**Chi Upsilon Sigma’s Guide
to Raising Funds and Awareness for RAINN**

 ***RAINN & Chi Upsilon Sigma: Partners in the Fight Against Sexual Violence***



***Thank you so much for joining the fight against sexual violence by making RAINN your National Service Project! You have the power to make a difference on your campus.***

This quick and simple guide will help you develop a plan to raise awareness and funds on your campus. You won’t be doing it alone, though. RAINN staff is here to help you determine the best strategy for your particular campus and support you throughout your campaign. If you need help at any time throughout the process, please e-mail Kay Ericson at kaye@rainn.org.

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# Section 1: Getting Started: Choosing the When, Where and What

As a member of Chi Upsilon Sigma, you have the opportunity to lead your campus in taking a stand against sexual violence. The best way to do this is to choose your campaign based on what feels true to the culture of your chapter and school.

#### Deciding on the “What”

First, decide what kind of campaign/event you are going to plan and what your goals are. What are you hoping to accomplish? Do you want a big event that will catch the eye of the local media? Do you want to organize your peers around a fun activity, like a sports tournament, and use it as a way to raise awareness for sexual violence? The most effective campaigns are those that both educate and empower students and raise funds to ensure the continuation of RAINN’s programs. Large or small, your event will make a difference in the lives of both survivors and students on your campus.

**Here are just a few ideas to choose from\*:**

1. Athletic Event
	1. Sport Tournament (Volleyball, Basketball, Dodgeball, etc)
	2. Water Balloon Tournament
	3. Ladies’ Football (potentially in coordination with another sorority)
	4. Bikeathon
	5. 5K Walk/Run or Obstacle Course
2. Live Performances
	1. Talent Show
	2. Battle of the Bands
	3. Tabling
	4. Couch-sit
3. RAINN Day or RAINN Week

\*See section 2 for event-specific planning guides for the above list.

#### Choosing a Time and Location

Select a venue and a time of day that will best suit your event needs and goals.

* Venue — Pick an accessible location that will be the best fit for the number of people attending and the activities that will take place.
* Time of Day — Choose an appropriate time of day, such as afternoons, early evening or weekends, when many people will either be out of classes or between classes.
* Equipment — Do you need equipment for your event? If so, make sure the venue can support these needs, such as:
	+ Tables for a booth in the student center or outside the quad
	+ An audio, visual, and sound system for a rally
	+ TV or screen for movie viewing
	+ Platform or stage for a talent show or battle of the bands
	+ Access to power outlets
	+ Equipment set up for an athletic event
* Facilities — Make sure you have nearby access to restroom facilities and trash cans. If you don’t, provide them.

#### Permissions and Permits

Ensure that your event is respectful of your campus and community guidelines. If you’re not sure of the rules, check with campus administration or the local authorities. Consider the following:

* Administration — Do you need to get permission from campus administration to hold your event? Check with the student activities office.
* Permits — Check for necessary permits. Does your event require sound? If your event is using a speaker system outdoors, you may need a permit for amplified sound.
* Local Community — If your event takes you through the local community (like a Bikeathon or 5K run/walk hosted off campus) check with the local authorities.

#### Extra Considerations

* Materials — You may need to create promotional items, posters, emails, or Facebook events to promote your campaign. You can also e-mail kaye@rainn.org for downloadable RAINN materials such as PSA’s, live-read scripts, banners and art for websites, handouts, informational postcards, and talking points.
* Talent/Speakers — Will you have anyone performing or speaking at your event? Make sure to secure them in advance. If you’d like to have a survivor speak at your event, RAINN might be able to help. Email kaye@rainn.org for more information about securing a speaker.
* Donations — Check ahead of time to ensure that your chapter has a mechanism for donating to charity once your campaign/event is over. RAINN can accept checks or donations via credit or debit cards online.
* Volunteers — The more people you involve, the bigger impact and reach your campaign/event will have. The best place to start recruiting volunteers is within your sorority, through other sororities on campus, and through classmates. Also consider asking the Student Assembly or on-campus groups to include information in their e-announcements or listservs or posting on your university center activities board. Hold a volunteer information session to talk about the event and everyone’s specific roles/duties.
* Safe Space — Certain aspects of your event may trigger difficult feelings or memories for your event participants. Work with the student-counseling center to have professional staff available throughout the event. It is very important for people to know that support is available, so also keep information on hand for RAINN’s National Sexual Assault Hotline (800.656.HOPE and [online.rainn.org](http://online.rainn.org)).

# Section 2: Budgeting - Creating a budget and utilizing campus and local resources

#### Set your Fundraising Goal

Decide how much you’d like to raise to support RAINN. For every $10 you raise, you’ll help one survivor of sexual violence through the National Sexual Assault Hotline (1.800.656.HOPE). Determine how money will be raised and through which avenues (i.e. ticket sales, registration or team sign up, donations at the door, sale of t-shirts or RAINN/CUS wrist bands, etc).

#### Assess your Expenses

Regardless of the type of event you decide on, you will need to plan ahead and create a budget to ensure that you have everything you need for a successful event. To ensure that you stay on budget, appoint a treasurer for the event to keep track of finances. Some things to think about when creating a budget:

* Materials — How many people are you anticipating? Make sure you have ample supplies for event participants. Materials to consider include:
	+ Print materials: You may have access to free or discounted printing on campus for print materials. You can also request donated printing from local businesses.
	+ Event accessories: Will you have bibs and/or buttons for a 5K? Water balloons for a tournament?
* Location — Is there a fee or security deposit for your location/venue?
* Permits — Are there any permits that require payment?
* Food and beverage — Will you be serving food or beverages at your event?
* Extras — Little costs add up! Plan for items such as extension cords, printing fees, print materials, copies of donor tracking sheets, pens/pencils, tape, chalk, or markers as needed. Many of these items are available to students free of cost on campus!

#### Other Considerations

There may be no-or-low cost resources available from your campus or local community. Consider reaching out to these groups:

* Student Activities Office — Does your school provide funding for your organization? If so, how can you apply for such funding? Are there materials available for free, or to rent?
* On-Campus Organizations — Ask other groups (like another Greek organization or anti-sexual violence group on campus) if they would like to co-sponsor the event and pay for part of the cost.
* Donations — Consider soliciting items like food, beverage, and other supplies from local businesses. See the appendix for a sample letter to ask businesses for supplies as well as a letter that proves RAINN’s tax-exempt status. Contact kaye@rainn.org with questions.

#### Reexamine your Fundraising Goal:

Once you’ve developed a budget, reexamine your fundraising goal to make sure that it is reasonable and attainable. If your expenses are too high to meet your fundraising goal, shave off costs and consider adding other fundraising methods to your event (i.e. selling RAINN wrist bands, organizing a raffle and selling tickets for $3-$5 each, requesting a donation at the entrance to each event, etc).

If you need assistance developing a budget, or adjusting to account for costs, please contact kaye@rainn.org and we can provide input based on our past experiences.

Additionally, RAINN can provide you with an initial blank budget template to help start your planning process. The template provides general categories to consider when developing a budget, and spaces to include and track your expected costs. The template can be used to track costs as your continue to plan and implement your event to ensure you are sticking to the plan. If interested in receiving a copy, please contact Kay at kaye@rainn.org.

# Section 3: Planning Guides - Step-by-step planning guidelines

Are you stumped about what kind of campaign/event to have or how to get started? Below you’ll find helpful ideas and pointers on how to create the best event for your school. Each event idea can be tailored to fit your campus and resources!

#### Host an Athletic Event

Combine fun and awareness by hosting an athletic event on your campus or in your community! To make this a fundraising event, charge a flat fee (such as $10) for each individual participant and a discounted rate for team registration (such as $7 a person). Be sure to request and collect donations from spectators who attend the event as well.

* Consider the following athletic event ideas:
1. Bikeathon
2. 5K Walk/Run or Obstacle Course
3. Sport Tournament (Volleyball, Basketball, Dodgeball, etc)
4. Water Balloon Tournament or “Fight”

##### Host a Bikeathon or 5K Walk/Run

A 5K can be an excellent event to rally students around. It’s active, fun, and competitive – a perfect mix! But it can feel like a lot of planning is required.

If you are interested in having a simpler version of a 5K as part of your event, RAINN hosts an annual virtual 5K race in the spring, [Lace Up for RAINN](http://rainn.org/LaceUp4) on Saturday, May 21st. The virtual race allows participants to register online. Registrants receive a race t-shirt, bib, and educational materials, as well as the ability to create their own team or individual fundraising pages online. As a virtual race, it means that you can run, walk, or bike your 3.1 miles from any location – your school track, at a local park, or just around your neighborhood. There is no need to set up a racecourse, get timing devices, or other physical race items. If you would like your chapter to participate, you can sign up now, or contact Kay (kaye@rainn.org) to be included in the updates list for the event.

##### Extra Points to Consider:

1. Be sure to provide water for participants.
2. Consider reserving sound equipment to play music that will pump people up!
3. Secure sports equipment, if needed. This may require purchasing or renting equipment, or working with on-campus centers to borrow necessary materials.
4. If you have a tournament bracket, consider obtaining or creating a trophy for the winners. Having the trophy awarded each year can build momentum and excitement for the event to happen each year, and incentive for teams to return to the competition.
5. Consider having a post-event celebration. Get food, tables, music, supplies, energy bars, etc. See appendix for a sample letter soliciting local businesses to donate these items. This would be a good time to talk a bit about RAINN, the National Sexual Assault Hotline, and why it’s important to take a stand against sexual violence on college campuses.
6. Create t-shirts for your event as an additional way to fundraise. To maximize funds raised, ask a local t-shirt company if they will donate shirts or give them to you at a discounted price. You can also sell the event t-shirts as an additional fundraiser to help offset event costs.

#### Organize a Live Performance (Concert/Talent Show/Battle of the Bands)

Live performances are a great way to host a fundraising event while showcasing members of your student body. Team up with a local performing act, or connect with the booking office for your campus concerts and see if an artist is interested in partnering. Alternatively, a talent show or Battle of the Bands can have an “American Idol” feel with guest judges or have the audience vote for their favorite by applause.

Consider the following when planning your live performance:

* 1. Venue — Indoor or outdoor performing venue; auditorium
	2. Connect with a visiting band – Reach out to the campus event coordinators office and see if they can connect your chapter with a band already planning to visit campus. If the band is interested, have their concert turn in to a joint event. A chapter in 2015 worked with a local act to promote donations in support of survivors to incredible success. Possible requests to the band may include:
* Request the band donate a portion of proceeds from ticket sales or merchandise sales to RAINN.
* Ask to have time during the event to have a representative from your chapter speak to the attendees about sexual assault awareness. You can also work with on-campus sexual assault resource centers to have a speaker attend.
* Have a table at the concert with awareness-raising materials, or to sell wristbands/t-shirts/etc. as part of the concert.
* Have the band ask attendees to donate to the cause in advance of the performance. You can have them share their participation on social media or on their ticket sales page. You can also create a custom donation page on fundraise.rainn.org to support these efforts.
	1. Pointers for hosting your own battle of the bands:
* Reserve a room and hold auditions/interviews.
* Reserve/rent sound equipment from your school or local business.
* Hold a dress rehearsal to practice timing, music cues, etc.
* Put together a panel of judges (professors, administrators, students) and give them judging criteria.
* If you make it a competition, offer prizes for best acts. Purchase or get donated gift cards, ribbons, trophies, etc.

#### Plan a Rally

Rallies involve a large group gathering in a public place and participating in chants and songs to show support for a cause. Speakers/musicians who talk about the cause can be featured.

* 1. Location — Large area outdoors or in a gymnasium, with sound system capability and a platform or stage.
	2. Event Prep
* Secure speakers/performers (If you’d like to invite a survivor to speak at your rally, RAINN can help. Contact kaye@rainn.org for more information).
* Reserve equipment (microphones, sound system, stage).
* Create a schedule of events.
	1. Ideas to incorporate:
* Sell RAINN wrist bands (you can order them directly from us at-cost and sell them at your rally for $3-$5).
* Organize a bake sale stand at the rally and donate proceeds to RAINN.
* Incorporate an art project — Art can be an easy and fun element to include in your rally. Ideas include making t-shirts or buttons, decorating RAINN umbrellas, creating visual representations of statistics, sidewalk chalk art, murals, etc.
* Host an info table — Hosting an information table can be a great way to get recovery resources into the hands of students. Click here for printable double-sided templates for resource wallet cards, which can be printed: <https://rainn.org/files/uploadedFiles/Campus%20Resources%20Card.pdf>. Contact kaye@rainn.org for additional downloadable materials to print and use at the info table.
* Organize a couch-sit — In addition to tabling, you can also organize a couch-sit to get attention on campus. This entails securing a space on the main square, usually next to your tabling area, where one or more of your chapter members will agree to sit on a couch or chair for a specified amount of time. Some chapters have had at least one person in the chair for 24-hours straight (with individuals taking turns of a specified number of hours each). By sitting in the chair/couch, it can help serve as a great ice-breaker, and create interest from campus members to come over and talk with those tabling that may otherwise be uncomfortable or shy.
* Organize a t-shirt stand — Get a local business to donate t-shirts in various sizes and have a local art store donate decorating materials. Invite students to donate $10 to create a shirt with a statement about fighting sexual violence.
	1. Extra points to consider:
		+ Provide giveaways such as t-shirts, food, etc at your event. Consider contacting local businesses for donations.
		+ Provide food (snacks, water, soda, etc) and music (live or pre-recorded) for attendees.
		+ Secure a speaker for your event (optional). If you decide to include a speaker as part of your event, secure them in advance and make them feel welcome. The RAINN Speakers Bureau is comprised of volunteer survivors of sexual assault (and their family and friends) who are interested in sharing their experience to help others. You can request a speaker by contacting kaye@rainn.org.

# Section 4: Promoting your event - Using social and local media to promote your event

Don’t forget that one of the most important parts of holding an event/campaign is to promote it. Use your campus and local media, social media (such as Facebook, Twitter, and Instagram), and e-mail listservs to get the word out.

#### Promotional Activities

* RAINN’s Online Platform:
	+ Create a team page at [fundraise.rainn.org](https://fundraise.rainn.org) and share it via social media, in emails, and on your event promotional posters
* Campus and local media:
	+ Alert your campus newspaper, radio and television stations, and other local media about your event and ask for their help with promotion.
	+ Provide reporters with information on your event goals and how it will benefit the campus and students.
	+ Add your event to community event calendars. See the appendix for a sample media pitch and press release.
* Facebook:
	+ Create a Facebook event and invite everyone you know.
	+ Adjust the privacy settings to “public” if you want to make the invitation open to those outside of your friend list.
	+ Follow-up reminders are key to having guests attend.
* Email Listservs:
	+ Contact necessary administration or organization official to get permission to send an email announcement out to university departments, student organizations, or the entire student body.
	+ Can contact on-campus service offices, perhaps focusing on areas relevant to the topic of your event, to have them share with their own listservs.
* Flyers and chalking:
	+ Create flyers to promote your event and hang them on bulletin boards all over your campus and community.
	+ If your campus allows it, use sidewalk chalk to promote the event in heavily trafficked areas of campus. You can chalk advertising about the event, or use facts and figures to raise awareness around sexual assault on campuses generally.

#### Things to Consider for Promotion

* Consistency is key.
	+ Make sure all promotional materials or event listings include these key elements:
		- Event details: day/time, location, event type.
		- Contact information: provide the organizer’s contact information.
		- RAINN information: rainn.org and the National Sexual Assault Hotline (800.656.HOPE and online.rainn.org). Please see RAINN Talking Points (attached in appendix) for more language about RAINN.
* Be inclusive.
	+ Encourage diversity at your event. Keep your event open to your entire student body and make an effort to include different types of student groups.
	+ Be sensitive. Sexual violence is a crime that affects women, men, boys and girls of all cultural and socio-economic backgrounds. Make sure your promotional material is welcoming to all.

# Section 5: Keeping Track - How to manage your donations

#### Managing Your Budget

It is important to manager your finances as you plan and execute your event. As you have costs incurred, make sure to document them under the categories you budgeted for, and regularly check that you are on track to spend only what you originally planned.

If you find you are going over in cost for one area, look to see if there are other costs you can reduce from another section of the budget. Make note of any shifts or changes you make as the event planning continues.

You can also begin to track any revenue or donations coming in toward the event. This can include donated space, materials, food, etc. that you receive from the university or local businesses to help support the event, as well as any financial contributions from your chapter or donors. Continue to track whether your revenue is keeping up with expenses to ensure you raise enough to both cover costs as well as for a donation toward the cause.

If you have further questions regarding tracking your budget, please contact kaye@rainn.org.

#### Donations Tracking - Cash or Check

* If possible, it is important to accurately record not only the amount you received, but also the contact information for the donor. This way, RAINN is able to properly thank each and every one of your supporters for their generosity. Feel free to use RAINN’s donation tracker (<http://rainnmakers.rainn.org/pdfs/donationtracker.xls>).
* Create a spreadsheet (or use the above linked tracker) to write down donations as you receive them at the event, and print out several copies to give to volunteers so that you have an organized way to keep track of all donations that are provided in person.
* It is not advisable to send cash through the mail because it could get lost. Instead, convert the cash to a money order or personal check and remember to include your donation tracker (<http://rainnmakers.rainn.org/pdfs/donationtracker.xls>).
* Mark all donations with your chapter name and “CUS” on the documentation you send.
* Please send any cash or check donations to:

RAINN

ATTN: Kay Ericson

1220 L Street, NW

Suite 505

Washington, DC 20005

# Section 6: Using RAINN as a Resource: How RAINN can help you

RAINN is here to help you create the best event possible. We have the following resources you can access as part of your event planning process:

Speakers Bureau

Speakers Bureau members are all survivors of sexual assault who volunteer to tell their personal stories at various events around the country. This means that they do not officially represent RAINN, just themselves, and generally do not have a lot of facts or statistics to provide. Their biggest asset is sharing their personal story as part of your program, and having them at an event can make an incredible impact, and help end the silence around this issue.

If you are interested, please fill out the below form and return to RAINN (kaye@rainn.org), and we can send out the request to your area. Once the request is sent, those interested will contact you directly to coordinate. Again, we cannot promise someone would be available as they are all volunteers, but it's something we have done very successfully with many Greek life chapters.

**------------------------------------------------------------------------------------**

**SPEAKERS BUREAU FORM:**

**CONTACT INFO:**

Name:

Email Address:

Phone Number:

Affiliation/Organization:

Organization’s website:

**EVENT INFO:**

Event Description:

Event Location:

City:

State:

Event Date:

Event Time:

Number of Anticipated Attendees:

Anticipated Age of Attendees (*younger than 18, 18-24, 25-35, 35 and older, All Ages, Not Sure*):

Role of RAINN Speakers Bureau Member at your event (*speak at event, represent RAINN, host information table, other*):

**TYPE OF SPEAKER:**

Gender of Speaker (Female, Male, No Preference):\_\_\_\_\_\_\_\_\_\_\_

Age Range (younger than 18, 18-24, 25-35, 35 and older, No Preference):\_\_\_\_\_\_\_\_\_\_\_\_\_

Nature of the Crime Perpetrated (Acquaintance/Date Rape, Spousal Rape, Incest, Child Abuse, Rape on a College Campus, No Preference):\_\_\_\_\_\_\_\_\_\_\_\_

**Desired Message of the Speaker: \_\_\_\_\_\_\_**

RAINN Centers

If you would like to include a local speaker as part of your event, you can use RAINN’s searchable database to locate your local rape crisis center. Go to [centers.rainn.org](http://centers.rainn.org/) and input your location.

Statistics and Information

RAINN has a wealth of information and statistics available. Go to <https://rainn.org/get-information> to get started, or contact Kay for assistance with locating the statistics you need.

Materials and Handouts

RAINN has developed a number of educational materials. All are available for download on our main website. Go to <https://rainn.org/news-room/multimedia> and download anything available.

#### Other Important Web Links

* RAINN: rainn.org
* National Sexual Assault Hotline: 800.656.HOPE and online.rainn.org
* Donate to RAINN: donate.rainn.org
* Volunteer for RAINN: volopps.rainn.org

If you have any questions or would like to talk through your fundraising idea, please contact Kay Ericson at kaye@rainn.org or 202-587-5355.

Thank you again for your support! We’re so honored to be one of Chi Upsilon Sigma’s philanthropic partners! Remember, this guide is certainly not an exhaustive list — the possibilities for raising funds and awareness are infinite! If you have an idea that would work for your chapter, we encourage you to explore it.

If you have questions or need additional guidance, RAINN is here to help:

Kay Ericson

Development Manager at RAINN

kaye@rainn.org

# Appendix: RAINN Talking Points

Below are some general talking points about RAINN that you can share with your chapter and peers.

#### About RAINN

* RAINN (Rape, Abuse & Incest National Network) is the nation’s largest anti-sexual violence organization and was named one of “America’s 100 Best Charities” by *Worth* magazine.
* RAINN carries out programs to prevent sexual violence, help survivors and ensure that rapists are brought to justice.
* RAINN created and operates the National Sexual Assault Hotline (800.656.HOPE and online.rainn.org) in partnership with more than 1,100 local rape crisis centers across the country.
* Since 1994, RAINN’s hotlines have provided more than two million survivors with the help they need and deserve.
* 92¢ of every dollar goes directly to RAINN’s programs to help victims and prevent rape.
* To learn more about RAINN’s work, visit <https://rainn.org/about-rainn>.

#### Sexual Violence Statistics

* Every 107 seconds someone in the U.S. is sexually assaulted.
* Women aged 18-24 who are enrolled in college are three times more likely than women in general to suffer from sexual violence.
* 10% of all victims are male.
* Approximately 2/3 of sexual assaults are committed by someone known to the victim.
* 38% of rapists are a friend or acquaintance.
* 68% of sexual assaults are not reported to the police.
* 80% of victims of sexual assault are under the age of 30.
* Each year, there are about 293,000 victims of sexual assault.

# Appendix A: Sample Letter to Business Requesting Donation of Cash, Products or Services

Dear **[**NAME OF BUSINESS OWNER],

On behalf of Chi Upsilon Sigma at [SCHOOL NAME] I’m asking for your help in supporting a cause that affects our entire community.

Every 107 seconds another American is sexually assaulted. The Rape, Abuse, and Incest National Network (RAINN) is the nation’s largest anti-sexual assault organization and runs the National Sexual Assault Hotline (800.656.HOPE and online.rainn.org), providing 24/7 hotline services to survivors of sexual violence in their greatest time of need. For more information on RAINN’s work, please visit rainn.org.

Chi Upsilon Sigma has committed to raising awareness about sexual violence and funds for RAINN through [EVENT NAME]. To reach our goal of raising **[**GOAL AMOUNT**]** by [MONTH] [DAY], [YEAR], I am planning [LIST SPECIFIC EVENT DETAILS AND ACTIVITIES].

I hope to not only engage my friends and peers in this pursuit, but also the community at large. As a leader in the community, will you support Chi Upsilon Sigma’s fundraising campaign by making a tax-deductible contribution of [AMOUNT OR ITEM BEING REQUESTED]?In exchange, I will include the name of your business on all of my digital and print materials for the event [CAN INCLUDE OTHER OPPORTUNITIES SUCH AS VERBALLY THANKING THE BUSINESS AT THE EVENT].

Your support would mean a great deal to me personally, and I am confident your involvement in this cause would resonate with many of your patrons as well. After all, sexual violence is an issue that affects all of us — whether directly or indirectly.

I will call next week to see what ways your business might be interested in supporting this cause. Thank you very much for you time and consideration. If you have any questions, I can be reached at [YOUR PHONE NUMBER]**.**

Sincerely,

**[Insert Your Name]**

# Appendix B: Sample Media Pitch

Use this sample email to reach out to your campus and local media (newspapers, radio, TV stations) about your event. Insert your event details into the brackets below. Personalize the pitch by adding quotes and specific information about your school or chapter.

**Tip!** Follow up your email pitch with a phone call to make sure that your event receives the attention it deserves.

Hi [editor or reporter’s name],

Did you know that college-aged individuals are more likely to be sexually assaulted than any other age group? In fact, college-aged women are THREE times more likely than women in general.

I wanted to let you know about Chi Upsilon Sigma’s efforts to raise awareness and funds to help survivors and prevent sexual violence on campus through our [ENTER NAME OF EVENT] on [DAY OF WEEK], [MONTH] [DATE], here at [SCHOOL NAME].

RAINN (Rape, Abuse & Incest National Network) is the nation’s largest anti-sexual violence organization and one of Chi Upsilon Sigma’s most committed charity partners. At Chi Upsilon Sigma, we’re doing everything we can to fight sexual violence and help survivors. My chapter is organizing [LIST SPECIFIC EVENT DETAILS] to get [SCHOOL NAME] students involved and we could use your help.

An event listing or story in the next issue would be great in helping us spread the word. The more students and community members we reach, the more we can do to raise awareness about sexual violence on our campus and in our community. Below is the press release with more information.

Let me know if you’d like to know more about Chi Upsilon Sigma’s upcoming event. You can contact me at [CONTACT PHONE #].

Thanks, [YOUR NAME]

# Appendix C: Sample Press Release

Consider sending local media a press release about your event. Insert your event details into the brackets below. Personalize the release by adding quotes and specific information about your school.

**Tip!** Take pictures or video of your event. Local media may want to include these multimedia elements in their coverage.

\*\*\*For Immediate Release\*\*\*

CONTACT: [Organizer Name] [Phone #] [Email Address]

Chi Upsilon Sigma Tackles the Issue of Sexual Violence on Campus. [SCHOOL NAME] Hosts [EVENT NAME] to Raise Awareness About Sexual Violence.

[MONTH] [DATE], [YEAR] – [CITY, STATE] - Today, Chi Upsilon Sigma hosted [EVENT NAME] to benefit RAINN (Rape, Abuse, & Incest National Network). Students from Chi Upsilon Sigma at [SCHOOL NAME] raised awareness about sexual violence and funds for RAINN by [ONE LINE DESCRIPTION OF YOUR EVENT]. The event reached more than [# OF STUDENTS] with vital information about sexual violence prevention and recovery and raised [AMOUNT] for RAINN.

Sexual assault is a serious crime, impacting people of all ages, races, and genders. In fact, every 107 seconds someone in America is sexually assaulted, and college-aged women are three times more likely to be sexually assaulted than any other age group. “By hosting [EVENT NAME] for RAINN, Chi Upsilon Sigma is raising awareness of the prevalence of sexual assault, providing valuable information and recovery resources to our students and raising money for RAINN to continue to help survivors,” said [NAME], organizer of [SCHOOL NAME]’s [EVENT NAME]. [OR ADD YOUR OWN QUOTE]

[DETAILS ABOUT YOUR EVENT]. [QUOTES FROM OTHER PARTICIPANTS/SCHOOL OFFICALS]

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About RAINN: Every 107 seconds, someone in America is sexually assaulted. 80% of victims are under 30. RAINN operates the National Sexual Assault Hotline (800.656.HOPE and online.rainn.org) and carries out programs to prevent sexual assault, help victims, and ensure that rapists are brought to justice.

For more information about RAINN, contact the Development Director at chelseab@rainn.org

# Appendix D: Proof of RAINN’s Nonprofit Status

