



TBTN EVENT PLANNING GUIDE

Take Back The Night Events have been documented in over 36 countries and more than 1000 communities, with more locations taking a stand every year. TBTN Events have reached over 30 million people through strength, support, and the commitment to ending sexual violence. No Event is too small. The impact is what matters. The goal is to raise awareness to combat all sexual violence.

1. GETTING STARTED: CHOOSE YOUR EVENT TYPE AND THEME

- **What type of Event do you want to have?**

In-Person Event Options (60 - 120 mins):

1. Traditional TBTN Event
Opening Statement (5min) + Keynote (25min) + Walk (25min) + Speak-Out (20min) + Vigil (5min) + Closing Statement (10min)
2. Music + Poetry Event
Opening Statement (5min) + Keynote (25min) + Music/Poetry (45min) + Vigil (5min) + Closing Statement (10min)
3. 5K Run For The Night
Opening Statement (5min) + Keynote (25min) + Run (35min) + Vigil (5min) + Closing Statement (10min)
4. Bike Back The Night
Opening Statement (5min) + Keynote (25min) + Bike (25min) + Speak-Out (25min) + Vigil (5min) + Closing Statement (10min)
5. Shine Your Light Yoga Festival
Opening Statement (5min) + Keynote (25min) + Yoga (75min) + Closing Statement (10min)
6. Design your own Event

Virtual Event Options (60 - 120 mins):

1. Traditional TBTN Online Event
Keynote (25min) + Music/Poetry (different performers 50min) + Closing Statement (10min)
 2. Virtual TBTN Walk (30min)
 - Choose a number with local significance. For example, if your city has 128 sexual assaults per year, break the walk into **1 or 2-mile segments**, noting mile markers for the route of each segment to total 128 miles.
 - Next, map out a route of your chosen length and its segments using a Map or Fitness App. Some examples of fitness apps for Android and iPhone users are **Strava**, **MapMyRun**, **Fitbit**, and **MyFitnessPal**.
 - Communicate to each participant the route for their assigned segment.
 - You may conduct the walk simultaneously or with staggered start times.
 - Encourage participants to wear TBTN t-shirts, and to make and carry signs to raise awareness.
 - TBTN glow sticks or wristbands are a great addition to nighttime walks!
 3. Shine Your Light Yoga Festival
Opening statement (15min) + Yoga (70min) + Closing Statement (10min)
 4. Design your own Virtual Event
- **Who is your Event intended for?**
 - Young Adults
 - High School Students
 - College Student
 - Parents and Teachers



- **What is the theme of your Event?**
 - Raise awareness around sexual violence and prevention.
 - Support survivors of sexual violence and their healing process.
 - Improve local policies and the handling of sexual violence cases.
 - Enhance safety measures across school campuses.
- **When are you holding your Event?**
 - Weekday or weekend? Will the selected date impact attendance?
 - Does the date fall on or near a national holiday, including all religious holidays and awareness days? Don't conflict with other significant dates.
 - What is the weather like around the date? If you are hosting an outdoor Event, is it likely for the weather to impact your Event? What is your back-up plan for inclement weather? Should you rent or borrow a tent?
- **Where are you holding your Event?**
 - On campus or in town?
 - Private for your community or open to the public?

2. BUILD EVENT PLANNING COMMITTEE

- **Marketing Coordinator:** designs marketing such as brochures, social media, and website.
- **Volunteer Coordinator:** recruits new volunteers.
- **Technology & Production Coordinator:** manages all technical equipment, including set-up, production, and clean-up.
- **Sponsorship Outreach:** connects with potential sponsors to obtain needed equipment for the Event and/or monetary contribution.
- **Logistics, Presenters and Performance Coordinator:** oversees and manages the Event, including time, date, permits, physical location, and clean-up.
- **Documentation Coordinator & Historian:** takes notes and documents meetings.

3. REGISTER YOUR EVENT (STEPS AND OPTIONS)

- Visit: <https://takebackthenight.org/hold-an-event/>
- Select the year of your Event and click on the year's link, [2020](#), [2021](#), or [2022](#) to visit our EventBrite Registration Page.
- Select your ticket type:
 - 1) Take Back The Night Event Registration with Gear:
Registration fee of \$100.00 makes your Event eligible for donations and support from TBTNF and puts your Event on our calendar and map. Receive your choice of one of the following with your registration:
 - TBTN Banner
 - 10 short-sleeve white TBTN t-shirts
 - 8 short-sleeve Glow-in-the-Dark TBTN t-shirts
 - 8 black short-sleeve TBTN t-shirts
 - 50 glow or blue wristbands
 - 30 keychain whistles
 - 30 TBTN buttonsAny additional t-shirts are only \$12. TBTNF accepts credit cards, PayPal, Venmo, money orders, bank checks, and purchase orders.
 - 2) Take Back The Night Event Registration (First Time Event Holders): Free
 - 3) Take Back The Night Event Registration without Gear: Free



4. GEAR UP AND GET READY

- **TBTN Gear: banners, t-shirts, wrist bands, buttons** (for sale in the TBTN Gear Shop) <https://shop.takebackthenight.org/>
- TBTN wants to help you shine in your gear.
- Get your TBTN special orders at **discounted rates** for **yoga-pants, phone cases, water bottles, coffee tumblers, tote bags, running shorts**, and more!
- Gear Slogan Ideas
 - Yoga pants with: I'm NOT asking for it.
 - Shirts with: I'm NOT asking for it. You're just hoping I am.
 - Glow-in-the-dark phone covers with: Being Bold
 - Shorts with: I'm SASSY.
 - Toothbrushes with: Mouthing Off
 - Glow-in-the-dark water bottles with: Shatter the Silence. Stop the Violence.
 - Glow-in-the-dark baseball caps with: Fit Bod. Fast Mind.
 - Ski hats/fleece hats with: Speak.

5. EVENT TIMELINE

- 4-6 months
 - Establish planning committee and obtain contact information for all members
 - Schedule all future committee meetings
 - Set date, time, and location of your Event
 - Choose the type and theme of the Event
 - Identify target audience/attendees
 - Apply for permits for Event locations
 - Start recruiting volunteers to help with the Event
 - Design flyers, posters, and social media content
 - Invite speakers/performers and musicians/poets
 - Extend an invite sponsors and supporting organizations
- 1-3 months
 - Order gear for the Event – TBTN Banner, shirts, wristbands, etc.
 - Invite government officials (U.S. and State Senators, Representatives, Mayor, Governor, City Council, District Attorney, etc.)
 - Contact local media (TV, newspapers, radio, cable stations) to inform them of the Event
 - Rent sound system, stage, lighting, and generator (if necessary), & schedule delivery time for at least 2 hours prior to start time
 - Design, produce and distribute Event flyers, posters, and social media posts
 - Confirm keynote/panelists, musicians/poets, and on-site volunteers
 - Schedule regular meetings with volunteers for updates on their work
- 1-4 weeks
 - Continue community outreach
 - Research, contact and hold meetings with potential sponsors
 - Communicate Event details to guest speakers, musicians/poets, and on-site volunteers
 - Remind attendees of location, time and registration details via social media and email reminders
 - Establish volunteer rotation for different tasks and check-in points
 - Hold weekly meetings with volunteers



- Day Of
 - Assemble committee members 90 minutes before for setup
 - Test all technical equipment prior to start time
 - Place signs for parking, check-in, and any other logistics
 - Set up information tables, sign-in sheets, and greeters
 - Provide volunteers with name tags
 - Assign volunteers to distribute program pamphlets to attendees
 - Greet and inform presenters, performers, special guests, and counselors about their roles during the Event
 - Check-in pre-registered attendees and provide them with shirts or wristbands
 - Sell/distribute gear (t-shirts, buttons, wristbands, etc.)
 - Provide attendees with refreshments, brochures/pamphlets, candles/glow-sticks (if any)
 - Identify special needs attendees and provide any necessary assistance
 - Start your Event with a brief introduction & outline of the Event
 - Introduce panelists, speakers, and musicians/poets
 - Tweet, post, and blog throughout the Event
 - Close with expression of gratitude/appreciation for attendees and volunteers
 - Clean up after the Event, including Walk/Run/Bike route
 - Ensure all rentals are properly and safely returned
- Week After (based on "walk a mile in her shoes" & AI)
 - Meet with the Planning Committee to evaluate the Event
 - Send "Thank You" emails to guest speakers, main sponsors, and volunteers
 - Complete a Program Evaluation Assessment
 - Discuss the report, then identify and start planning your next Event

FAQ:

How to obtain permits for your Event?

You should contact the Parks & Rec Special Events Office for guidance on acquiring permits. Local law enforcement should be advised of your Event, as they may attend and provide additional safety measures. If you are holding a university Event, contact the office responsible for holding Events and renting spaces. This might be the "Student Center Operations," "Conference Center," or the "Student Activities Office".

How should you market your Event?

Share the Event information via social media (Facebook, LinkedIn, Twitter, Instagram, YouTube, and TikTok), local or school media (newspapers, radio, TV), and flyers.

Are TBTN Events open to all genders?

Early Events often consisted of women only. Today's TBTN Events are inclusive and do not discriminate based on race, sexuality, gender, religion, age, or any other identity.

What is the average time length of TBTN Event?

The Traditional TBTN Event lasts 1-2 hours. Length varies based on the type of the Event.

How much time should be allocated for your Walk, Run, or Bike Event?

- An average person walks 1 mile in 15-20mins. Most TBTN Walks are 2 miles, which will take approximately 30-40mins.
- An average 5K run takes approximately 45-60mins.



- The average person bikes 1 mile in 3-4mins. If you are planning a 10-mile Bike For The Night route, you should allocate 30-40mins.
- You may consider allocating extra 5-10mins to allow for all participants to regroup before starting the next segment of the Event. When selecting a route, avoid steep hills, mud, and construction. Choose a looped route with the same start and endpoint.

Can TBTNF help you plan and host your Virtual Event?

The cost of having TBTNF help plan and host your Virtual Event is \$250. This fee is waived if you schedule speakers and/or purchase at least 100 T-shirts for your Event. We can help with the planning stages, as well as with hosting the Event on our virtual platform. We can also provide you with a Sexual Assault Resource Guide to distribute to your participants. After the Event, TBTNF can provide a list of all registrants and attendees.

What platforms can be used to host a Virtual Event?

Zoom, Microsoft Teams, and Skype can be used for virtual meetings. There are number of virtual platforms, but TBTNF has found GoToWebinar has many great features making it ideal for your TBTN Virtual Event:

- Holds up to 3000 people.
- Asks custom registration questions.
- Sends out personalized reminders by email, including your logo.
- Offers handouts to participants at the end of the Event.
- Sends a customized certificate of participation to each attendee.
- Downloads post-broadcast reports including engagement rate, poll/survey results and attendee feedback.
- Up to 1000 people: Can mute/unmute participants to allow participation in open mic portions of the Event.
- Up to 3000 people: Can include polls during your Event to keep participants engaged.

What should be considered before hiring a keynote?

What is the intent of the speaker? Is it to educate or inspire to take an action? Who is your audience? What is your budget? Are you wanting to attract more attendees?

What is the cost of a TBTNF speaker?

For a Virtual Event, prices range from \$250-1500 per TBTNF speaker and vary depending on presentation duration. Prices available for each speaker on request. Discount available if you schedule 2 or more speakers.

How do I organize a Speak-Out?

- The purpose of a Speak-Out is to provide survivors with a supportive, safe space where they can share their stories.
- Roles:
 - **Moderator:** Volunteer who enforces agreed-upon rules to ensure each speaker can fully express themselves. The moderator will need to be confident in interrupting anyone who is not abiding by these rules. This person will have the responsibility of informing media representatives and reading the rules at the start of the Speak-Out.
 - **Survivors of sexual assault:** Participants who convey their experience of being abused, assaulted, raped, or otherwise harmed to empower both the speaker and those who hear their testimony. TBTN promotes healing, strength, support, and validation to all survivors of sexual assault.



- **Allies:** Organizations, celebrities, and leaders who publicly show their support by publicizing and/or attending the TBTN Event. TBTN allies may also show their support through monetary donation.
- During a Speak-Out, TBTNF suggests rules to promote respect amongst attendees.
 - Each speaker holds the floor only once for three minutes to ensure everyone gets the opportunity to speak.
 - Content should not include swear words, names, or descriptions of harming others or oneself.
 - Once all speakers have had the chance to speak, the floor will open to further dialogue.
- The speaker can “speak-out” publicly or privately.
 - Public: the speaker consents to being photographed, filmed, or otherwise recorded, and to being quoted by the Media.
 - Private: the speaker does not consent to being recorded in any way and prefers not to have his/her remarks shared publicly after the Speak-Out.
- Remind all speakers we cannot control what happens because of sharing their stories in a Speak-Out. There may be retaliation, harassment, bullying, threats, media coverage, defamation allegations, and other consequences. If a situation occurs, it may be addressed by school policies, civil and criminal laws, and other redress means. Speaking out is an act of courage in the face of the unknown.
- In a Speak-Out, participants agree to demonstrate respect and support for all attendees.
- Any media representatives or others who are observed violating the confidentiality of speakers will be asked to leave immediately.

Do you have a statement I can read to start my March, Rally, Walk, or Vigil?

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 darkness 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.

Should you use candles or glowsticks as a vigil for your Event?

Glowsticks are more cost effective than candles, but are less environmentally friendly. Candles are also a potential fire hazard.



Is there an example of TBTNF sponsorship template and schedule guide?

Join Us. Help us Take Back The Night!	TBTN Event Logistics (For Activities, Walks, Rigs, Runs, Speeches)	Deadline and/or Responsible Person (Put N/A in the cell, if Not Applicable)
(Today's Date)	Date	
	Location	
	Location back-up for inclement weather	
	Start and end time	
	Funding sources (i.e. fundraising, sponsors, etc.)	
	Budget (estimated total)	
	Opening presenter (if any)	
	Keynote presenter (if any)	
	Additional presenter (if any)	
	Closing presenter (if any)	
	Leaders (1) for Walk/Run/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)	
	Surround support (donors, tissues)	
	Hickler, protest plan	
	Volunteer coordination	
	Clean up	
	Thank you notes for presenters, performers, sponsors	
TBTN Foundation joinus@TakeBackTheNight.org 888.995.1113 Shatter the Silence. Stop the Violence.	TBTN Foundation joinus@TakeBackTheNight.org 888.995.1113 Shatter the Silence. Stop the Violence.	

What are some music & poetry examples?

Empowering Music Titles:

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-Dummed	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	Lilly Allen - 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	Ailey 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 Won't 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

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"

What slogans/chants are used by TBTN?

- 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!
- 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!

What supplies may be needed for an Event?

In-Person Event:

- Chairs
- Tables
- Program Pamphlets
- Flyers with TBTNF information, educational material and volunteer application
- Clip Boards
- Posterboard and Poles or Stakes
- TBTN Posters
- Fasteners
- Extension Cords
- Name Tags
- Internet Access
- Speakers
- Extra Batteries
- Live Cast Equipment
- Back-Up Systems
- Food and Beverage: include gluten-free, vegetarian, and vegan options

Virtual Event:

- Internet Access
- Access to Online Platform
- Device with Webcam and Microphone

What Events have been done in the past?



Take Back the Night March, hosted by Sierra Nevada University



"Take Back the Night chapel service featured a time of reflection and interaction, with stones representing the heaviness of the topic and a commitment to grieve with survivors of sexual violence." - Eastern Mennonite University



Candlelight March, hosted by University of Illinois Springfield Women's Center

What are the requirements for using TBTNF logos and trademarks?

- The Take Back The Night Foundation® (TBTNF) 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").
- 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.
- If the Marks are used on any web location, including social media, they must hyperlink to TBTNF's website home page.
- If a hyperlink is not possible, a linked URL is to be placed immediately beside or below the Marks.
- 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.
- Font TBTN font is Avenir LT Std 45 Book. If you need a download for this font, please contact TBTNF. The font cannot be bolded, italicized, underlined, or modified in any way.