them into a 2 or 4 color print. However, sometimes the image doesn't translate well when you



reduce the number of colors. Also, carefully consider your poster and/or flyer dimensions. A standard 8 ½" x 11" piece of white paper is often the least expensive for printing. Posters can be as large as 24 x 36 inches, but will have substantial cost. Postcards and table-top cards are also great options for marketing. Table-top cards can be put on cafeteria and lunch room tables all over town. Even printing low-cost business cards with your Event info can get out the word as you hand them out during an office to office foot campaign.



More printing considerations: Printing turnaround time is 2-3 weeks for most bulk and low-cost printing companies. Factor in shipping costs, too. Shipping can add \$25-\$100 to your costs. While you might find a low-cost online printer, you may end up costing you more than the local printer in town. If you need help, the TBTN Foundation has a fantastic, high quality printer with affordable pricing.

Banners are another hallmark of TBTN. We have led our rallies, marches and walks with them since our earliest events. They were often hand-painted on large white sheets and hung as the back drop during speeches and speak outs. Today, our banners range from homemade to industrial strength to withstand wind, rain, sleet and snow.

The TBTN Foundation Banner Maker is from the North Country where cold and wet weather persist through May. They make our logo banners with weather-proofed materials that can take on gale-force winds and sopping wet storms. The banners have sturdy grommets for hanging or carrying. TBTN's official Banner has the TBTN logo and name in bold white font on a rain and snow proof 10 foot x 3 foot black canvas. The banner has reinforced edges and lasts for years to come. We can have your group's name added to the banner, too. Manufactured banners with the TBTN logo should be obtained from TBTN directly.

11.5 Run of Show Committee: Speak Outs, Open Mikes, Presenters, Poems, Bands and Performers

RUN OF SHOW COMMITTEE PRIMARY RESPONSIBILITIES

- Coordinates the "Run of Show" to plan all Event details, including presenters and performances by musicians, dancers, poets, and other guest contributors.
- Coordinates Event set up, break down, and clean up; placement of tables for check-in, gear and resources.
 - Oversees speak-out, displays, and other activities.
 - Plans any food and beverages.

Hosting a Survivor Speaker

Having a survivor share their experience at a TBTN Event can be empowering for everyone in attendance. TBTN supports these voices of courage that have long been silent. TBTB has people of all walks of life contacting us who are interested in sharing their stories at our Events. We have been approached by survivors who are:

- Male, female, and gender unspecified.
- Of all sexual orientations/preferences.
- Represent a variety of demographic variables including race, religion, socio-economic background, educational background, ability/disability and more.
- Represent a variety of experiences including dating violence, rape, domestic violence, sexual assault, stalking, and more.

We are thrilled when survivors feel they are ready to share their stories. We also realize someone who has never shared their story in public may not be prepared for the emotional impact of looking out at a crowd of 50 or 500 and describing such a traumatic experience. Triggers can occur when an audience member resembles their rapist; or

when describing the details a flood of emotion rushes in; or when someone says they don't believe you or you were "asking for it."

We recommend using caution when accepting offers of personal testimonials. Too often we have heard that someone "wanted" to be ready and sounded ready, but then never showed up on the day of the Event when flashbacks set in. We recommend talking with a potential survivor speaker the following as possibilities:

- Before, during or after the Event; someone might blame them or tell them why it was their fault—both online and in person.
- They might experience flashbacks, nightmares, physical illness or additional trauma in close proximity to the Event date.
- Their perpetrator might show up at the Event (or family/friends of the perpetrator).
- They could be heckled, harassed, or even assaulted—both in person and online. This may occur both in the days leading up to the Event or afterward.
- They could be filmed, recorded, or approached by the media. The media may misquote them or take a statement out of context to portray the story with the angle they believe is most serving of their personal goals of that of their employer.
- Emotional moments are often favorite times for the media to take photos or video of victims.
- They could be subject to threats (or actual filings) of lawsuit for defamation or slander based on what they say or write.



If they feel they are ready, we suggest they make an outline of their remarks and perhaps practice with a friend or member of your Planning Committee before the day of the Event. Another option is to contact the TBTN Foundation, as we maintain a list of survivors who are willing to present at TBTN Events. Many are only able to present in the geographical area where the live. These survivors have presented in public before and have had background checks. Please contact TBTN for more details.

Note: TBTN requires those who want to use the survivor stories from any of our websites to have prior, specific, written permission directly from TBTN.

Hosting Activists, Artists, Musicians or Other Presenters and Performers

Your TBTN is an experience that will leave a lasting imprint of all who attend. Motivational messages, music and other presenters set the tone for your Event. Do you want to have a call to action or a reflection on personal experiences? Do you want to connect people of all backgrounds to the cause to end sexual violence? Do you want to highlight injustice or empower?

When thinking about presenters, envision the tone and message that will be set by each. What impact will be made by gender, race, sexual identity, religious background, culture, language usage, political affiliation, and message? Is the presenter able to customize their remarks to your needs? For maximum success, communicate with your guest(s) about the history and goal of your Event. Explain what you'd like the audience to receive from hearing their speech, testimonial, music, poetry, or remarks. Inform the presenter of any controversies or other important history surrounding the issue of sexual violence in your community.

Note: TBTN frowns upon anyone (individuals or businesses) selling merchandise or services at TBTN Events. This includes books, art, clothing, and music. TBTN has had reports from Event holders about uncomfortable experiences with everything from cosmetics and clothing to food products and artwork. TBTN is an Event where attendees should not feel compelled to buy anything, but rather the freedom to just experience safety, support,

healing and strength. If your Event would like to request an exception to this policy, please email TBTN with your specific reasons and request in writing.

Musicians, Artists, and Presenter Logistics

If your presenters and performers are traveling some distance to be at your Event, confirm in writing whether they are expecting you to arrange lodging, transportation, and dining in addition to any payment for their services. If they are expecting your group to provide any of these items or any payment of any kind, you must have a written contract to ensure all terms are clear. Work with your advisor, school attorney, or other school administrator for all contracting. Do not simply sign and return a contract because you have the amount of money listed as the contract fee in your groups' account.



Work with your advisor or administrator to confirm that terms for travel problems, cancellations, injuries, and other unforeseen circumstances are addressed in writing with clear expectations for both parties on each situation. Here are some sample questions the contract should address:

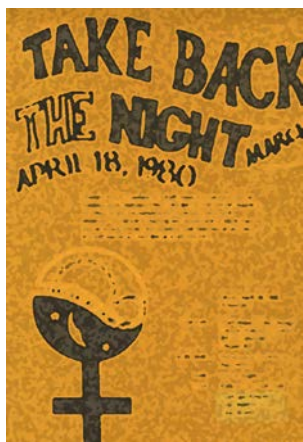
- What happens if your Event is cancelled because of severe weather and you have already paid a deposit to the presenter?
- What happens if your presenter is hit by a car in the parking lot while walking to your Event?
- What happens if a student films the Event and puts the speech on YouTube, and the presenter had a rule against being filmed while speaking?
- What if the presenter's flight is cancelled and they can't get to your event, but you have paid a deposit? Do you get it back?
- What happens if the band shows up drunk at your Event and not in a condition to perform?

★ **Note:** We recommend your institutional representative send a contract to the presenter or performer that complies with its contracting policies. If a presenter or performer is donating their services, please have them complete the Donation Agreement in the **Appendix**. You need written documentation that each aspect of their involvement (including travel expenses) was being donated at no cost for the Event. You don't want any unexpected bills after the Event.

Presenters may require a podium and audio-visual support including a computer, projector, screen, microphone, or sound system. Bands and musicians may bring their own equipment but need access to electrical supplies with more strength than a standard outlet. Lighting and staging are other items that may appear in contracts. Review all needs

described in the contract and communicate clearly with presenters and performers about their needs and expectations to perform. These are all items to secure and cost out for the Event before signing any contracts. For lodging needs, try asking for donations from area hotels, inns or bed and breakfasts.


Importantly, have a Plan B ready for each scheduled speaker, presenter and/or performer. Illness, travel delays or other unforeseen problems can result in a no-show situation. Suggestions for a Plan B include pre-recorded video of the presenter; live webcast or Skype sessions with the person if they are able to logon wherever they are stuck; back-up presentations by members of your Planning Committee; poetry readings; and/or pre-recorded musical performances.




Participant Logistics

Projected attendance is often guesswork. Consider using an invite app on websites and social media with the ability for people to let you know “Yes, I’ll be there.” Some apps have the ability to show prospective attendees who’s going—which can be viewed in two ways. A good impact would be to create a crowding effect to show that “everyone’s going to be there.” Not so good would be to create intimidation for survivors who want to remain anonymous.

Do consider attendance at past Events, other similar events, and the success of your marketing to gauge how many will attend. Account for extra participants and have sufficient resources to accommodate them. Provide access to adequate seating, restroom facilities, refreshments, emotional support, and other considerations specific to your Event. Anticipate how you could assist those who may not be able to stand, sit, hear, see, or otherwise experience all facets of the Event. Finally, anticipate the need for emotional support, including counselors and other trained support resources. Ensure these individuals will not blame or shame any victim, no matter the circumstances of their victimization. Ask questions of your support resources about their ability to provide support to those who may be from various racial, religious, sexual identity, gender, and other backgrounds and identities. If you can’t find someone in whom you have total confidence, consider making referrals to RAINN’s online live chat forums.

 **Note:** TBTN Events must be in compliance with state and local ordinances and laws pertaining to room capacity, smoke, cigarettes (and their substitutes), other tobacco products, and other similar substances.

 **Tech Tip:** **Super Planner** provides calculators for venue capacity, staffing, food, and more. Ensure you are properly prepared for your crowd, stay on budget, and anticipate needs.

Music

What better way to create the right ambiance than having your very own TBTN soundtrack! Consider artists and bands that represent with their lyrics, music and/or personal mission the message of your Event. Do you want to include music about injustice, anger, fear, healing, hope, women’s strength, relationships, speaking out, and/or motivation? Music can be used as people arrive, as people leave, during dance performances, as part of a vigil, and other relevant times during your Event. Here are some songs and artists adored by TBTN Event Holders:

Adele - Rolling in the Deep	Adele -- Skyfall	Amanda Marshall - Everybody’s got a story	Ani DiFranco - The Story
Artist Against - True Colours	Backstreet Boys - Show’ Em What You’re Made of	Backstreet Boys - What Makes You Different Makes You Beautiful	Bad English - When I See You Smile
Band Perry, The - All Your Life	Beatles, The - Let It Be	Beatles, The - With A little Help from my Friends	Ben Harper - I’ll Rise
Black Eyed Peas, The- Where is the Love	Brooke Waggoner - Wonder-Dummied	Bruno Mars - Just the Way You Are	Bryan Adams - Summer of 69
Cardigans, The - Communication	Carrie Underwood - Crazy Dreams	Celine Dion - Because You Loved Me	Celine Dion - Taking Chances
Coldplay - Fix You	Cyndi Lauper - Girls Just Wanna Have Fun	Dar Williams - As Cool as I Am	Disappear Fear - By My Silence
Dixie Chicks - Wide Open Spaces	Ellie Goulding - Your Song	Emeli Sande - Next to Me	Eva Cassidy - Time After Time
Fleetwood Mac - Go Your Own Way	Fun - Carry On	Garth Brooks - We Shall Be Free	Glee - Defying Gravity
Gloria Estefan - Reach	Gloria Gaynor - I Will Survive	Goo Goo Dolls - Better Days	Griffin House - The Guy That Says Goodbye To You Is Out Of His Mind
Indigo Girls - Get Out the Map	INXS - Beautiful Girl	Jason Gray - Remind Me Who I Am	Jesse Ruben - We Can
Jessica Andrews - Who I Am	Jewel - Hands	John Mayer - Say	Johnny Reid - Today I’m Going to Try to Change the World
Joni Mitchell -- Travelin	Josh Groban - You Raise Me Up	Journey - Don’t Stop Believing	Julie Andrews - Climb Every Mountain

Katy Perry - Firework	Katy Perry- Roar	Keith Urban - Little Bit of Everything	Kelly Clarkson - Stronger
Kris Allen - The Vision of Love	Labrinth - Beneath Your Beautiful	Lady Gaga - Born This Way	Lily Alle - Hard Out Here
Mariah Carey and Whitney Houston - When You Believe	Metric - Gimme Sympathy	Michael Buble - Hold On	Michael Jackson - Man in the Mirror
Michael Jackson - Will You Be There	Miley Cyrus - The Climb	Nancy Sinatra - These Boots Are Made For Walkin'	Natalie Grant - Held
Natasha Bedingfield - Unwritten	One Republic - Marchin On	Paper Route - Calm My Soul	Patty Griffin - Long Ride Home
Pink - Try	Proclaimers - 500 Miles	Proclaimers - I'm On my Way	R. Kelly - I Believe I Can Fly
Rankin Family - We Rise Again	Rankin Family - Fare Thee Well Love	Rascal Flatts - Bless the Broken Road	Rascal Flatts - I Wont Let Go
Rascal Flatts - Stand	Rascal Flatts - Unstoppable	Sade - By Your Side	Sara Bareilles - Brave
Script, The - Hall of Fame	Selena Gomez - Who Says	September - Satellites	Serena Ryder - Stompa
Shania Twain - Today is Your Day	Shawn Colvin - Whole New You	Snow Patrol - Chasing Cars	Somewhere Over the Rainbow
Survivor - Eye of the Tiger	Suzanne Vega-- Luka	Switchfoot - Dare You to Move	Taylor Swift - We Are Never Ever Getting Back Together
Tenors, The - Anchor Me	Tenors, The- Lead With Your Heart	T.I. Feat. Rihanna - Live Your Life	Tim McGraw - Live Like You Were Dying
Tom Petty - I Won't Back Down	Tom Petty - Learning to Fly	Tori Amos - Me and a Gun	Tracey Chapman - The Promise
Travis Tritt - It's a Great Day to Be Alive	Tristan Prettyman - Say Anything	U2 - Beautiful Day	U2 -- Pride
Up with People - Where the Roads Come Together	Vangelis - Chariots of Fire	Whitney Houston - Greatest Love of All	Whitney Houston - I'm Every Woman

Food and Beverages

Providing water at your Event should be a priority, if possible. Dehydrated or thirsty attendees are not happy people. Water doesn't have to be flown over from a European spring. Water can come in jugs, bottles, large fitness center style containers, or any other available vessel. You may or may not need cups, but do ensure trash receptacles are readily available so no one litters. Other beverages might be donated, as well as healthy snacks. Many TBTN Events have provided coffee, hot chocolate, cookies, fruit, crackers, pretzels and other snacks. If possible, consider dietary restrictions, such as gluten free, sugar free, vegan, vegetarian, dairy free, nut-free and similar restrictions and allergens.

★ **Note:** TBTN Events may not serve or include alcohol, marijuana, or any other drug. Tobacco use is subject to local ordinances and laws, as well as any specific rules adopted by the Event Planning Committee. Those who arrive at TBTN Events clearly under the influence of any substance should be asked to leave by security authorities.



11.6 Production Committee: Shine Your

Spotlight and Be Bold

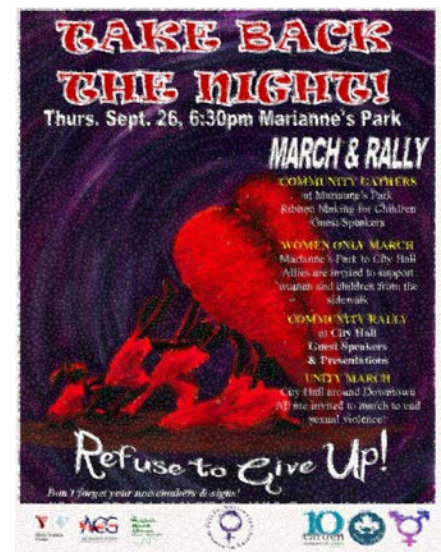
PRODUCTION COMMITTEE PRIMARY RESPONSIBILITIES

- Arranges all audio and visual support: microphones, lighting, amplification, projectors, computers, screens or monitors.
- Sets up and tests projectors, screens or monitors, live web feed, and/ or other technology.
 - Secures videographers, photographers.
 - Provides website support.


You are the “techy”. You are the guru who ensures that the voices and powerful statements, testimonies, and artistic expressions will be heard, felt, seen and create the indelible imprints needed for true impact! The equipment needed may not be available without a rental fee, but if you are on a shoestring, consider asking for donations for these items. A local DJ may be willing to help. Or, ask your institution’s technology, AV, theatre, or other related office for support. Local churches, synagogues, or other religious groups may be able to loan you their technologies. You can also try high schools, local businesses, police station, district attorney’s office, hospital, YMCA, YWCA, country clubs, or other similar groups.

Recommendations and tips include:

- Find out from any of your experienced Event presenters/ performers EXACTLY what they prefer for the type of microphone. Do they walk around on the stage, walk out to the audience, or stand at the podium? There is a big difference between a hand held microphone and a lavalier microphone. Women’s voices are not always picked up well by lavalier microphones. A treble voice is considerably different from a bass voice, and adjustments may need to be made to make both sound great during your Event.
- Don’t wait until the hour of the Event to test equipment. Make every effort to test out your sound system and other technology ahead of time.
- If you are doing the Live TBTN History Webinar during your Event, do a practice log-on to the Webinar service, and plan out how you will project the sound from the webinar to the crowd at the event. Will you move the sound from the computer speakers out through an amplified microphone or through the house speakers directly?
- Anticipate disaster. What is the back-up plan if the sound system fails?
- Keep extra batteries on hand for all devices.
- Anticipate adequate power supply. Make a diagram of your “set” to map out where the “wires” will go. Plan to use duct tape to tape down cords and wires so no one trips, both in the staging area and where people will be walking.
- Does anyone need internet access? If so, what network will they be using? Are there any filters on the network that would impede the presentation?
- If the event is being recorded (audio or video), do you have all required permission from the presenters/performers and/or the attendees? Anyone who appears in a video or audio recording, especially those who are not yet 18 years of age, must provide written consent to use their likeness, image, and/or voice.



In addition to Event technology, your other main responsibility is to tell the story of your TBTN in photos and video. Capture the excitement of the rally, the anger at injustice, the empowerment of your Walk or Run, the energy of your collective chants, and the silence of your vigil. We suggest one person as videographer and another as photographer; both should plan to help with live posting and tweeting throughout your Event. Compelling real-time images may even get people out of their dorms, apartments and home to show up on the spot! Use the Run-of-Show as a “checklist” to ensure each Event component is documented. Photographers and videographers should never interfere (overtly or covertly) with the Event activities. Keep a low and nearly invisible profile whenever possible. Similarly, images should never (re)traumatize the person being filmed or photographed. Highly emotional moments might be left as memories rather than Viral Videos.

 **Tech Tip:** Stream, save and social media upload all at once with [Flickr](#), [Everpix](#), [PictureLife](#), [Stream Nation](#) and [iCloud Photo Stream](#).

12. Countdown to TBTN and To-Do List

The descriptions above for each Sub-Committee provide specific recommendations for items on the master to-do list. A complete to-do list for planning your Event is included in the **Appendix**. In summary, your first step is to form committees and complete the short **Event Essentials Logistics Chart**. Then, once tasks have been assigned, the Event Organizer should use the **Event Planning Timeline and Checklist** to stay organized and on schedule. Not every item listed will pertain to your Event. Should a committee member become unreliable or unable to complete tasks, the skillful Organizer should reassign another committee member to take over responsibilities so that no one gets behind.



Tech Tip: Consider using calendaring and schedule applications and online resources to stay organized and easily automate reminder messaging to your committee members. For example, **Microsoft Outlook** has a built in calendar with automated reminders for phone calls, meetings and other to-do's. Other applications include **Groupspaces.com** (free for 50 users) and **Famjama.com**.



12.1 Considerations for Men's Involvement

Thoughts on Gender. When TBTN began, many Events were women only. Historic reasons included the following:

- Women made up the majority of victims and the 97% of perpetrators were men. Women who had been victimized wanted a safe space that was devoid of men to unite, heal and rally. With 80-85% of sexual violence being committed by men whom the victims knew, the concern was that no one could tell what male was or wasn't potentially sexually violent.
- Pornography, including some of the most violence depictions of sex acts, rarely featured men being hurt or objectified. Women were the targets of these filmed acts of violence, degradation, humiliation, and abuse.
- Laws recognized rape and sexual violence as crimes against women (not men).
- Laws prohibited women from walking alone at night and/or imposed curfews on women, restricting their freedom to be outside after a certain hour.
- Women protested differences in treatment by legal authorities between known offender (date or acquaintance) rape and unknown offender (stranger) rape.
- Statutory rape laws permitted men to have sex with girls as young as age 13.
- Rape within marriage was not against the law, in part because women were considered the legal property of their husbands (or fathers).
- Women who had been victimized wanted to ensure that their "male" perpetrator and/or his friends would not be permitted to attend an event designed to help survivors heal.

In the 1990's, more TBTN Events began allowing men to participate in various ways. Formats ranged. Some included men as full participants in all elements of the Event. Some had men walk behind the women during the March or Rally. Some had men hold their own reflection or activity during the Vigil or March. Some had separate Vigils for men and women so male survivors had their own opportunity to have a Vigil.

Today, TBTN Events vary in the ways in which gender is addressed. Many Event Holders consider the following: not everyone identifies as "male" or "female;" anyone can be the victim of sexual violence; same sex relationships can be abusive; no matter someone's sexual orientation, everyone should feel included in TBTN; and anyone can

perpetrate sexual violence. In contemplating gender, TBTN Event Holders have taken a wide variety of approaches to best address their community's needs.

Discuss these issues as you plan out all components of your Event with your committee. Put yourself in the shoes of a variety of potential attendees. Consider current events as well as tradition and history; law and policy; injustice and discrimination; and the change you seek. What is the purpose of each part of your Event? Work backward from your goal(s) to arrive at the right format to achieve this.

Separate Spaces? Should you decide that you do want to create separate parts of your Event for men, women, transgender, and those who reject gender constructs below are ideas from TBTN Event Holders (not all options will be a best fit for your community and not all options are inclusive to non-binary gender stances). The TBTN Foundation supports an inclusive approach decided upon with thoughtful consideration of all parties. Here are what some of our past Event Holders have done:



- Men walk behind the women.
- Men don't walk, but stand on the sidewalks and cheer on the women.
- Men walk with the women, but for some or all of the chants, men are silent. Or, for some of the chants, they are for men only.
- Men have a separate vigil from the women.
- Men make a mural (like "These Hands Aren't for Hurting" or "1000 Ways Men Can End Sexual Violence") while the women march, walk or have a vigil.
- Men have a separate support group from the women.
- Men provide childcare while women participate in the Event.
- Men create a list of ways they can show respect for women or share power with women in their personal, academic, professional, or social activities.
- People of any and all genders participate in various subgroups or other components of the Event in whatever way they personally feel is best for them.
- People who identify as transgender, non-gender, anti-binary gender, and other gender; have their own subgroup during the vigil, walk, march, speak-out, etc.

12.2 March, Rally, Walk and Run Planning

In addition to reading this section of the Manual, please also read the section for hosting a **Walk the Walk™** or **Run for the Night™** to learn about permits, safety and security. Additional important information is included here.

Route and Visibility. Where should your Walk, March, Rally or Run go? The best route for your group can be determined using the steps below in the order in which they are listed:

1. Ideally, your Walk, March, Rally or Run's purpose is to highlight:
 - a. Unsafe/high risk physical areas.
 - b. Unsafe/high risk social locations.
 - c. Physical locations where sexual violence has been reported as having occurred in the general populations.
 - d. Physical locations where sexual violence has been reported as having occurred by your committee members.
 - e. Locations where you will have the most visibility by onlookers to raise awareness.
 - f. Locations where you want to have authorities add security measures.
 - g. Other consideration not listed here.

2. What are the permitted routes available for your Event according to the authorities?
3. Use #2 to filter the options in #1.
4. Next, make sure your route length is not less than 0.8 miles nor longer than 1.5 miles (for a Run, you can select a route of up to 3-4 miles).
5. Next, eliminate areas that would not be safe because of the number of expected attendees, are not conducive to accommodating those with disabilities, and/or are not likely to be free from safety hazards (cracks, uneven sidewalks, etc.).
6. Finally, ensure the start and ending spot are logical relative to the other components of your Event.



Decibel Level. Marches, rallies and walks can legally be as loud as ordinances permit. We have had Events with pots and pans banging together, bullhorns leading chants, and whistles blowing. TBTN has also had silent walks of solidarity with candles being blow out in the wind. Again, what is your goal? What experience do you want for your participants? What can be done to process anger, gain strength, and shed light in the darkness?

If you want to “go loud,” make sure you have leadership both at the front of your march and throughout the stream of walkers who will energize your group to BE LOUD! They can wear glow-in-the-dark t-shirts or reflective gear, so they are easily seen. Print chants on brochures if possible, so people can reference them and follow along. TBTN Events have used noisemakers, bells, whistles, pots/pans banged with metal spoons, drums, cans filled with coins, symbols, megaphones, singing, chanting, slide-whistles, harmonicas, broomsticks tied with jingle-bells, and many other homemade instruments to get the attention of the community.

March Captain. Choose the person who can keep this part of your Event running smoothly. Duties include:

- Wear a highly visible shirt, reflective vest, or other identifier at the Event.
- Keep everyone moving at a steady pace.
- Scout ahead for potential problems on the route on the day of the Event.
- Be a lead “Noisemaker” if you are having a “louder” Event. This means knowing the chants and songs mostly be heart.
- Maintain and enforce any rules regarding men and the media at the March, Rally, Walk or Run.
- Connect those who need emotional support with a counselor or other support person as quickly as possible.
- Keep everyone moving on the correct side of the street, road, or path.
- If you will be stopping at various locations along the route to honor someone who was harmed, cite a statistic or fact about sexual violence, light a candle or chalk the road to leave a “mark” about a particular spot’s meaning—this could be done by the March Captain.

12.3 Vigil Planning

Shine Your Light! The Vigil is about reflection on what has brought us to this space, this night. It is about the anger, the pain and the fear and the light that we can cast into these parts of our lives (or those who have been hurt by sexual violence) with our collective energy and support for each other.

Some Vigils have been outside, under the night stars and moon with giant human circles of 200. The circle is too large for conversation, but powerful in the sight of our size. Glow sticks or candles with drip protectors light up the circle. The challenge of keeping a real candle lit in the wind or a shower can be a potent symbol of the challenge to find healing in the face of unsupportive friends or family, or the commitment to take a stand when a system of justice has closed its door to our case. Many TBTN Event goers have talked about this as one of the important moments during the Event for them. Risk management or policy and law may be the deciding factor on whether you hold real candles or glow sticks. If you really want to use candles and are working with limited resources, we recommend asking local churches if they would contribute their used candles to your Event.

Vigils have occurred on the steps of government and administration buildings, on the front lawns of college presidents and the sidewalks in front of the city mayor. TBTN Events have had candles carried on the Walk and then made into a crowd or circle at the end for a moment of silence to honor those who have been victimized. A poem may be read at the beginning and/or end of the Vigil. Vigils are usually no more than five to ten minutes.

12.4 Speak-Out Planning

The Speak-Out has traditionally been a time for survivors to share their stories with others who are specifically at the Event to provide support. Sometimes friends and relatives of survivors share stories about how sexual violence has impacted those close to them and by extension their own lives. Occasionally, Speak-Outs includes statements about injustice, needed change in law and policy, the importance of education, men's roles in ending sexual violence, or other topics reaching beyond the personal and moving toward the political.

However, most Speak-Outs are a highlight of TBTN as they celebrate the power of shattering the silence on sexual violence. Statistics on incidence and prevalence of sexual assault pale in comparison to the powerful testimony of someone who shares being abused by a partner for years, someone who was raped on the floor of a bathroom in a bar, or being unable to fall asleep in a bed because that's where their rape happened. We recommend establishing the guidelines for your Speak-Out well in advance and providing notice of these rules to school officials, media representatives and participants themselves. Here are some considerations:

Rules. Your committee should reflect on what the goals of your Speak-Out are, and then decide who (survivors only, survivors and their partners/immediate relatives or anyone) should be given the opportunity to speak at this part of your Event. Additionally, establish your expectations on these items:

1. What is the maximum length of time that one person can speak?
2. How many times can one person speak?
3. Can someone read a written submission for someone who either couldn't attend (for any reason) or someone who wants to remain anonymous?
4. Can the names of (alleged) perpetrators be used?
5. Are there any restrictions on content? Is your Speak-Out only for first person stories or also third person stories? Are political statements, criticisms of the actions groups or policy makers, and other opinions acceptable?
6. Are "swear" words, including using religious figures' names, acceptable?
7. Can someone describe the desire (hopefully, not action) to retaliate or harm someone who has committed sexual violence?



8. Can participants engage in “debate” during the Speak-Out? Do you want attendees go back and forth with a disagreement or differing opinion? If not, state that no one can respond directly to another participant’s remarks during the Speak-Out in a way that is not supportive. The Speak-Out is not a time for debate, but rather a time to feel free to state one’s own truth.
9. Can the media attend? Can they film, audio record, photograph or stream the Speak-Out?
10. Can attendees film, audio record, photograph or stream the Speak-Out?
11. Are children permitted at your Speak-Out? What is the minimum age for a participant?
12. Are pets permitted at your Speak-Out? For example, a barking dog can change the dynamic of an Event.
13. Is anyone not permitted to attend your Speak-Out? Consider what would happen if someone who had been accused of sexual assault showed up, or if someone who had publically criticized TBTN or victims of sexual violence. Are you comfortable with community members, local government officials, school administrators or if a professor required his/her class to attend for Psychology 101?

Moderator. Once rules are decided, choose a Speak-Out Moderator who will be able to maintain adherence to these rules throughout the entirety of your Speak-Out. This person will need to be confident in interrupting anyone who isn’t abiding by these rules. This can be a difficult role, so choose someone who won’t be swayed by emotional pleas or make “exceptions” during the live Event. This person will have the responsibility of reading the Rules at the start of the Speak-Out and informing media representatives about them as well.

Additional Suggestions.

Identify two or three people who would be willing to speak first. This helps everyone feel more comfortable and gets the Speak-Out started. Consider having two microphones: one for those who are ok with being recorded, photographed or otherwise publicly identified, potentially by the media; and one for those who prefer to remain anonymous.

Anticipate the need for tissues and counselors at your Speak-Out. We recommend having one counselor or support person available for every 20-30 attendees at minimum. If counselors are in short supply, additional options include peer counselors, health educators, nurses, clergy members, and staff from local rape crisis centers or domestic violence centers.

12.5 Survivor Testimony Considerations

Publicly sharing the experience of being abused, assaulted, raped or otherwise harmed is powerful both for the speaker and those who hear this testimony. We find healing, strength, support and validation at TBTN. We recommend reflecting on the following issues:

- Even if confidentiality is requested at TBTN, it cannot be guaranteed. Even if media, law enforcement authorities and school representatives are requested to respect a survivor’s choice about whether to report or file charges; ultimately there is no way to legally guarantee this will be done.
- Just because someone attends TBTN doesn’t ensure they are an ally.
- Consider what details are personally important to share when telling one’s story. Including names, locations, times, dates, and witnesses may increase the chance of retaliation, scrutiny or investigation by others. While retaliation is prohibited by most school policies, it might not be easily stopped.
- Accused individuals or witnesses could file a lawsuit for defamation. Telling the truth is always legally allowed, but proving that what one says is the truth may be more challenging. For example, stating, “Tom Jones is a rapist,” can be considered defamation; but saying, “Tom Jones had sex with me while I was passed out,” may not be considered defamation. Word choice is very important. Consider asking a law school professor or attorney to teach your group more about how the law works.
- If someone wants to share information from a student conduct process, it is best to also understand what information can and cannot be shared. You might ask your campus administrators, victim advocate and/or an attorney to clarify how the Family Educational Rights and Privacy Act (FERPA) affects this issue.

- Do institutions of higher education have to investigate under Title IX requirements any information shared by participants during Take Back the Night? Here is the excerpt from the Department of Education, Office of Civil Rights, document addressing this concern:

“No. OCR wants students to feel free to participate in preventive education programs and access resources for survivors. Therefore, public awareness events such as ‘Take Back the Night; or other forums at which students disclose experiences with sexual violence are not considered notice to the school for the purpose of triggering an individual investigation unless the survivor initiates a complaint. The school should instead respond to these disclosures by reviewing sexual assault policies, creating campus-wide educational programs, and conducting climate surveys to learn more about the prevalence of sexual violence at the school. Although Title IX does not require the school to investigate particular incidents discussed at such events, the school should ensure that survivors are aware of any available resources, including counseling, health, and mental health services. To ensure that the entire school community understands their Title IX rights related to sexual violence, the school should also provide information at these events on Title IX and how to file a Title IX complaint with the school, as well as options for reporting an incident of sexual violence to campus or local law enforcement.”

13. Walk the Walk™ + Run for the Night™

13.1 Get Everyone Moving! What is Walk the Walk™ + Run for the Night™?

Communities holding Walk the Walk™ and Run for the Night™ choose a night to walk or run wearing glow-in-the-dark TBTN t-shirts and wristbands to support respectful relationships and end sexual violence. With the money raised, the TBTN Foundation provides educational resources and programs for students, parents and teachers. Walks + Runs are super-fun, a rush of empowerment, and truly shine a beacon toward making respect the standard in relationships.



These events get entire communities outside under the night sky for a 1.2 mile walk or a 5K run/race. The theme is: “Walk the Walk™ - Don’t just Talk the Talk to End Sexual Violence.” Walkers and runners obtain sponsors for their participation and raise funds for the Take Back The Night® Foundation. All donations are fully tax deductible as TBTN is a 501(c)3 public charity. TBTN uses these funds for education and awareness programs.

13.2 Start Shining! Walk + Run Overview

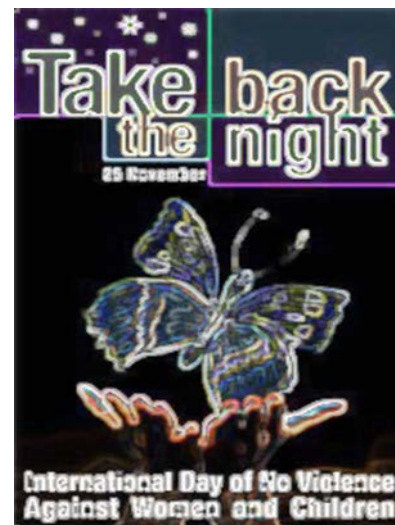
Walk the Walk’s™ and Run for the Night™ typically occur during the months of April and October, with many taking place on the last Thursday in April to coincide with TBTN’s national “Ten Points of Light to Take Back The Night” Event. October is very popular as well, because it is Domestic and Dating Violence Awareness Month. Of course, you can hold your Walk or Run at any time in the year that works well for your community. Walks and Runs are organized by advocacy programs, crisis centers, corporations, agencies, individuals, colleges, universities, high schools, hospitals or other service organizations. Planning and execution are the responsibility of the organizer, with help from TBTN via conference call, Skype, Webinar, or any other collaboration tool. We can connect your group with others who are planning their own Event so that you can share ideas.

In holding a Walk or Run, organizers agree to:

- Comply with all TBTN Foundation Event Holder requirements as stated in this Event Planner; including to waive, release, and discharge the TBTN Foundation from any and all liability, including but not limited to, liability arising from the negligence or fault of the Walk or Run organizer, event attendees and/or sponsors,

for any death, disability, personal injury, property damage, property theft, or actions of any kind which may occur as a result of holding a Walk or Run.

- Have every participant register on the TBTN Foundation's Eventbrite webpage for your Walk or Run. Each participant or the Event organizer must pay a \$15.00 registration fee for every participant no matter their age or status. Children under 10 are free, but would only receive a t-shirt if they registered on Eventbrite to receive a ticket. The \$15 fee provides each participant with a glow-in-the-dark TBTN t-shirt and wristband.
- Conduct all fundraising through the TBTN Foundation's Eventbrite we create specifically for your Event. This includes having Event sponsors provide any monetary donations through the Eventbrite site or directly to the TBTN Foundation. Donations of day-of-event supplies, rental equipment, refreshments, giveaways, sound systems, technical assistance or other tangible items can be provided directly to your Event. The exception would be if the sponsor or donor would like to have a receipt for their contribution; in which case, please contact the TBTN Foundation. Only the TBTN Foundation has the legal ability to provide receipts and letters for tax deductible donations.



13.3 Money Questions: Donations and Sponsors for Walkers + Runners

As mentioned above, TBTN creates an Eventbrite for your Walk or Run, enabling Walkers and Runners to both register and seek donations/sponsorships via their own personal sponsor link tied to their name. Participants can share this unique donation link through their social media and other websites such as that of their employer or other organizations to which they belong. Of note, TBTN **does not require** Walkers or Runners to obtain sponsorships-- **only the \$15 registration fee per participant is required.** However, TBTN hopes each participant consider raising \$100 (this would be 10 sponsors of \$10 each, for example). Funds raised support our "It Starts Here" educational initiative to reach students between 13 and 18 with education around healthy relationships.

Additionally, cash donations on the day of the Event can be collected on the day of the Walk or Run. Please keep a log of all cash donations to include the name, email address and physical address of the donor. Those who can donate with a credit card or PayPal will be able to donate on the Eventbrite site until one week after your Walk or Run. TBTN cannot accept personal checks for amounts less than \$50 USD. All cash donations must be taken to the United States Postal Service and changed into a money order issues to the TBTN Foundation. These money orders and check donations must be mailed to the TBTN Foundation within one week of your Event to TBTN Foundation; PO Box 332; Wayne, PA 19087.

13.4 Planning a Walk and/or Run

What is the difference between a Walk the Walk™ or Run for the Night™ Event and a Take Back The Night® Event? The main difference is that Walks + Runs include the ability for the participants to fundraise for TBTN. Participants in regular TBTN Events do not pay to participate. Walkers and Runners each pay \$15 and receive a glow-in-the-dark TBTN t-shirt and wristband.

Just like regular TBTN Events, Walk the Walk™ and Run for the Night™ Events can have musicians, speakers, performers, vigils and speak outs. To plan the logistics of your Walk or Run, please use the TBTN Event Planning Checklists included in the **Appendix**. Here are a few additions notes for planning for a Walk the Walk™ or Run for the Night™ Event:

- A Walk route should be between 1 and 2 miles in length. A typical walking pace is 20 minutes per mile. A one mile walk takes 20-30 minutes. A two mile walk lasts 40-50 minutes. A Run route should be between 1

and 5 miles in length. Running paces can vary from a 6 minute mile to a 12 minute mile, so plan out the start to finish timing of your Event accordingly.

- If you are holding a Walk **and** a Run, start your runners first and then start the Walk.
- Ensure you obtain the proper permit for the type of Event you are planning.
- Consider additional security and safety officials to help with your Walk or Run.
- Create a plan for bathrooms at the beginning and end of the Walk or Run.
- Night runs are inherently more dangerous than daytime runs. Ask all runners to wear additional reflective gear, like hats, sashes, and arm-bands, beyond their glow-in-the-dark TBTN t-shirt and wristband.
- Walks + Runs cannot discriminate against any ethnicity, nationality, gender, religion, sexual orientation, age, ability, political philosophy, socio-economic group, or educational background. Everyone has a role in supporting survivors and ending sexual assault. Make accommodations for physically disabled participants so that they are able to be a part of your Walk and/or Run in some capacity.
- Have plenty of flashlights. Consider giving out glow sticks and glow-in-the-dark necklaces.
- As participants register, give instructions on where they should wait until the Walk begins & what they should do if they end the Walk earlier than other participants.



13.5 Registration, T-Shirts and Wristbands

The chair of the participation and registration committee must contact the TBTN Foundation to set up the official registration center on the TBTN website for your Walk and/or Run.

Each Walker or Runner participant must pay \$15.00 to register on the TBTN Foundation website under your Walk's name. If your organization can acquire funding to pay for a certain number for a certain number of Registrations, we can list these complimentary Registration Tickets on your Eventbrite so that each participant can still register and then have the ability to ask family and friends for sponsorship. For example, if you have a sponsor that will provide \$1500.00, we can list 100 free registrations on your registration site.

The \$15 per person covers one registration, one glow-in-the-dark t-shirt and one glow-in-the-dark wristband. The total number needed are mailed 2 weeks prior to the Walk to the Registration Committee Chair. Each registrant will be guaranteed a glow-in-the-dark t-shirt and a glow-in-the-dark wristband if they have registered at least 16 days before the Walk.

When at least 10 additional registrations come in 15 days or less before your Walk or Run, TBTN mails a second shipment of shirts and wristbands shortly after your Event. You'll be able to distribute these within 5-10 days after your Event. Consider purchasing extra t-shirts and wristbands so they're on hand on Event Day for late registrants. Order and pay for these "extras" three weeks prior to your Event. Events outside the US need to pay for shipping based on their location and number of registrations.

13.6 Day of Event Set-Up

- Day of Walk or Run Registration Table – This should be clearly marked for anyone who has not previously signed up to participate. Have at least two committee members at this table.

- Sign-in Table – This should be clearly marked for everyone who has already registered for the Walk or Run and needs to collect their t-shirt and wrist band and turn in their donations. Two or more people should remain at this table for the entire night so that donations are never unattended and late arrivals can be signed in.
- Resource Table - Your committee may choose to have a general information table next to the sign-in table. You can also use this table to supply participants with any giveaways you may have (buttons, glow-in-the-dark key chains, and flashlights). Have at least two committee members at this table.
- End of Walk or Run—Station at least two committee members stationed at the end of the Walk or Run outfitted in lots of glowing gear! This ensures the Walk or Run closes out with direction and focus. These committee members should tell everyone to make a large circle as they arrive at the end of the Walk or Run for the moment of silence and any final readings.

13.7 Walk + Run Agenda

As mentioned above, there is not a tremendous difference in planning for a traditional TBTN Event or Walk the Walk™ or Run for the Night™. Some Walk and Run routes have circled a group of buildings on a campus or gone around a track a certain number of times. These Events have designated each “lap” to represent a viewpoint on sexual violence. Here’s an example:

1. Lap #1 (local magnitude of sexual violence): “X number of incidents of sexual violence have been reported within our city over the last year. With only 1 in 10 incidents of sexual violence being reported, we estimate that X number of incidents occurred.”
2. Lap #2 (state magnitude of sexual violence): “X number of incidents of sexual violence have been reported in the state of _____ over the last year. With only 1 in 10 incidents of sexual violence being reported, we estimate that X number of incidents occurred.”
3. Lap #3 (United States (or global) magnitude of sexual violence): “X number of incidents of sexual violence have been reported in the US over the last year. With only 1 in 10 incidents of sexual violence being reported, we estimate that X number of incidents occurred.”



Here’s a sample schedule for a Walk the Walk™ or Run for the Night™ Event:

Sample Walk or Run Agenda

5:00-6:30pm: Organizers set up
 6:30-7:45pm: Registration and distribution of shirts and wristbands
 8:00-8:05pm: Walk and/or Run kick off with TBTN poem reading
 8:05-8:45pm: Walk and/or Run
 8:45-9:00pm: Conclude with a moment of silence to honor survivors and read an uplifting poem
 9:00-10:00pm: Committee clean up

13.8 Sending Your Donations to the Take Back The Night Foundation

All donations and registration fees must be paid through the TBTN website or through cash donation on the day of your Walk. Individuals should not send funds directly to the Foundation. On the day of your Walk, the Registration Committee is responsible for collecting all cash funds, counting the funds collected, keeping record of those funds and turning those donations into a money order to be mailed to the Foundation within one week of your Walk. Your local Post Office can provide instructions on how to obtain and send a money order. We strongly recommend sending your money order via Priority mail with a tracking number. Please e-mail the tracking number to Inspire@TakeBackTheNight.org.

14.TBTN Event Day is Here! Shatter the Silence!

Ideally, the day of the Event should be as stress-free for the members of the Planning Committee as it is for your attendees. When every task is assigned and communication is clear, no balls should get dropped. The Event Planning Checklist in this Manual should help keep you focused and organized. Here are some other great suggestions from TBTN Event Holders.



Tech Tip: Communication with committee members is key for troubleshooting, clarity, and running your Event smoothly. With **Heytell**, your phone doubles as a walkie-talkie. Verbal communication can sometimes be more helpful than texting.

14.1 Day of Event Set-up

Start an hour earlier than you think would be necessary. Inevitably, “stuff happens” that throws off your timeline. If you find yourself without enough volunteers to get ready, get one or two people on the task of gathering more help, while the rest of you continue to prepare. If you find out one or more of your presenters or performers most likely won’t make it, don’t hesitate to roll out your Plan B, and go with it. Don’t try to reprint your Event Program on the day of the event unless you have the staffing to do so. Do make sure to enjoy your own Event!

14.2 Suggestions for the Event Organizer(s)

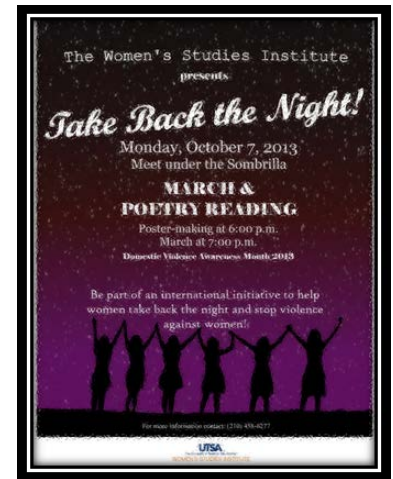
- Wear something that keeps you highly visible throughout the Event. Have your Event Planning Committee members do the same. If you have key volunteers, consider ways to keep them more visible in the crowds as well.
- Meet with all your key volunteers and committee members and review answers to common participant questions, including where the restrooms are, where the water is, are there counselors at the event, and is there a medical professional (for fainting, injuries, etc.) available?
- Distribute programs at the beginning and throughout the event.
- Wear a peacekeeper armband so that participants can identify them if they need help.
- Keep the march going at a steady pace.
- Lead and keep the chants going.
- Ensure that marchers are on the right side of the road.
- Ensure that men are marching behind the men’s banner.
- Direct people to a safe room if needed.
- During the Speakout, make sure photographers and media only record/report on those survivors who speak from the “media microphone.”
- Distribute and light candles.



14.3 Suggested Statement to Kick-Off Marches, Rallies and Walks

Consider reading this statement at the start of your March, Walk, Rally or Run. This statement is included on a pull-out sheet in the **Appendix**.

This is Why We March/Rally/Walk/Run.



- We stand together refusing to be silent about sexual violence.
- We refuse to take responsibility for harassment, abuse, stalking, rape, sexual assault. Only the perpetrator is responsible.
- We chant to say we should be safe, live without fear of violence, and support each other.
- We walk to celebrate the steps we are taking to heal and support those who are healing.
- We remember those who have died from sexual violence, and empower those who have survived.
- We unite for our collective strength.

14.4 Suggested Statement to Start a Vigil

Consider reading this statement to begin and end your Vigil. This statement is included on a pull-out sheet in the **Appendix**. You could also read a powerful poem to start and/or end your Vigil. (Examples are in the **Appendix**.)

This is Why We Shine Our Light at our Vigil.

- We shed light to demonstrate we are not afraid of the dark, whatever the dark represents to each of us.
- The light from our candles represents our commitment to supporting victims.
- Our circle represents our unity in working to end sexual violence.
- We are silent to reflect on pain, trust and hurt.
- We are also silent to envision the world as a safe place for everyone.

14.5 Suggested Statement to Kick-Off a Speak-Out

Consider reading this statement before you begin your Speak-Out. This statement is included on a pull-out sheet in the **Appendix**.

Why and How We Hold Our Speak-Out.

- The purpose of Our Speak-Out is to provide survivors with supportive, safe space where they can share their experience.
- During our Speak-Out, we ask that everyone respect the following rules so that everyone feels comfortable. Our Moderator will be responsible for ensuring these rules are followed.
 - _____ can speak. (? = Survivors, supporters, etc.)
 - Each speaker can speak only once for three minutes so that everyone who wants to have a turn can speak. (Read each establish rule, including length of time, number of times one person Use your answers to the questions above.)
 - Content must not contain _____ (? = swear words, names, descriptions of doing harm to others, etc.)
- There are support persons at our event for anyone who wants to talk with someone. These people are raising their hands now. The (are/are) not confidential resources.
- (If this applies) There are two areas from which you can speak. One is marked, "Public" to indicate that the speaker is ok with being photographed, filmed or otherwise recorded as well as quoted by the Media. The other is marked, "Private," to indicate that the speaker does not want to be recorded in anyway and would prefer to have his/her remarks not leave this Speak-Out.
- Those who are reading stories for others will identify themselves as doing so, both at the beginning and end of these pre-written statements.
- All speakers are reminded that ultimately, we have no ability to control what happens as a result of sharing your story here. There may be retaliation, harassment, bullying, threats, media coverage, defamation allegations, and other consequences. Some of these situations may be addressed by school policies, civil and criminal laws, and other means of redress. Speaking out is an act of courage in the face of the unknown.

- As part of our willingness to participate in this Speak-Out, we all agree to demonstrate respect and support of everyone here.
- Any media representatives or others who are observed violating the confidentiality of speakers will be asked to leave immediately.

14.6 Clean-Up

Ensure you have enough volunteers who will stay until the entire area has been restored to pre-TBTN state. Two or more people should walk the route of your Event and make sure that all trash is removed. The same pertains to all the spaces used for your Event. You don't want complaints that you "left the place a mess." Confirm when and where all rental and borrowed equipment is to be returned. Don't leave any valuables out all night long, whether chairs and tables or staging and technology. Even if you received items as donations, you could still wind up financially responsible for missing, stolen, lost or otherwise damaged items.



15. Recap and Plan for Next Year

You did it! Your TBTN Event inspired, empowered, supported, raised awareness, highlighted needed change, and moved us all steps closer to ending sexual violence. For those of you who accomplished this for the first time, know how especially proud of you we all are. You have succeeded in expanding the hope and healing of TBTN to another community. For those of you who have been holding TBTN for years, know how grateful we are and all those whom you've impacted over the years.

Before you move on to your next project, make sure you've completed the following wrap-up tasks:

- **Thank You Notes.** Send out thank you's to EVERYONE who helped make your Event possible. Remember all presenters, performers, sponsors, volunteers, facilities managers, those who loaned you equipment or other supplies, school leadership (president, principal, superintendent), local government officials, police/security directors and officers, coaches who sent their team to the Event, and everyone else who went out of their way to help you—from the man who stayed late to pick up trash afterward to the secretary who got you an appointment to meet with the mayor. Handwritten Thank You's are best, but email will do, if writing Thank You's is not possible. Save on stamps by having your committee divvy up delivering hand written notes. Everyone you thank will likely help you again next year—and may even contribute more assistance.
- **Post Event Survey and Documentation.** Complete the TBTN Foundation online post-Event Survey. The link is on our website. This enables us to learn about Event Holder's needs, accomplishments, and how we can best support Events. Send us at least 3-5 photos and a favorite video clip of 3-4 minutes in length. Send us a copy of your final evaluation and/or Event report. All items should be emailed to Inspire@TakeBackTheNight.org and each attached file should be titled as follows:
 - (Name of Your TBTN)_(Type of File)_(Number of File Type)_(Month)_(Day)_(Year)
 - Example: Shelling_College_TBTN_Photo_1_April_4_2017
 - Example: Hawaii_State_Univ_TBTN_Video_3_April_23_2018
- **Funds Raised.** Mail via US Postal Service any funds raised within one week of your Event to the TBTN Foundation. Take any cash to the Postal Service and change it into a Money Order for Take Back The Night Foundation. Checks for less than \$50 are not accepted by the Foundation, but we request that you mail them to us nonetheless. We will contact the donor about their check directly. Mailing address for TBTN:
 Take Back The Night Foundation
 PO Box 332

Wayne, PA 19087

- **Next Year.** If you think there's a better than 50% chance of holding an Event a year from now, start by setting a tentative date so you can announce it now and reserve a space. If you'd like to start hosting an Event in both the Fall and the Spring, consider adding the second event to your schedule now. September (Canada's primary month for TBTN and the month that mass shooting of women occurred), October (domestic violence awareness month), March (Women's History Month), April (Sexual Assault Awareness Month) and May (Prom Season) are all great times of the year!



- **Social media and websites.** Update all websites and social media with Event photos, videos, comments, reflection statements from those who were there and links to any press coverage about your event. Make sure to do one final update in another week or two with any announcement about a date for the coming year, or any other final news.

- **Internal Recap and Review.** Complete the Event Evaluation in the **Appendix**. Make notes about complaints, compliments, highlights and lowlights. Brainstorm now for strategies to

correct, improve and be sure to consider whether anyone should be send a formal letter of apology, provided with an in-person apology and/or an email apology. Never leave bad will or let misunderstanding fester. Resolution, or at least a good-faith attempt at apology is always a good idea.

- **Pass the torch.** Choose your Event Organizer (and co-Organizer) for next year now. Set a date for your first committee planning meeting. Try for annual consistency, like 8pm on the first Monday of November—which would be the best date to ensure a 6 month planning timeline for an April Event!

16. Special Thanks

Alyssa Keehan: TBTN Risk Management

Alyssa Keehan is risk counsel at United Educators Insurance. In this role, she advises college and university officials on educational risk management issues, with a primary focus on premises liability risks. Keehan previously worked as a general liability claims attorney at United Educators, where she handled hundreds of claims against colleges and universities. Prior to joining United Educators, she was the manager of business and legal issues for the National Association of Professional Insurance Agents. She also worked in legal positions at the Chicago Board of Education and the Office for Civil Rights, U.S. Department of Education. Alyssa earned her B.A. in politics from Princeton University and J.D. from Loyola University of Chicago.

TBTN Board Members: Event Planning and Ideas

We deliver a special thank you to the TBTN Board Members who contributed their ideas and edits to the Manual. In sharing collective knowledge and experiences, each provides TBTN Event Coordinators and Volunteers with guidance to make each Take Back the Night inspirational and meaningful for all who attend.

TBTN Event Holders: Support and Awareness

We offer our best wishes to all TBTN Event Holders and thank you for empowering all those affected by sexual violence. ***Together, we can Take Back The Night!***

17. Appendix of Organizational Charts, Checklists, and Templates

The following items are for your use in planning and executing a successful TBTN Event. Please call on TBTN any time you have questions or need help. We have placed each item on its own page so that you can print or easily save exactly those items that you need.



Notes:

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Join Us. Help us Take Back The Night!

(Today's Date)

Dear (Potential Committee Member's Name),

You are invited to be a leader on the Take Back The Night Event Planning Committee for (Name of your School/Community). The mission of TBTN is to raise awareness about the problem of sexual violence in all forms, show our support for survivors and take a visible stand against the problem. Take Back the Night® has held Events around the world since the 1970's and is a sign of empowerment, hope and healing for all of those who have been hurt.

We are continuing this mission and want our TBTN Event to be a tremendous success. Your talent, time and energy will help ensure this! It would be our honor to have you serve on our TBTN Event Planning Committee and lead one of our subcommittees. Our TBTN Event is tentatively planned for (Date). We respect your time, and anticipate the time commitment to be at least 5 hours per week for this leadership role.

The first planning meeting will be held on (Date) at (Time) in (Location). If you cannot attend but are interested in participating, please let me know by (Email/Phone/Text).

Thank you for your consideration.

Sincerely,

(Your Name)

(Title)

(Email)

(Cell phone)



TBTN Event Logistics

(for Marches, Walks, Vigils, Runs, Speakouts)

Deadline and/or Responsible Person

(put N/A in the cell, if Not Applicable)

Date	
Location	
Location back-up for inclement weather	
Start and end time	
Funding source(s): fundraising, sponsors, etc.	
Budget (estimated total)	
Opening presenter (if any)	
Keynote presenter (if any)	
Additional presenter (if any)	
Closing presenter (if any)	
Leaders (2) for Walk/March (carry the banner)	
Musician or performer #1	
Musician or performer #2	
Musician or performer #3	
Speak out format and details	
Vigil format and details	
Other activities at Event	
TBTN shirts	
Other gear	
Vigil candles or glow sticks	
Banner to lead march/walk or display	
Event programs/handouts	
Resource brochures for attendees	
Marketing strategy #1 (posters, social media, required attendance, extra credit, collaborate with other groups, etc.)	
Marketing strategy #2	
Marketing strategy #3	
Technology needs (LCD projector, laptop, etc.)	
Sound and amplification needs	
Press and media plan	
Laws and ordinances for route	
Laws and ordinances for building codes, fire	
Laws and ordinances for accessibility	
Tables, chairs, staging (if needed)	
Transportation and parking	
Food and beverages	
Photographer(s) and videographer(s)	
Survivor support (counselors, tissues)	
Heckler, protest plan	
Volunteer coordination	
Clean up	
Thank You notes for presenters, performers, sponsors	



TBTN Event Planning Schedule

Responsible
Committee/Person

Completion
Due Date

6 Months Prior to Event

- Establish and confirm committee chairs with their contact information
- Plan out and schedule all committee meetings (use an event planning app)
- Create list of potential sponsors what "hook" to use for each to garner support
- Plan out March/Walk/Run route and location for vigil/speak-out
- Establish Plan B for inclement weather on Event Day
- Contact the security/police to arrange for escort and obtain permit applications
- Develop list of potential speakers and performers

5 Months Prior to Event

- Send invites to sponsors and supporting organizations
- Send invites to speakers/performers
- Arrange for parking, restrooms and accommodations for physically disabled
- Submit permits for route, vigil, and other Event components

4 Months Prior to Event

- Recruit volunteers (clubs, groups, hospitals, crisis centers, high schools, etc.)
- Continue recruitment of sponsors and supporting organizations
- Review and secure street closures for route
- Arrange for security/police escort
- Obtain or arrange for donations for printing, paper, supplies, copying, etc.
- Make arrangements for child care during the Event (if appropriate)
- Secure interpreters for the deaf and assistance for the blind
- Order t-shirts, buttons, wristbands and other gear from TBTN Foundation.
- [Walk the Walk™ and Run for the Night™ work with TBTN to set up Eventbrite](#)

3 Months Prior to Event

- Invite government officials (State and Local Senate, House of Representatives, Mayor, Governor, City Council, District Attorney, etc.) Additional options: Would they lower flags to half-mast on the day of TBTN to honor those who have been killed because of sexual violence? Would they sign a proclamation to declare the commitment to ending sexual violence and/or designate a Sexual Violence Awareness Week in your community? Would they personally read this at TBTN?
- Invite local media (TV, newspapers, radio, cable stations)
- Invite local counselors, ministers, clergy, EMT's, and other health care providers
- Secure technology, sound system, stage, lighting, and generator (if necessary)
- Finalize child care and interpreters
- Distribute Press Release to national, state and regional print magazines.

2 Months Prior to Event

- Print and hang flyers/posters throughout community and/or campus.
- Order TBTN shirts, banner, candles/glow sticks, whistles, buttons, wristbands, and other supplies with budget in mind.
- Post/tweet with social media and post on all event calendars for area colleges, high schools, universities, organizations, and city/township
- Obtain/create referral and support information and staffing for Resource Table
 - Local crisis/counseling centers and staff
 - Support services (ministers, clergy, health care, clinics, victim advocates)
 - Written resource materials and brochures with websites, books, etc.

1 Month Prior to Event

- Distribute press releases to newspapers (school, town, city, largest city in area)
- Finalize speakers and performers, including travel and lodging
- Finalize counselors and support persons to have coverage for entire Event
- Publicize on all social media using social media schedule and plan
- Procure tables, chairs, water, reflective gear and bull horns
- Send letters to community organizations inviting their participation

Design Event Program and print		
Designate March/Walk/Run Captain(s), Speak-Out Moderator, and Vigil Leader		
Recruit or nominate two people to carry the banner to lead your March/Walk		
Develop evaluations (online survey or paper)		
2 Weeks Prior to Event		
Walk the Walk™ and Run for the Night™ finalize Registration total for TBTN so TBTN Glow-in-the-Dark gear is mailed to Event Organizers		
Make one more attempt to invite High Profile attendees (officials, celebrities)		
1 Week Prior to Event		
Meet with your Event Volunteers to run through FAQ for attendees and the Run of Show for the Event. Do a “dry run” for any main presentations.		
Send out another media push to TV, Newspaper and Radio (make phone calls!)		
Confirm one more time with all presenters and performers their arrival time and emergency contact information		
Post one more round of flyers and posters		
Confirm pickup and return instructions for all equipment: tables, chairs, technology, risers, sound equipment, lighting, and power supplies		
Obtain hard copies of all permits.		
Confirm with security and/or police escorts who is assigned to your Event		
Organize pre-event awareness activities (show relevant movies, make a banner)		
Organize a poster and sign making party		
Finish all written materials (programs, fact sheets, resource info, route, etc.)		
Continue social media campaign		
Arrange for clean-up crew		
Day of Event		
Committee members assemble 90 minutes before for setup		
Greet presenters, performers, special guests and counselors about their roles during the Event. Review cues, where to stand/wait, and how to respond appropriately to those who have emotional responses during the Event		
Place signs for parking, check-in and any other logistics		
Set up information tables		
Set up sound system and other technologies		
Set up sign-in table, sign-in sheets, and greeters		
Pass out candles/glow-sticks and brochures (if any)		
Greet presenters, performers and special guest		
Sell/distribute any gear (t-shirts, buttons, wristbands, etc.)		
Identify any special needs attendees and insure they are provided with assistance as appropriate		
Walk the Walk™ and Run for the Night™ attendees are checked in and receive shirts and wristbands. Day of Event registrations are made online or are collected to be mailed to TBTN after the Event.		
Tweet, post and blog throughout the Event		
Clean up after Event. Retrace Walk + Run route to clean up the Route.		
Ensure all rentals are properly and safely stored or returned to Owners.		
Post- Event		
Remove posters and flyers		
Update social media with photos, post videos, tweet, vine, etc.		
Send TBTN Foundation 3-4 photos and videos		
Send TBTN Foundation any additional donations		
Send TBTN Foundation any requests for additional shirts of other gear		
Send “Thank you” letters/cards		
Evaluate Event		
Designate next year’s Event Planning Chair(s) and set date for next year’s Event		



Run of Show Schedule for Full Day TBTN Event *(sample)*

- **8-9am: Morning Pancake Breakfast**

- Set Up:
- Location:
- Clean Up:
- Anticipated Attendees:
- Lead/Back Up:

- **9am-12pm: Field Day for Respect**

- Set Up:
- Location:
- Clean Up:
- Anticipated Attendees:
- Lead/Back Up:

- **12-1pm: Luna Lunch: Use your creativity to serve lunar and star-themed nourishment**

- Set Up:
- Location:
- Clean Up:
- Anticipated Attendees:
- Lead/Back Up:

- **1-3pm: Fundraising Event to Support TBTN Foundation or a TBTN Charity Partner**

- Set Up:
- Location:
- Clean Up:
- Anticipated Attendees:
- Lead/Back Up:

- **4-6pm: T-Shirt Display and These Hands Aren't For Hurting Mural**

- Set Up:
- Location:
- Clean Up:
- Anticipated Attendees:
- Lead/Back Up:

- **6-7pm: Pizza "Pie in the Sky" Dinner *(Ask a local pizza parlor to donate pizza.)***

- Set Up:
- Location:
- Clean Up:
- Anticipated Attendees:
- Lead/Back Up:

- **7-10pm: Walk the Walk followed by Musical Performances, Vigil and Speak Out**

- Set Up:
- Location:
- Clean Up:
- Anticipated Attendees:
- Lead/Back Up:

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Statements for Take Back The Night Events

Suggested Statement to Kick-Off Marches, Rallies and Walks: This is Why We March/Rally/Walk/Run.

- We stand together refusing to be silent about sexual violence.
- We refuse to take responsibility for harassment, abuse, stalking, rape, sexual assault. Only the perpetrator is responsible.
- We chant to say we should be safe, live without fear of violence, and support each other.
- We walk to celebrate the steps we are taking to heal and support those who are healing.
- We remember those who have died from sexual violence, and empower those who have survived.
- We unite for our collective strength.

Suggested Statement to Start a Vigil: This is Why We Shine Our Light at our Vigil.

- We shed light to demonstrate we are not afraid of the dark, whatever the dark represents to each of us.
- The light from our candles represents our commitment to supporting victims.
- Our circle represents our unity in working to end sexual violence.
- We are silent to reflect on pain, trust and hurt.
- We are also silent to envision the world as a safe place for everyone.

Suggested Statement to Kick-Off a Speak-Out: Why and How We Hold Our Speak-Out.

- The purpose of Our Speak-Out is to provide survivors with supportive, safe space where they can share their experience.
- During our Speak-Out, we ask that everyone respect the following rules so that everyone feels comfortable. Our Moderator will be responsible for ensuring these rules are followed.
- _____ can speak. (? = Survivors, supporters, etc.)
- Each speaker can speak only once for three minutes so that everyone who wants to have a turn can speak. (Read each establish rule, including length of time, number of times one person Use your answers to the questions above.)
- Content must not contain _____ (? = swear words, names, descriptions of doing harm to others, etc.)
- There are support persons at our event for anyone who wants to talk with someone. These people are raising their hands now. The (are/are) not confidential resources.
- (If this applies) There are two areas from which you can speak. One is marked, "Public" to indicate that the speaker is ok with being photographed, filmed or otherwise recorded as well as quoted by the Media. The other is marked, "Private," to indicate that the speaker does not want to be recorded in anyway and would prefer to have his/her remarks not leave this Speak-Out.
- Those who are reading stories for others will identify themselves as doing so, both at the beginning and end of these pre-written statements.
- All speakers are reminded that ultimately, we have no ability to control what happens as a result of sharing your story here. There may be retaliation, harassment, bullying, threats, media coverage, defamation allegations, and other consequences. Some of these situations may be addressed by school policies, civil and criminal laws, and other means of redress. Speaking out is an act of courage in the face of the unknown.
- As part of our willingness to participate in this Speak-Out, we all agree to demonstrate respect and support of everyone here.
- Any media representatives or others who are observed violating the confidentiality of speakers will be asked to leave immediately.

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Take Back The Night Poems

Shine Your Light for Take Back The Night

Welcome everyone.
We unite tonight.
Some of us bring our hurt.
Some of us bring our strength.

We stand together.
We shatter the silence on sexual violence.
We Walk the Walk.
We Shine Our Light.
For Take Back The Night.

Anonymous

Written for The Take Back The Night Foundation

Strong Courage

My courage is STRONG
It is the strongest people have seen in a while
The kind you rarely see

My courage is when I stand up to people
My courage is when I tell the truth and not be afraid
My courage is when I help someone and put myself in danger to help
My courage is not being scared of a risky task
My courage is speaking my mind without any worries
My courage is STRONG

Poem by Bailey Deziel

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Welcome to Take Back The Night!

Pre-Program

Opening Band and Performances



Opening – Start Shining

Welcome Speech by Coordinator

Comments by Local Police/Campus Police/District Attorney

Comments by President of College or Mayor

Comments by Local Women's Center/Rape Crisis Center Director

Keynote Address



March and Rally

March with TBTN Banner, Shirts and Signs

1.1 Mile Route through Town and/or Campus

Return to Campus

Shatter the Silence!

Speak-Out by Survivors

Poetry Readings

Dance Performances

Musical Performances



Vigil of Support

Candlelight Vigil and Speak-Out

Closing Musical Performance

About Take Back The Night

Since the early 1970's, Take Back The Night has been a worldwide event for those who actively stand against sexual violence. TBTN is about the power of speaking out. Rape, sexual assault, sexual abuse, and domestic violence are often labeled "crimes of silence" because of low reporting rates and social discomfort with their public discussion. By shattering the silence on sexual violence, TBTN Events help survivors know that they are not alone, and that these crimes will not be tolerated or left to go silently into the night. Over 1000 communities in over 30 countries around the world have held Take Back The Night Events.

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Shatter the Silence. Stop the Violence.



We Refuse to Be Silent! TBTN Chants

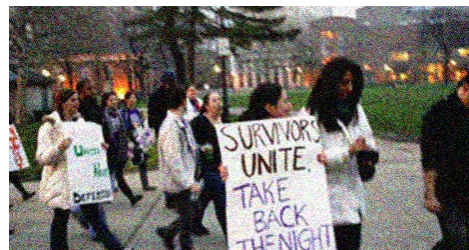
- People unite. / Take Back The Night.
 - **Survivors unite. / Take Back The Night.**
- Women unite. / Take Back The Night.
 - **Men and women unite. / Take Back The Night.**
- Stop the violence. / Stop the hate.
 - **Shatter the silence. / Stop the violence.**
- No more silence! / No more violence!
 - **We won't be raped. / We won't be beat.**
- Join together. Free our lives. / We will not be victimized.
- What do we want? / Safe streets. / When do we want them? / Now!
 - **What do we want? / Safe campuses. / When do we want them? / Now!**
- What do we want? / Justice. / When do we want it? / Now!
- The people united / will never be divided.
 - **We have the power. / We have the right. / We are here / to Take Back The Night.**
- Out of our dorms. / Into the street. / We won't be raped. / We won't be beat.
- Hey, Hey. Ho, Ho. / Sexual assault has got to go.
 - **The time is right. / The day is here. / Tonight's the night / We Take Back The Night.**
- The time is now. The day is here. / We will not live in fear.
- Ho-Ho. Hey-Hey. / I'm gonna wear that anyway!
 - **Ho-Ho. Hey-Hey. / Victims' rights are here to stay!**
- Wherever we go, whatever we wear. / "No" means "No" and "Yes" means "Yes".
 - **2-4-6-8 / No more date rape.**
- 1-2-3-4 / We won't take it anymore! / 5-6-7-8 / No more violence! / No more hate!
- Sexist-rapist-anti-gay. / You can't take my (our) rights away!
 - **I won't be shamed. / I won't be blamed.**
- Take Back My Life. / Take Back The Night.
 - **Our bodies. Our lives. / We will not be compromised.**
- Claim our bodies. / Claim our right. / Take a stand. / Take Back The Night!



Risk Management Checklist

To be completed by Event Organizer and kept by Documentation Committee Chair

Place a checkmark beside each true statement. If the item does not apply to your Event, write "NA" on the line. Once completed, review carefully all unchecked statements. Each one represents a way to improve risk management, and every effort should be made to accomplish each one to have a safe and trouble free Event. If the recommended action is not possible, please use the "Notes" section to explain why.



Event Management

- _____ You have reviewed and are complying with your institution's or city's guidelines, laws or policies for holding public events.
- _____ You have contacted your institution's student activities office or the appropriate local governmental office to coordinate planning of your TBTN.
- _____ You have contacted your institution's risk manager to understand your institution's risk management requirements for planning a campus event.
- _____ You have consulted with your institution's risk manager or business officer to determine what insurance coverage is available or needed to cover injuries or losses that might occur in connection with TBTN.
- _____ You are not performing any illegal or defamatory actions in connection with your TBTN Event.

NOTES: _____

Crowd Size

- _____ You have consulted campus security, or other appropriate local agencies, to insure that your location can accommodate the number of attendees. You have examined the crowd size of any previous TBTN Events to estimate the attendance of your TBTN Event, too.
- _____ You have consulted with campus security or municipal police about the appropriate ratio of participants per security officers needed for your TBTN Event.
- _____ You have consulted with campus security or other local public service providers to make sure there are an appropriate number of emergency responders at the Event.

NOTES: _____

Transportation

- _____ You have determined how participants will travel to and from TBTN and made accommodations for those arriving by foot, public transportation, bicycle, and other modes of transportation when advertising your Event and setting up for your Event.
- _____ If a significant number are likely drive to participate in TBTN, you have consulted with campus or community officials responsible for parking and traffic to identify parking arrangements, develop a traffic management plan, and put up appropriate signage.

NOTES: _____

Walk/Run or March Route

- _____ If the route is *on-campus*, you have consulted campus security and facilities to select a march route for the Event that is appropriate for the number of participants, noise level, and potential weather conditions.
- _____ If the route is *off-campus*, you have consulted public service providers, (i.e. police, fire department, etc.), to ensure the route selected is appropriate for the number of participants, noise level, and potential weather conditions.

- _____ You have walked the route selected and identified any hazardous conditions, such as potholes, steep inclines, or defects on the walking surface so they can be marked on the day of the Event.
- _____ If the route is *on-campus*, you have consulted campus facilities or the Environmental Health and Safety Office (EHS) to make sure any identified hazards have been corrected or clearly marked using signage or other means for the Event.
- _____ If the route is *off-campus*, you have consulted public officials, (i.e. police, fire department, etc.), to correct or warn about hazardous conditions on the route on the day of the Event.
- _____ You have obtained any necessary permits or licenses for the Event route.
- _____ In anticipation of possible inclement weather, an alternative indoor location has been selected and reserved. (For more information on selecting an alternative indoor location, see the section below on “Outdoor or Indoor Locations for Rallies, Speakers, and Musicians”.)

NOTES: _____



Speakers or Musicians

- _____ All speakers and musicians have adequate insurance to cover any losses or injuries that might occur in connection with their performances and have provided you with a valid certificate of insurance demonstrating their coverage.
- _____ If a proposed speaker or musician does not have adequate insurance, you have consulted with the campus risk manager to see if the performer can purchase insurance.
- _____ You have confirmed with the speaker or musician’s that their performance will not contain unreasonably offensive material, dangerous props or behavior.
- _____ You have consulted with a campus fire-safety expert about the performer’s props or audio/visual needs to identify and mitigate any fire safety risks.

NOTES: _____

Contracts

- _____ You have reviewed the institution’s contracting policy and consulted procurement, risk management, or the campus business office about procedures for reviewing and signing contracts.
- _____ All contracts, in connection with TBTN, have been reviewed and signed in accordance with the institution’s contracting policy.
- _____ All contracts, in connection with TBTN, require outside parties to maintain adequate insurance and to indemnify the institution and TBTN planners for injuries or damages caused by their negligence.

NOTES: _____

Outdoor and Indoor Locations for Rallies, Speakers, or Musicians

- _____ If the Event is *on-campus*, you have consulted with facilities, EHS (Environmental Health and Safety), and security to ensure any indoor or outdoor venues used for the Event are appropriate given the anticipated crowd- size, building capacity, audio/visual needs, and activities occurring at the venue.
- _____ If the Event is *off-campus*, you have consulted with appropriate public officials (i.e. police, fire department, etc.) to ensure outdoor or indoor locations used for the Event are appropriate given the anticipated crowd size, building capacity, audio/visual needs, and activities that will occur in the venue.
- _____ You have reviewed the rules and regulations of indoor or outdoor locations for the Event and feel comfortable your TBTN can occur there without violating these rules.
- _____ You have consulted with campus security, EHS (Environmental Health and Safety), and/or city officials (i.e. police, fire department, etc.) to make sure the security and emergency response staff present are adequate for the anticipated crowd size, speakers, musicians, and location.

- _____ On the day of the Event, someone has been designated to do a final check of outdoor locations and/or indoor locations to inspect for hazardous conditions, such as debris, uneven surfaces, or glass; so they will be made safe for use during the Event. Any hazards will be appropriately marked.
- _____ EHS (Environmental Health and Safety), facilities, and/or public officials have been consulted regarding any modifications to existing facilities that are planned for the Event.
- _____ A reliable weather service is monitored leading up to the Event and a time and means to notify participants of any changes in the Event's location have been defined ahead of time.
- _____ In the Event of inclement weather, an alternative indoor location has been selected and confirmed for any outdoor portions of TBTN.
- _____ Appropriate accommodations are provided for the differently abled.
- _____ At the Event, someone will monitor the number of participants in the building to make sure it does not exceed capacity, exits are not blocked, and all other building rules are complied with.



NOTES: _____

Food Service

- _____ If food is served at the Event, you have read and are complying with the institution's food service policy for student and/or public Events.
- _____ Set up and clean up staffing has been arranged and confirmed.

NOTES: _____

Advertising of the Event

- _____ If you are using your institution's or city's logo or trademark, you have reviewed and are complying with the licensing agreement or policy regarding the use of logos or trademarks.
- _____ In using the Take Back The Night® Foundation's name, logo, or other trademarked items, you have reviewed and are complying with the TBTN Foundation's licensing agreement and policy regarding the use of its name, logo and trademarked slogans.
- _____ You have read and are complying with your institution's policy or local ordinances for advertising campus Events and have obtained all necessary permits.
- _____ If you are advertising off-campus, you have read and are complying with local ordinances for advertising Events and have obtained all necessary permits.
- _____ You have consulted with your institution's department of communications or public affairs to receive guidance on advertising the Event and/or talking with the media.

NOTES: _____

Important Departments

You have consulted with the following offices in planning Take Back The Night:

- _____ **Campus Security and/or Police** (Knowledgeable about crowd management, parking, traffic, Event security, emergency response, and working with city police to obtain permits if necessary)
- _____ **Student Activities** (Knowledgeable about the student Event planning process and its requirements)
- _____ **Risk Management or Insurance** (Knowledgeable about Event planning risks, insurance coverage, and contracts)

- _____ **Environmental Health & Safety (EHS) or a Campus Fire Safety Expert** (Knowledgeable about fire safety and facility-related hazards)
- _____ **Facilities Management** (Knowledgeable about campus facilities, their maintenance, scheduling, and other requirements)
- _____ **Community Public Service Providers, such as police or fire department** (Knowledgeable about crowd management, traffic control, emergency response, obtaining any required permits to rally or march off-campus, and ways to ensure TBTN is not unduly disruptive to the surrounding community)
- _____ **Business Office or Procurement** (Knowledgeable about contracts, insurance, and the financial issues)
- _____ **Communications or Public Affairs** (Knowledgeable about marketing strategies, handling the media, and other public relations concerns)



NOTES: _____

Post Event Evaluation

- _____ Within one week after the Event, TBTN planners will meet to review what went well with the Event and identify areas for improvement.
- _____ Within one week after the Event, TBTN planners will consult all departments involved in planning and implementing the Event to identify areas for improvement, and receive feedback.
- _____ TBTN planners will save all documents used in planning and carrying out TBTN (including any post-Event recommendations for improvement) to help plan next year's TBTN.
- _____ Within one week after the Event, the Event Organizer will complete the Post Event Survey for the TBTN Foundation, accessed through the TBTN website and send TBTN some photos and/or videos from the Event for TBTN history and Event documentation.

NOTES: _____



TBTN Volunteer Participation Agreement

This agreement must be completed by all TBTN Event Planning Committee Members, presenters, performers, anyone involved in any formal aspect of a TBTN Event.

Participant:

Name: _____ (First) _____ (Middle) _____ (Last) Date of Birth: _____

Phone: _____ Email: _____

Emergency Contact:

Name: _____ (First) _____ (Middle) _____ (Last)

Phone: _____ Email: _____ Relationship: _____

I hereby agree and consent that I am donating my time and assistance for _____ (name of your organization/school)'s Take Back The Night Event from the date this agreement is signed through the date that the Event clean-up and wrap-up are completed. I understand that during the course of my volunteerism, I may be photographed, filmed, or otherwise recorded and that TBTN may use all or part of these recordings for any purpose of its choosing.

I shall not now—nor at any future time—be entitled to, nor shall I make claim to: 1) any wages, royalties or compensation of any kind as a result of my participation, submissions, contributions, and/or recordings. The rights granted herein are perpetual and worldwide.

_____ I hereby agree to the terms of this Volunteer Participation Agreement.

_____ I attest that I am at least 18 years of age, and am acting in my capacity as a legal adult in signing and agreeing to the terms of the agreement.

OR

_____ I am less than 18 years of age, and my parent or legal guardian will sign this agreement as permission for my participation and acceptance of the terms of this agreement.

Full Name

Signature

Date

Full Name (Legal guardian/parent if participant is a minor) Signature

Date

TBTN Foundation | inspire@TakeBackTheNight.org | 888.995.1113

Shatter the Silence. Stop the Violence.



TBTN Walk the Walk™ + Run for the Night™ Participation Agreement

This agreement must be completed by all participants prior to the Event.

Participant:

Name: _____ (First) _____ (Middle) _____ (Last) Date of Birth: _____

Phone: _____ Email: _____

Emergency Contact:

Name: _____ (First) _____ (Middle) _____ (Last)

Phone: _____ Email: _____ Relationship: _____

I hereby agree and consent that I am donating my time and assistance for _____ (name of your organization/school)'s Take Back The Night Event from the date this agreement is signed through the date that the Event clean-up and wrap-up are completed. I understand that during the course of my volunteerism, I may be photographed, filmed, or otherwise recorded and that TBTN may use all or part of these recordings for any purpose of its choosing.

I shall not now—nor at any future time—be entitled to, nor shall I make claim to: 1) any wages, royalties or compensation of any kind as a result of my participation, submissions, contributions, and/or recordings. The rights granted herein are perpetual and worldwide.

_____ I hereby agree to the terms of this Volunteer Participation Agreement.

_____ I attest that I am at least 18 years of age, and am acting in my capacity as a legal adult in signing and agreeing to the terms of the agreement.

OR

_____ I am less than 18 years of age, and my parent or legal guardian will sign this agreement as permission for my participation and acceptance of the terms of this agreement.

Full Name

Signature

Date

Full Name (Legal guardian/parent if participant is a minor) Signature

Date

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TBTN Request for Your Support

(Today's Date)

(Name of Sponsor Contact, Title)

(Name of Sponsor Company/Organization)

(Street Address)

(City, State, Zip)

(Website or email)

Dear (Name of Contact),

(Name of your organization) is holding a Take Back The Night® Event to raise awareness about the problem of sexual violence in our community. This Event is scheduled for (date) from (start time) to (end time) at (location). We anticipate (number) attendees and (number) social media followers. We have asked (name of any noteworthy presenters/performers) to present/perform. With 1 in 4 women and 1 in 6 to 8 men experiencing sexual violence in their lifetimes, we hope you will help us change these statistics.

We are asking (name of person/company/organization) for a donation of \$____. Your funding would help us obtain Event supplies, T-shirts, refreshments, and/or a band or presenter. \$100 pays for a banner to lead our march; \$750 provides us with 75 shirts and wristbands; and \$75 covers glow-sticks for our vigil. Our "Star" sponsors will be noted at the Event and on our social media. And, "Shooting Star" sponsors (supporting a key part of our Event) can have their logo on our shirts. Please contact me at (insert your preferred contact method) for more options.

TBTN events have helped to increase physical safety on the streets with better lighting, teach young people intervention skills to support their peers, increase the awareness of students to reduce vulnerability to exploitation and drugging in social settings, and provide rape kits to hospitals for evidence collection.

If you make your donation to support our Event directly to the TBTN Foundation, they are able to provide a receipt for your tax deductible contribution. Please contact TBTN directly at 888.995.1113 or Inspire@TakeBackTheNight.org with any questions. Mail donations to TBTN Foundation; PO Box 332; Wayne, PA 19087. Include your name, address, phone number and email address.

We hope you will "Shine Your Light" for Take Back The Night as we work toward a sexual violence-free world!

Warmest regards,

(Your Signature)

Your name

Title

School/Organization

Phone and Email

TBTN Foundation | Inspire@TakeBackTheNight.org | 888.995.1113

Shatter the Silence. Stop the Violence.



(name of your group)'s Take Back The Night Event

Press Release

TBTN Event Contact: (Your full name) | (your college/university/organization/name)
(your cell or office number) | (your e-mail address)

In (City, State on Month, Day, Year), Name of your college/organization) will take a stand against sexual violence in all forms—dating abuse, rape, sexual assault, domestic violence, and every other type of sexual violence. Our Event will begin at (Time) at (Location). The Event will include (list the main components) with speeches/remarks by (name of top “billing” presenters). Our event is supported by (list names of sponsoring businesses and organizations). People of all ages, races, religions, backgrounds, and genders are welcome to attend this free Event and join us as we work toward a violence-free world. Childcare (will/will not) be provided during the event.

History: Since the early 70's Take Back the Night Events have been held in the US to bring together those committed to taking a public stand on behalf of sexual assault survivors. TBTN Events have been held in over 30 countries in over 1000 locations around the world.

Newsworthy Information:

- **This is our (insert number) TBTN Event.** We began having TBTN Events in (year).
- **We anticipate (insert number) people to attend.** Attendees will be comprised of (describe your attendees—college students, members of xyz group, survivors, members of xyz organization).
- **Our featured presenters include:**
 - (Name, title and one sentence bio)
 - (Name, title and one sentence bio)
- **Performers at our Event will include:**
 - (Name, title and one sentence bio)
 - (Name, title and one sentence bio)
- **Our TBTN Event activities will include:**
 - (March, rally, walk, run)
 - (Speak out)
 - (Vigil)
 - (Moment of silence)
- **The goal of our event is to:** *(consider recent reports of rape, national/local sexual violence issues, laws/legislation, under-reporting, discrimination against certain types of victims, controversial cases, understaffing of law enforcement or victim advocates/counselors, misogyny, sexual harassment, lack of funding for rape kits, low prosecution rates, low conviction rates, etc.)*
 - (insert mission #1)
 - (insert mission #2)
 - (insert mission #3)



TBTN Donation Form for Day of Event Supplies

(Today's Date)

Dear (Name of Donor),

On behalf of (Name of your Group), thank you for your generous support of our TBTN Event on (insert date) to be held at (insert location). We anticipate approximately (number) attendees and (number) social media followers. To confirm your contribution, please complete the donation agreement form below with your signature. Please scan and email it to both Inspire@TakeBackTheNight.org and (insert your email address).

If you'd like to make a tax deductible donation to the TBTN Foundation, please contact TBTN directly at 888.995.1113 or Inspire@TakeBackTheNight.org. The Foundation is able to provide a receipt for your tax deductible contribution when you donate to the organization **directly**. Donations can be mailed to TBTN Foundation; PO Box 332; Wayne, PA 19087. Please include your name, address, phone number and email address.

If you have questions, please call (insert phone number) or (insert email). We hope you will be able to attend. Thank you, kindly, for supporting our mission to end sexual violence.

Sincerely,

(insert your name)

(insert your title)

(insert your group name)

Donation Agreement for TBTN Event

Important: *this form is not a tax receipt and donations using this form are not tax deductible. Contributions made to this TBTN Event are purely good will gifts in support of this Event. To make a tax deductible donation, please email Inspire@TakeBackTheNight.org.*

(Name)	(Title)	(Name of Company/Organization)
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(Street address)	(City, State Zip Code)	(e-mail address)	(phone)
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☐ I agree to provide the following items as goodwill gifts for a TBTN Event. I understand that the Event organizers may use my gift in any way they see fit, and that it becomes non-returnable, non-refundable, and that I will receive no other benefit from this contribution.

☐ I am confirming the following donation(s) to the Event, and have listed them here:

1. _____
2. _____
3. _____

☐ I agree to have our name and/or logo used by TBTN and to email it to Inspire@TakeBackTheNight.org and as a high resolution JPEG.

☐ My signature verifies that I accept this agreement.

Signature _____ Date _____

TBTN Foundation | inspire@TakeBackTheNight.org | 888.995.1113

Shatter the Silence. Stop the Violence.



TBTN Thank You for Shining Your Light

(Today's Date)

(Name of Sponsor Contact, Title)

(Name of Sponsor Company/Organization)

(Street Address)

(City, State, Zip)

(Website or email)

Dear (Name of Contact),

(Name of your organization) provided (insert what was donating) to our Take Back The Night® Event on (day, date) to raise awareness about the problem of sexual violence in our community. Our TBTN Event was a tremendous success! We had over (Number of Attendees) attend. We were able to (insert components of your Event. For example: We marched 1.1 miles through our campus carrying about 30 signs and then had a vigil to support survivors.)

Your support enabled us to (describe what there donation did—like provide water at our Event or host a local bad to Shatter the Silence). With 1 in 4 women and 1 in 6 to 8 men experiencing sexual violence in their lifetimes, we hope you will partner with us again next year to continue supporting survivors and help us change these statistics.

TBTN events have helped to increase physical safety on the streets with better lighting, teach young people intervention skills to support their peers, increase the awareness of students to reduce vulnerability to exploitation and drugging in social settings, and provide rape kits to hospitals for evidence collection.

If you have any questions or would like to make a donation in December at the end of the business year to support the TBTN Foundation, please contact TBTN at 888.995.1113 or Inspire@TakeBackTheNight.org. Mail donations to TBTN Foundation; PO Box 332; Wayne, PA 19087. Include your name, address, phone number and email address so that they can send you a receipt for your tax deductible contribution for our 501(c)3 charity.

Thank you again for “Shining Your Light” for Take Back The Night as we work toward a sexual violence-free world!

Warmest regards,

(Your Signature)

Your name

Title

School/Organization

Phone and Email

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TBTN Event Evaluation

Rating

1=Highly unsuccessful
2=Slightly unsuccessful
3=Neutral
4=Slightly successful
5=Highly successful
NA= Not Applicable

Notes

(put N/A in the cell, if Not Applicable)

Next Year's Plan

(put N/A in the cell, if Not Applicable)

Date			
Location			
Location back-up for inclement weather			
Start and end time			
Fundraising, sponsors, etc.			
Budgeting and budget total			
Opening/keynote presenter(s)			
Moderator/MC			
Closing/additional presenter(s)			
Musician or performer(s)			
Transitions between presenters/performers			
March, rally, walk, run overall organization			
March, rally, walk, run route			
Signage, banners, walk/march signs			
Speak out format and details			
Vigil format and details			
Other activities at Event			
TBTN shirts			
Other gear, supplies and giveaways			
Vigil candles or glow sticks			
Event programs/handouts			
Resource table(s)			
Resource brochures for attendees			
Marketing strategy #1 (posters, social media, required attendance, extra credit, collaborate with other groups, etc.)			
Marketing strategy (additional)			
Technology (LCD projector, laptop, etc.)			
Sound and amplification			
Press and media coverage			
Participation resulting from personal invites			
Participation resulting from social media			
Participation from required attendance			
Tables, chairs, staging			
Transportation and parking			
Food and beverages			
Photographer(s) and videographer(s)			
Survivor support (counselors, tissues)			
Heckler, protest, critics			
Volunteer coordination			
Clean up			