



Shattering The Red Zone

College Organizing Toolkit 2024

paveSurvivors.org

What is The Red Zone?

The Red Zone is the period of time for college students that spans from the start of the fall semester through Thanksgiving break. This period of time is when more than 50% of all college sexual assaults are statistically found to occur.

Why does the Red Zone happen?

Fall semester coincides with parties celebrating the return to campus and Greek Life rushing. This is also when younger students are first exposed to their college campus culture. Many students also have limited education on sexual violence and consent. To learn more about The Red Zone, check out PAVE's other toolkit: Understanding and Combatting Rape Culture on College Campuses

What is this toolkit?

This toolkit is for **any** college student organization who wants to Shatter The Silence of Sexual Violence on their campus. PAVE has prepared events and materials for you to use throughout the Red Zone to educate, prevent sexual violence, bring survivors together, and raise funds for PAVE to continue to educate students.

Everything you need. One convenient place.

Check out our [Google Drive](#), with all the materials you'll need to #ShatterTheRedZone on-campus.

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Get Involved

Events

An in-person event is a great way to build a community of consent culture on your campus, bring survivors and their allies together, and raise money for PAVE.

Before you host any survivor-centered event, ensure that you meet the following requirements:

- 1. You have a mental health professional or sexual assault advocate present and available to provide support to anyone who becomes activated.*
- 2. You read and follow the Survivor Safe Space Agreements created by PAVE and The Female Composer Safety League.*

Host Your Own Event

The Clothesline Project

Beginning in Cape Cod in 1990, The Clothesline Project is a collective public art project to visually demonstrate the impact of violence on community members.



How To Prepare:

- Bulk order plain t-shirts
- Purchase fabric paint, markers, clothesline(s), and clothespins
- Secure a space on campus or next to student housing to hold the event
- Find a mental health professional or SA advocate to be present
- Create a flyer in Canva and add the date, time, and location of the event.
- Post flyer around campus and in student housing. Share with other clubs and organizations, and ask professors to share with students. Leave flyers in your campus advocacy center
- Share the flyer on social media
- Rent tables and chairs from your school for students to decorate their shirts
- Set up for the event

Host Your Own Event

Open Mic Night

Far too often, survivors are silenced and have their platform taken away for speaking out. It's time to give survivors back the stage and elevate their voices through an open mic night.



How To Prepare:

- Secure a place on campus to hold your event
- Find a mental health professional or SA advocate to be present
- Create a Google Form for participants to use to sign up
- Create a flyer in Canva to advertise the date, time, and location.
- Post posters around campus and in student housing. Share with other clubs and organizations, and ask professors to share with students. Leave flyers in your campuses advocacy center
- Share the flyer on social media
- Create a set list
- Delegate someone to host the event
- Set up for your event, consider your needs for:
 - seating
 - audio
 - refreshments

Host Your Own Event

Open Letters to Title IX

Students deserve to be heard, and despite their obligation to do so, Title IX isn't always the best at supporting survivors. Host a public forum where students can get on the mic and read statements or open letters to Title IX. This way, their voices are heard and Title IX is publicly pressured to acknowledge them. If the Title IX Office refuses to meet with you, it may be worthwhile to organize a walkout. Or, you can still hold the event and film it, highlighting how Title IX is refusing to listen to student concerns.



How To Prepare:

- Secure a place on campus to hold your event
- Find a mental health professional or SA advocate to be present
- Create a Google Form for participants to use to sign up
- Create a graphic in Canva and add the date, time, and location of the event. Create and add a QR code for your Google Form.
- Post posters around campus and in student housing. Share with other clubs and organizations, and ask professors to share with students. Leave flyers in your campus advocacy center
- Post the flyer to Instagram/social media

Host Your Own Event

Collaborative Art Project

Art is healing. There's a reason why so many people engage in art therapy. Sexual violence is not just an individual problem, it is a community issue, so we want to create a community art piece that survivors and their allies can contribute to. Perhaps you can even have a prompt for people to base their art around.



How To Prepare:

- *Purchase a roll of paper, tape, paint, brushes, paper plates, paper cups, paper towels.*
- *Secure a place on campus to hold your event.*
- *Find a mental health professional or SA advocate to be present*
- *Create a flyer in Canva and add the date, time, and location of the event.*
- *Post these posters around campus and in student housing. Share with other clubs and organizations, and ask professors to share with students. Leave flyers in your campus advocacy center.*
- *Share the flyer on social media.*
- *Set up for your event, consider your needs for:*
 - *art supplies*
 - *tables to place art supplies*
 - *refreshments*
 - *access to water for cleaning up*
- *After the event:*
 - *make sure to clean the area*
 - *share on social media and tag us @PAVEInfo on Instagram!*

Host Your Own Event

Host a Discussion

During weekly meetings, plan a productive conversation around an important and relevant topic pertaining to The Red Zone and sexual violence.



How To Prepare:

- *Determine the topics you'd like to discuss.*
- *Do research, potentially create a powerpoint to begin the conversation. Reach out to PAVE National for support if needed.*
- *Create a discussion guide.*
- *Determine if you'd like to engage in another activity during the discussion (crafts, cookie decorating, having coffee etc)*
- *Create a Facebook event page, posters, and fliers, have volunteers announce the event in classes, ask teachers to give extra credit for attending.*
- *Hang up posters and share on social media at least a week before with the time and place the event will be held.*
- *On day of meeting, read PAVE's community guidelines and Safe Space agreements to ensure that everyone is respectful during the conversation.*
- *Present PowerPoint and lead discussion.*

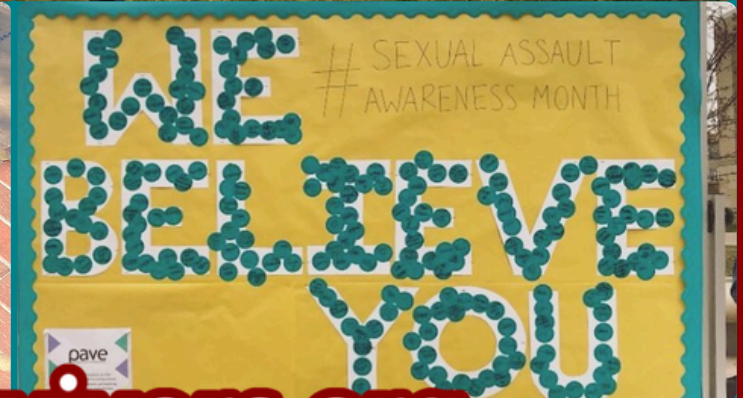
Topic Ideas

- *Some of the discussions led by PAVE chapters include:*
 - *Being a Better Friend To Survivors*
 - *Bystander Intervention on Halloween*
 - *Consent & BDSM*
 - *Legalities Surrounding Stalking*
 - *(Un)healthy Relationships*

Public Display

[illegible]

- *Get permission to use a space on-campus for display*
- *If interactive, find members so at least two are present at the table at a time*
- *Decide on theme/question*
- *Obtain materials*
- *Set-up*
- *Get photos*
 - *Share on social media and tag us @PAVEInfo on Instagram!*



Host Your Own Event

Self-Care Kits

Students and community members come together to build kits that can help survivors invest in self-care after trauma and during difficult moments.



How To Prepare:

- *Decide how many kits you'd like to make*
- *Determine a budget*
- *Decide what items you'd like to include in the kit*
- *Decide where you'd like to donate the kits*
- *Reach out to PAVE for paper materials such as flyers and our coloring book*
- *Fundraise and ask for donations*
- *Set aside time to construct the kits and deliver them*
 - *Download our Self-Care Kit guide for more detailed instructions, located in the Chapter Google Drive or at shatteringthesilence.org/support-a-survivor*

Host Your Own Event

Shatter The Silence

A play on PAVE's slogan "Shattering The Silence," members get together and write their trauma, rape culture stigmas, and other things related to sexual violence that they want to overcome on plates and shatter them.



How To Prepare:

- Obtain supplies, you can find low cost dishes at the dollar store.
- Find a safe space on or nearby campus to smash.
- Create a Facebook event page, posters, and fliers, have volunteers announce the event in classes, ask teachers to give extra credit for attending, partner with other on-campus organizations.
- Hang up posters and share on social media at least a week before with the time and place the event will be held.
- On day of event, set up table with supplies, PAVE materials, and snacks. Play music while people create their plates if desired.
- Go outside and provide everyone with safety gear.
- Get to smashing! Smashing dishes should not be forceful to avoid injury.
- Clean up the mess before leaving the area.
- Get before and after photos of what people are shattering.
 - Share on social media and tag us @PAVEInfo on Instagram!

Host Your Own Event

Supply Drive

Students and community members come together to gather necessary supplies for survivors in need.



How To Prepare:

- *Decide what supplies you will be collecting.*
- *Determine a local shelter that would benefit from these supplies, contact them and inform them about the drive.*
 - *if you need help, reach out to info@pavingtheway.net*
- *Determine whether you will be collecting supplies over a period of time or at a specific day and time.*
- *Determine a place on-campus to collect supplies.*
- *Create a Facebook event page, posters, and fliers, have volunteers announce the event in classes, ask teachers to give extra credit for attending, partner with other on-campus organizations.*
- *Hang up posters and share on social media at least a week before with the time and place the event will be held.*
- *On day of event, have at least two volunteers available to track donations and store them properly.*
- *Deliver supplies as soon as possible, coordinate with shelter/non-profit*

Host Your Own Event

Chalking

This activity entails convening a group of students to write quotes, statistics, or empowering phrases in chalk around campus/community. It involves handing out drinks or snacks, and encouraging fellow students to bring friends or family.



How To Prepare:

- *Pick an area on campus or the community such as a sidewalk or parking lot.*
- *Obtain chalk in many different colors.*
- *Have examples of quotes, statistics, or phrases (“PAVE believes you” “You are loved” “1 in 4 women”, “1 in 6 men” ...).*
- *Hang up posters and share on social media at least a week before with the time and place the event will be held.*
- *Decorate the area with lights or consent is posters (downloaded from PAVE at www.shatteringthesilence.org or purchased high quality printed posters from the same website).*
- *Arrange for and set up a table with refreshments, and information about PAVE.*
- *Chalk it up!*

Host Your Own Event

Making crafts together can be a great way to connect, talk more candidly about these issues, and create something impactful, or just something that brings you joy!

Button-Making

Buttons can be a fun way to create art you can wear or put on your school bag. You can purchase a button-maker with supplies online for anywhere from \$20-\$120 and you can reuse it for events to come!



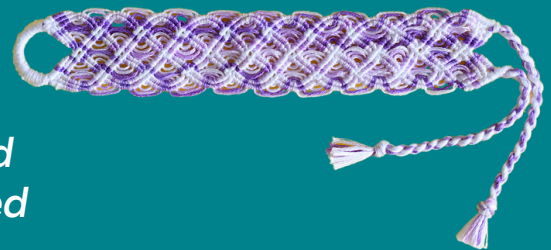
Sticker-Making

In the same way, stickers can also be a great way to preserve your art and show the world what you believe in! You can find sticker-machines online for anywhere from \$10-\$70



Friendship Bracelets

Create survivor friendship bracelets with your fellow survivors and allies. You can find bracelet kits online with everything you need for anywhere from \$15-\$30



Get Involved

Tabling

One of the best ways to reach students on campus is to set up a table in a busy area. Reach out to your Office of Student Affairs and ask them what you need to do to get started! Below are some ideas to Shatter The Red Zone through tabling.

Consent Is

From high school lunch rooms, to college quads, to military bases, thousands of people have participated in PAVE's interactive #ConsentIs campaign. People of all gender identities create tailor-made wristbands to express why consent is important to them and post to social media with hashtag #ConsentIs.

How To:

- Place an order with PAVE to obtain your #ConsentIs kit for your community – the kit comes with 100 gender-neutral wristbands and a set of 11×17 full-color posters.
- Secure a space on campus to set up a table
- Obtain a sign for your table and frames/tape to affix the “Consent Is” posters to the table
- As people pass your table, ask them, “What is Consent?”



Get Involved

Handouts

Anytime you table, you should have a collection of handouts and flyers that students can take to learn more about The Red Zone, consent, rape culture, on-campus resources, and PAVE. If you're planning any in person events, you should also have flyers for that as well.

PAVE has a collection of handouts ready to Shatter The Red Zone. They are available to print here.

Reach out to us at info@pavingtheway.net to inquire about additional printed materials.



Get Involved

Fundraising

PAVE is a 501 (c) (3) non-profit organization, and we rely on donations to support the programs that we provide.

When you donate to PAVE, your funds support:

- \$25** 5 survivor care packages
- \$50** 8 resources to Survivors.org
- \$100** support the Consent Is program for 100 students
- \$500** Support access to our survivor support and educational materials for about 4,000 people
- \$1000** Sponsor our teen sexual violence prevention program for 1 high school for a full school year

[Support PAVE/Survivors.org Here](#)

Services provided by PAVE/Survivors.org include but are not limited to:

- **Survivor-support Events:**
 - Support Groups
 - Art & Writing Workshops
 - Healing Circles
- **Educational Content**
- **In-person Speaking**
- **Advocacy Initiatives**
- **Free Virtual Panels & Webinars**
- **Survivors.org**
 - Community Forums
 - Resource Library
 - Resource Locator

 PAVE Survivors.org

Get Involved

Restaurant Fundraiser

Get a local restaurant involved in the action! Participating restaurants will give a portion of their sales from any diners who mention "PAVE" on a specific day and time.



How To:

- Visit GroupRaise.com and look to see what restaurants are participating in your area.
 - You can also ask local spots if they're willing to help fundraise!
- Reach out to Susan@PavingTheWay.net to set up your fundraiser.
- Post posters around campus and in student housing. Share with other clubs and organizations, and ask professors to share with students. Leave flyers in your campus advocacy center
- Post the flyer to Instagram/social media
- Collect at least 20 RSVP's or ask to waive the RSVP minimum.

Get Involved

Krispy Kreme Digital Dozens

*Who doesn't love a donut?
Participate in the Krispy Kreme Digital Dozens campaign where 50% of every dozen donuts sold will go directly to PAVE to support survivors after trauma!*



How To:

- *Fill out [this form](#) to place your order.*
- *Reserve a table space on-campus, preferably in a busy area, to sell donuts to students on their way to class.*
- *You can also order Krispy Kreme as a refreshment for any event you throw, as for a treat at your bake sale, or just for yourself and friends, and the promotion still applies!*

Get Involved

Pop-up Thrift Shop

Thrift shopping is a great way to recycle clothing, save money, and it can be especially fun when you get a good find! But did you know you can also create a pop-up thrift, on campus, to fundraise for PAVE?



How To:

- *Contact Susan@PavingTheWay.net to get started.*
- *Decide when and how you will be collecting donations*
- *Create two flyers:*
 - *to inform students about the Pop-up Thrift Shop*
 - *to ask for donations for the Thrift Shop*
- *Post posters around campus and in student housing. Share with other clubs and organizations, and ask professors to share with students. Leave flyers in your campus advocacy center.*
- *Display clothes on racks, tables, or do it scavenger-style and just provide bins of clothes!*
- *Print out [this QR code](#) to collect donations.*
- *Donate the remaining clothes to a local DV shelter/donation center.*
 - *contact us at: info@PavingTheWay.net for any help finding a shelter.*

Get Involved

Bake Sale

Who doesn't love a home-made treat? Bake some sweets to support survivors by generating donations for PAVE programs.



How To:

- *Decide which members of your organization, or friends and family, are interested in baking for the sale.*
- *Create a flyer in Canva and add the date, time, and location of the event.*
- *Post posters around campus and in student housing. Share with other clubs and organizations, and ask professors to share with students. Leave flyers in your campus advocacy center.*
- *Print [this QR code](#) to allow for electronic pay donations.*
- *Secure a space on campus to set up a table.*
- *Set prices for treats.*
- *Set up treats, price tags, signs, and QR code for electronic donations.*

Get Involved

PAVE's Red Zone Merch

PAVE has created exclusive merchandise so that you can demonstrate your survivor solidarity and Shatter The Red Zone this fall.

You can sell this merchandise while you table and at your Shattering The Red Zone Events. You may pre-order so that donors can take home their merch right away, or they can place an order online with PAVE directly.

How To:

- *Place an order with PAVE here or sell merch directly from our website*
- *Set up a table at any Shattering The Red Zone event and affix this sign to the front of the table*
- *If selling merch in-person, print out this QR code to collect payments*
- *If selling virtually, set up your laptop by going to [this link](#).*



Community Care

#AskForAngela

Sometimes when we are being harassed in public, such as in a bar, it can be scary to explicitly ask for help. That's why the #AskForAngela Campaign began. Anyone who is feeling uncomfortable can Ask For Angela at the front of the establishment, and the staff will help return them to safety.

While PAVE did not begin this campaign, we have adopted it, as we were founded by sexual assault activist, Angela Rose! Throughout her over twenty-years as a survivor-activist, Angela has personally supported countless survivors, and educated even more students and professionals about consent.

How To:

- Identify places on-campus and in the community, such as coffee shops, bars, restaurants, gyms, and anywhere else where students frequent.
- Print out at least **one** Staff Flyer and at least **five** Patron Flyers per establishment.
- Approach the front of the establishment and ask if you can speak to the manager on duty.
- Inform the manager that you are volunteering on behalf of your student organization and PAVE.
 - "Ask For Angela is an international safety campaign intended to make it safer for patrons of your establishment to inform your staff when they feel uncomfortable or unsafe. You can go over this with your staff and hang these posters in places such as the bathroom so that those who spend time here know they are safe. Would you be interested in taking part in this initiative to end violence in our community?"

Community Care

Sexual Assault Advocates

Many campuses have sexual assault advocates on-campus, however, many students may not know about this service or where to find them. Help spread the word!

What is a sexual assault advocate?

A sexual assault advocate is professionally and specially trained individual who responds to and supports survivors of sexual assault.

How To:

- Identify where on-campus your advocates are.
- If your campus does not have advocates, look up your local rape crisis center.
- Upload [this flyer](#) into Canva and add the location and any other important info.
- Post posters around campus and on social media!
- If your campus doesn't have advocates, it may be time to organize and urge your campus to provide on-campus advocates!

**ARE YOU A SEXUAL ASSAULT
SURVIVOR IN NEED OF SUPPORT?**

**FIND A SEXUAL
ASSAULT ADVOCATE**

*A SEXUAL ASSAULT ADVOCATE IS PROFESSIONALLY AND
SPECIALLY TRAINED INDIVIDUAL WHO RESPONDS TO AND
SUPPORTS SURVIVORS OF SEXUAL ASSAULT.*

WHERE:



ShatteringTheSilence.org



paveSurvivors.org

Get Involved

Posters

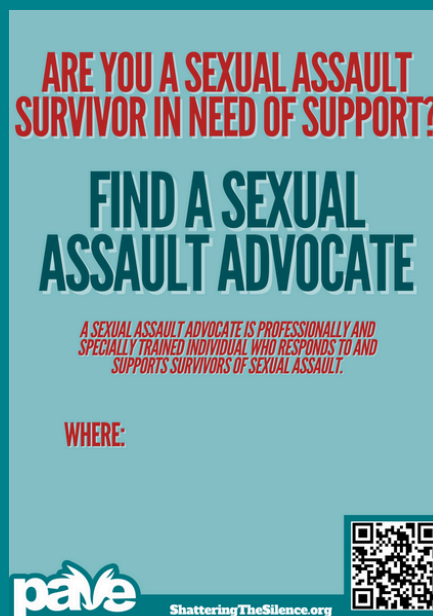
Educational:

Put posters all over campus educating students on The Red Zone, consent, and bystander intervention, which you can find here.



Resources:

Edit posters located here to place all over campus informing students where important on-campus resources are, such as the survivor advocates, Title IX, mental health resources, and campus safety.



Get Involved

Tips:

Combine Events

Combine some of these ideas into a single event! Maybe you host a Clothesline Project at your school where you're also selling Krispy Kreme, t-shirts, and have handouts available for students to learn.

Partner

Partner with other organizations on-campus to help make the biggest impact on your campus. The fundraising campaign is grouped by school, not organization.

Reach Out

Reach out to Danielle@PavingTheWay.net or Kim@PavingTheWay.net for help with event planning and campus advocacy. Reach out to Susan@PavingTheWay.net for fundraising activities.

Get Involved

Social Media Tool kit

a collection of social media graphics addressing issues related to The Red Zone.



Educational Tool kit

a tool kit educating on The Red Zone and some of the issues related to campus sexual assault.