



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. Events typically range from 15-200 attendees; 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.

TABLE OF CONTENTS

- Planning a TBTN Event
 - Event Themes & Options
 - Forming the Committee
 - Registration & Gear
- Event Planning Timeline
- FAQ about Holding Events
- Fundraising Ideas

1. GETTING STARTED: CHOOSE AN EVENT TYPE AND THEME

- Who do I want to have as my Event participants? (choose all that apply)
 - High School Students
 - College Students
 - Young Adults
 - Parents and Teachers
 - Employees
 - Community Members
- 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. Check here for holidays: <https://nationaltoday.com/>
 - 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 or township parks and recreation department to find out)

- **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
 - If you want to have multiple people involved in reading poems, stories, and powerful statements, consider our \$250 [Event Itinerary Builder Kit](#). We make it easy on you by having premade playlists, statements, flyers, poems, and more.
- **What type of Event am I planning? (consider your participants ability to do all the components)**

In-Person Event Type Options (60 - 90 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 (plan a 1-2 mile route for 35 min walk)
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 (30min) + Closing Statement (10min)
 6. Design your own Event

** For more information on holding a Speak-Out as part of your event components, see page 8 of this document in the FAQ section.

Virtual Event Type Options (60 - 90 mins):

 1. Traditional TBTN Online Event
Keynote (25min) + Music/Poetry (different performers 50min) + Closing Statement (10min)



2. Virtual TBTN Walk (30min)
 - o 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. Note: You could loop the route around a school track or around a section of a city or town, so that the route is just 1 mile but walked by 128 people, for example, to reach 128 miles total. Also, remember, if 128 sexual assaults were reported, the actual number of assaults could be 10x higher.
 - o 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 Google Maps, **Strava**, **MapMyRun**, **Fitbit**, and **MyFitnessPal**.
 - o Communicate to each participant the route for their assigned segment (since each will be walking one portion of the total).
 - o You may conduct the walk simultaneously or with staggered start times.
 - o Encourage participants to wear TBTN t-shirts, buttons/wristbands and to carry signs or lead with a banner to raise awareness.
 - o TBTN glow sticks or glow wristbands are a great addition to nighttime walks!
3. Shine Your Light Yoga Event
 - Opening statement (15min) + Yoga (30min) + Closing Statement (10min)
4. Design your own Virtual Event

2. ESTABLISH THE EVENT PLANNING COMMITTEE

Your planning committee should ideally have 4-7 team members, with the possibility of some team members taking on multiple roles.

- **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 (see FAQ for more information)
- **Marketing Coordinator:** designs marketing materials such as brochures, social media, and website; tags Take Back The Night on all social media posts and platforms
 - o [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
- **Day of Roles:** the planning committee will need to divide up day-of roles, including swag/gear salesperson, lead walker and chant leader, on-site event coordinator (making sure things are on time), food/beverage station manager

3. REGISTER THE EVENT

Registering your event helps us keep track of the TBTN impact and share information for relevant trainings or speaker needs. Please register once you have confirmed a date. We have complimentary registration and a paid registration option. Our paid registration option includes



your choice of one of the following TBTN event gear options AND additional discounts on items such as T-shirts and buttons.

1) Complimentary Registration: [Form Here](#)

2) Paid Registration: [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](#)
- [9 white short-sleeve TBTN t-shirts](#)
- [10 black short-sleeve TBTN t-shirts](#)
- [60 glow wristbands](#)

4. GEAR UP AND GET READY

TBTN merchandise is a great way to show unity before, during and post event.

- TBTN Gear:
 - [TBTN Banner](#)
 - [TBTN Shirts](#)
 - [TBTN Wristbands](#)
 - [TBTN Bucket Hats](#)
 - [TBTN Mugs](#)
 - [TBTN Scrunchies](#)
 - [TBTN Stickers](#)
 - [Artist Series T-shirts & Totes](#)
- TBTN has gear kits specially designed to get your event geared up quick! We recommend 1 kit per 50 people anticipated to attend.
 - [Essentials Kit](#) – shirts, wristbands, & posters
 - [Vigil Kit](#) – shirts, wristbands, posters, & glow sticks/candles
 - [Complete Kit](#) – shirts, wristbands, posters, glow sticks/candles, & digital content kit
- We offer special bulk pricing on logo T-shirts, wristbands, stickers, buttons, and more! Check out all our bulk pricing [here](#).

5. EVENT TIMELINE

- 4-6 months before Event Date
 - 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
 - Consider 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
 - Set target goals for attendance numbers and budget
 - Recruit enough volunteers to help with each aspect of the Event
 - Design flyers, posters, and social media content



- 1-3 months before Event Date
 - [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 accomplishments
 - Ensure your venue and event can accommodate people with disabilities, including blind, deaf, mobility, sensory, developmental, and others
- 1-4 weeks before Event Date
 - 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 Event
 - 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 in the same condition
- 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:

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

How can I obtain permits for my Event?

For a community Event, contact the Parks & Rec Special Events Office and/or the local Police Department for guidance on acquiring permits. 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.



- Create a Google Calendar event invite and send it to those who show interest. You can create the event to have reminders that go off one week, one day, and one hour before the event starts.
- Reach out to online boards who host "Free things to do in your city/community/area" and have the event posted
- Eventbrite is a great platform to host/publish free events. With the free version, there are some limitations in what information you are allowed to collect, but can still process registrations.

Are TBTN Events open to all genders?

Early TBTN Events often consisted of women only. Read more about the history of Take Back The Night [here](#). 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?

Please note that those with disabilities will likely need a longer time to complete walks, runs or bike events.

- 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?

TBTN is happy to help with event planning for a \$250 fee which covers the labor, resources, and time needed to execute with success. This fee is waived for those who are scheduling TBTNF speakers costing \$750+ or who purchase at least \$1,500 of TBTN merchandise.

What platforms can be used to host a Virtual Event?

Zoom, Microsoft Teams, and Google Meet 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 speaker?

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? Find out by completing this form [here](#).

What is the cost of a TBTN speaker?



For a Virtual Event, the fee starts at \$150 and varies depending on the length of the presentation and specific speaker. We can send you our roster of options, including survivors, activists, poets, authors, experts, attorneys, and celebrities. We can also create a round-table or panel presentation to highlight diverse perspectives and experiences across many backgrounds and identities. [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.
- Note: The regulations are clear that TBTN events are considered off-limits by the Office of Civil Rights (OCR) for investigation. However, if you have any concerns about how those sharing their stories at your Speak-Out might be treated by your school administrators, please bring this up with your Title IX office prior to the Speak-Out, since they should know the regs. If they don't, ask them to clarify with OCR.
- 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.
- Designate certain volunteers to be the media contact point persons who can answer any questions from the media with confidence. They should be prepared to address anyone who violates any rules regarding recording and/or photos.
- Announce at the start of the Speak-Out, that the event can't be recorded, with the exception of any identified keynote speakers or presenters who are comfortable being on camera and/or interviewed either before or after the event.
- Also, 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.
- 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. Consider having a screen so that the speaker can stand behind the barrier and maintain their privacy and anonymity.

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)

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](#). Also consider volunteering or interning with TBTN and participating in our annual Global Virtual Event on the last Thursday in April.

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.

What are the requirements for using TBTN logos and trademarks?



- Take Back The Night (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's logos 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.
- 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.

Fundraising Ideas

Note: If an event will be raising funds using the name "Take Back The Night Foundation" or using the Foundation's logos, slogans, intellectual property, or other property in any manner including but not limited to flyers, websites, or any social media platform, 100% of funds raised must be donated to the TBTN Foundation. If an event will be raising funds using the name "Take Back The Night," the organizers are permitted to use the funds as desired, but TBTNF asks at least 50% of the funds raised support TBTNF.

Take Back The Night appreciates all donations to fuel its work to end sexual violence and support survivors. Donations may be made [here](#). To donate via check, email inspire@takebackthenight.org.

- Open Mic Night: Ask a local coffee shop to sponsor the event. The shop makes money from coffee sales and a \$2/\$3 admission charge at the door can go toward fundraising. This event should promote healthy relationships. For example, between acts, share facts and tips about healthy relationships.
- Fitness Day: Recruit volunteer instructors from local gyms, yoga, Pilates, and martial arts studios for a day of outdoor fitness and self-defense classes. Ask for donations for Take Back The Night Foundation. Have a "bake sale" with healthy snacks and smoothies.
- Weekend Sports Clinics: Have sports teams host these 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 of the next football or basketball game.
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 your donation. Ask 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.
- Midnight Breakfast: 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. These stars can be displayed on the walls of a dining hall, in business windows, or as a mural.
- Movie Night: Show a movie under the stars or ask a local movie theater the donate space in exchange for free publicity. Other appropriate spaces include auditoriums, gymnasiums, and community centers. Serve free popcorn and star shaped cookies.



- "Clothesline Project:" 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.
- Shine Your Light for Take Back The Night Glow Yoga: Hold a HUGE yoga session—think outside on the lawn, in a park! Use the event to strengthen our bodies and show our collective support for each other! Instructor should be a Victim Informed Yoga Teacher, if at all possible.

Co-Sponsor Ideas

Student Orgs:

- NOW (National Org for Women)
- LGBTQ+ Org
- Amnesty International
- Any other Leadership Groups (Black Student Union, etc.)
- Residence Hall Association
- Student Government
- Class President
- Sororities/Fraternities/Eating Clubs

Admin Offices

- Gender Center
- Orientation Office
- Development Office
- Student Activities
- Campus Police/Security
- Counseling Center
- Health Center
- VP Student Affairs
- Athletic Department
- Dean of Students
- Title IX
- Residence Life
- Alumni Affairs

Academic Departments:

- Sociology Dept
- Psychology Dept
- History Dept (Women's History)
- Government Dept/Political Science
- Nursing
- Education
- Law Enforcement/Law School
- Public Policy
- Philosophy
- Gender Studies

Should I charge for my event?

TBTNF recommends keeping events free in order to maximize attendance and minimize barriers for entry. If you'd like to fundraise, you can print out a [flyer with a donation QR code](#) for people to scan and donate, or have a collection jar (with close monitoring). If you'd like to sell swag, you can have people pre-order (up to a month in advance to allow time for delivery).

**Do you have example of other events so that I can get some ideas?**

Yes, please check out this [Event Compilation Video](#) to see some examples. Remember that every event is unique and to create an Event that speaks to the theme and purpose you envision.

When should I hold my event?

April is the most common month for TBTN Events in the USA; September is the most common month for TBTN Events in Canada. However, you are welcome to choose any time that works for your community! Here are some key dates/months you can consider when choosing a date:

- February – Teen Dating Violence Awareness Month; Healthy Relationships Focus for Valentine's Day (2/14); World Day of Social Justice (2/20)
- March – Women's History Month; International Women's Day (3/8); Safe Spring Break Week
- April – Sexual Assault Awareness Month
- May – Senior Week; Pre-Prom Awareness
- June – LGBTQIA+ Pride Month
- August – Women's Equality Day (8/26)
- September – Red Zone (highest risk for sexual assault for new students in college)
- October – Domestic Violence Awareness Month; Alcohol Awareness Month
- November – International Day for the Elimination of Violence Against Women (11/25)
- November/December – 16 Days of Global Activism against Gender-Based Violence (11/25-12/10)
- December – Human Rights Day (12/10)