



TBTN EVENT PLANNING GUIDE

Take Back The Night Events have been documented in 40+ countries and 800+ communities, with more locations taking a stand every year. TBTN Events have reached over 10 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 and create visible communities of support for survivors.

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1. GETTING STARTED: CHOOSE AN EVENT TYPE AND THEME

- What type of Event am I planning?

In-Person Event Type 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 + Artistic Event
Opening Statement (5min) + Keynote (25min) + Music/Poetry (45min) + Vigil (5min) + Closing Statement (10min)
3. Run/Walk For The Night
Opening Statement (5min) + Keynote (25min) + Run/Walk (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 Event
Opening Statement (5min) + Keynote (25min) + Yoga (75min) + Closing Statement (10min)
6. Design your own Event

Virtual Event Type 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 reported 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 (since each will be walking one portion of the total).
 - 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 Event
 - Opening statement (15min) + Yoga (70min) + Closing Statement (10min)
- 4. Design your own Virtual Event
- Who are the Event participants?
 - High School Students
 - College Students
 - Young Adults
 - Parents and Teachers
 - Employees
 - Community Members
- Who is speaking at my Event?
 - Before choosing a speaker, consider the tone that different types of speakers will set. For example, a survivor speaker will inspire the assembled group by sharing their own experience and resilience, while an activist speaker will get the group fired up to make change. A local service provider will contextualize what they see every day, which can make the issue more real. A 'celebrity' speaker may draw a crowd but won't know your community directly. Every option offers something different.
 - Identity?
 - Survivor
 - Historic leader and activist
 - Poet, artist, or other influencer
 - Policy maker
 - Background?
 - Gender, gender identity, sexual orientation
 - Racial, cultural, religious, nationality, disability
 - Language spoken?
 - Consider primary and secondary languages prominent in your community
 - Consider hiring an ASL-trained interpreter to be present and to translate for the deaf and hearing impaired community
 - TBTN-certified speakers?
 - [Contact us](#) to learn more about hosting a speaker
- What is the theme(s) of my Event? (choose all that apply)
 - Raise awareness around sexual violence and prevention.
 - Support survivors of sexual violence and their healing process.
 - Protest injustice and inequity around sexual violence and harassment.
 - Improve local policies and the handling of sexual violence cases.
 - Enhance safety measures in the community.
- When am I holding my 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? Avoid conflicting 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?
 - What time of day are you holding the Event? [When is sunset](#) for your selected date?
- Where am I holding my Event?
 - In-person or online?
 - On a school campus, in a park, in the town?



- Private for your community or open to the public?
- Will I need permits from my school and/or locality? (check with your local police department to find out)

2. BUILD THE EVENT PLANNING COMMITTEE

- **Logistics, Presenters & Performance Coordinator:** oversees and manages the Event, including time, date, vendor contracts, presenter contracts, host contracts, and clean-up
- **Volunteer Event Team Coordinator:** recruits and manages volunteers to plan and execute the Event
- **Compliance & Legal Coordinator:** completes all forms for authorizations, permits, or allowances with all entities, including school/university and city/municipality/county; coordinates and confirms participation with local law enforcement agencies for blocking off roads and/or providing security before, during, and after the Event
- **Marketing Coordinator:** designs marketing materials such as brochures, social media, and website; tags Take Back The Night on all social media posts and platforms
 - [Instagram](#), [Facebook](#), [Twitter/X](#)
- **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
- **Documentation Coordinator & Historian:** takes notes and documents meetings

3. REGISTER THE EVENT

Select registration option. Both registration options below allow you to be listed as an event holder on our site.

- 1) No Gear: Free - [Form Here](#)
- 2) Gear - [Form Here](#)

Registration fee of \$125.00 provides discounted gear for your event. Receive your choice of one of the following with your registration:

- [TBTN Banner](#)
- [10 short-sleeve white TBTN t-shirts](#)
- [9 black short-sleeve TBTN t-shirts](#)
- [60 glow wristbands](#)

For additional TBTN logo t-shirts, receive a \$3 discount per shirt for orders of 100+ shirts. Available in [black](#) and [white](#).

4. GEAR UP AND GET READY

- TBTN Gear:
 - [TBTN Banner](#)
 - [TBTN Shirts](#)
 - [TBTN Wristbands](#)
 - [TBTN Bucket Hats](#)
 - [TBTN Mugs](#)
 - [TBTN Scrunchies](#)
 - [TBTN Stickers](#)
 - [Artist Series T-shirts & Totes](#)
 - [Word Series T-shirts & Totes](#)
- If you would like to place a bulk order of 50+ TBTN logo T-shirts, [contact TBTN](#) for discounted rates.



5. EVENT TIMELINE

- 4-6 months
 - Establish planning committee and obtain contact information for all committee 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
 - Invite speakers/performers and musicians/poets
 - Determine funding sources and establish optimal Event budget
 - Extend an invite to sponsors and supporting organizations
 - Local rape crisis and/or domestic violence shelter, local hospitals with a victim services program, any other local agencies dedicated to ending violence (including gun violence, school bullying, etc.)
 - Apply for permits for Event locations, especially for walks/marches and usage of roads or public spaces
 - Recruit volunteers to help with the Event
 - Design flyers, posters, and social media content
- 1-3 months
 - [Order gear](#) for the Event - TBTN Banner, shirts, wristbands, etc.
 - Invite government officials (Federal 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 (or procure a donation of) a 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
 - Ensure your venue and event can accommodate people with disabilities, including blind, deaf, mobility, sensory, developmental, and others
- 1-4 weeks
 - Repeat outreach to media outlets, local organizations, and representatives' offices
 - 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 Event for setup
 - Design, print, and place signs for parking, check-in, and any other logistics
 - Test all technical equipment 60 minutes prior to start time
 - Provide volunteers with name tags
 - Set up information tables, sign-in sheets, and greeters
 - 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
 - Identify special needs attendees and provide any necessary assistance
 - Sell/distribute gear (t-shirts, buttons, wristbands, etc.)
 - Provide attendees with refreshments, brochures/pamphlets, candles/glow-sticks (if any)
 - 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
- Day After
 - Send "Thank You" emails to guest speakers, sponsors, volunteers, and any other essential stakeholders or supporters
- Week After
 - Meet with the Planning Committee to evaluate the Event
 - Complete the [TBTN Post-Event Survey](#)
 - Discuss the report, then identify and start planning your next Event

FAQ:

How can I obtain permits for my Event?

For a community Event, contact the Parks & Rec Special Events Office for guidance on acquiring permits (**see FAQ below for guidance on this**). Local law enforcement should be advised of the Event, as they may attend and provide additional safety measures. For 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 I market my Event?

Share the Event information via social media (Facebook, LinkedIn, Twitter, Instagram, YouTube, and TikTok), local or school media (newspapers, radio, TV), and flyers. Partner with like-minded organizations, clubs, and groups; consider Greek, faith-based, LGBTQ+ organizations, Black Student Union and other diversity/affinity groups, service groups, ROTC, and sports teams. If the event is happening at a school or college, consider asking teachers or faculty to give extra credit for attendance at the Event.

Are TBTN Events open to all genders?

Early TBTN Events often consisted of women only. Since we know that every identity group is impacted by sexual violence, today's TBTN Events are gender inclusive, and do not discriminate based on race, sexuality, gender, religion, age, or any other identity.

What is the average time length of a TBTN Event?

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

How much time should I allocate for my Walk, Run, or Bike Event?

- An average person walks 1 mile in 20-25 mins. Most TBTN Walks are 2 miles, which will take approximately 45 minutes.
- An average 5K run takes approximately 60-75mins.



- The average person bikes 1 mile in 5-7 mins. If you are planning a 10-mile Bike For The Night route, you should allocate at least 45 minutes
- 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, heavy traffic areas, and construction. Choose a looped route with the same start and endpoint.

Can TBTN help me plan and host my Virtual Event?

The cost of having TBTN 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, TBTN 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. TBTN typically uses GoToWebinar for our virtual Events. Features of GoToWebinar include:

- Holds up to 3000 people.
- Can include polls during your Event to keep participants engaged.
- Up to 1000 people: Can mute/unmute participants to allow participation in open mic portions of the Event.
- Downloads post-broadcast report including engagement rate, poll/survey results, and attendee feedback.

What should be considered before hosting 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? Are they TBTN-certified?

What is the cost of a TBTN speaker?

For a Virtual Event, prices range from \$750-3000 per TBTN speaker and vary depending on presentation duration. Prices available for each speaker on request. Discount available if you schedule 2 or more speakers. [Contact us](#) for more information.

How can 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.
 - **Readers:** Survivors may submit their stories ahead of time anonymously to event organizers to be read by designated readers at the Event.
 - **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, TBTN suggests rules to promote respect among attendees.



- Each speaker holds the floor only once for three minutes to ensure everyone gets the opportunity to speak.
 - Content should not include derogatory or demeaning language or threats of violence or harm to others, including revenge.
 - Participants agree to demonstrate respect and support for all attendees
- The speaker can “speak-out” publicly or privately. The event organizers should inform any media representatives about who can or cannot be photographed, filmed, quoted, or otherwise recorded. Any media representatives or others who are observed violating the confidentiality of speakers should be told to leave immediately. Consider having a security officer or designated safety volunteer ready to intervene if necessary.
 - 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.
- At the start of the Speak-Out, Event organizers should remind all speakers that Event organizers 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, and is reported, 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.

Is there 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 I use candles or glowsticks as a vigil for my Event?

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

How can I connect with other groups hosting TBTN Events and stay active with TBTN throughout the year?

Groups can form TBTN Chapters, allowing for more consistency for their group and support from survivors. See more information about TBTN [Chapters](#) and [Chapter requirements](#).



What are some music & poetry examples?

You can purchase a full [Event Itinerary Builder Kit](#) with poems, survivor stories, welcome video, and more. Selected examples below.

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.

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

What slogans/chants are used by TBTN?

CHANTS:

- Shatter the Silence./ Stop the Violence.
- No more silence./ No more violence.
- No more rape./ No more hate.
- Whatever we wear, Wherever we go. / "Yes" means "Yes" and "No" means "No."
- 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.
- Out of our homes. / 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.
- 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? / Justice. / When do we want it? / Now!
- Sexist-racist-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!

SLOGANS:

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

If we're holding our event at a school/university, how do we create a "safe space" for survivors to share their stories? Are faculty and staff required to report the experiences they hear?

[Guidance from the Federal Government's Website on Title IX](#)

Public Awareness Events are not considered as notice to the school for the purpose of triggering an individual investigation, unless the survivor initiates a complaint. (p. 16-17 footnote)

[Guidance from SUNY on the Clery Act](#)

Is a school required to investigate information regarding sexual violence incidents shared by survivors during public awareness events, such as "Take Back the Night"?

Answer: 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. (p.76)

[Guidance from Clery Handbook](#)



Scenario: Jane, a resident advisor, is attending a Take Back the Night rally at her school. She attends the event as a participant and is not involved in providing any counseling services. As part of the event's programming, a student gives a speech in which she says that she was raped on campus last year. In response to hearing the speech, three other students decide to address the crowd and disclose their own experiences being sexually assaulted. After the event, Jane returns to her room where a student from her housing facility knocks on her door and tells her that she was sexually assaulted at an on-campus party in another housing facility three months ago. Jane should forward the report of the incident that was reported to her as she was acting in her capacity as an RA for her housing facility. Jane should not report the Sexual Assaults that she heard discussed at the Take Back the Night event. (p.113)

What supplies may be needed for an Event?

In-Person Event:

- Chairs
- Tables
- Program Pamphlets
- Flyers with TBTN information, educational material and volunteer application
- Clip Boards
- Posterboard and Poles or Stakes
- TBTN Posters
- Fasteners
- Extension Cords
- Name Tags
- Internet Access
- Sound System
- Microphone(s)
- Speakers
- Amplifiers
- Podium
- Stage
- Large Screen & Projector
- Extra Batteries
- Live Cast Equipment
- Back-Up Power Systems
- Bathroom Access
- Signs for Parking, Bathrooms, Event Location
- Food and Beverage: include gluten-free, vegetarian, and vegan options

Virtual Event:

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

What are the requirements for using TBTN logos and trademarks?

- 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 Foundation®, 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 TBTN's website home page. If a hyperlink is not possible, a linked URL is to be placed immediately beside or below the Marks.
- 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.
- **The TBTN logo may NOT be used, unaltered or altered, without prior written permission directly from the TBTN Foundation.** Examples of prohibited use include printed banners, hats, T-shirts, and other physical products. 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.
- Prohibited use example:

