

NO MORE

AWARENESS EVENT
TOOL KIT

CREATED BY



NO MORE EVENT TOOL KIT

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NO MORE

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BEHIND THE EVENT

NO MORE Symbol

NO MORE is a groundbreaking symbol (like the pink breast cancer ribbon and the red AIDS ribbon) designed to galvanize change and radically increase the awareness of domestic violence and sexual assault in our communities. Domestic violence and sexual assault are not easy to talk about, although they impact millions of men, women and children every year. Because of the stigma and shame, these issues often remain hidden in our society. NO MORE seeks to bring domestic violence and sexual assault into the national spotlight to generate more attention, more resources and more action to prevent them. NO MORE aims to empower bystanders of domestic violence and sexual assault in every community to break their silence around these issues and get involved.

The Event

This event was conceived to further the awareness and education of the Fifth & Pacific Companies associate population around domestic violence and sexual assault in an engaging and comfortable way. Through a series of interactive activities, associates gained knowledge and were encouraged to take action, each step building upon the prior. The result was an activated group of associates, empowered to speak up and share what they've learned while interpreting it for their own lives and experiences. This experience, we realized, could be replicated by other organizations, just as we had done across our national corporate offices. The pages following provide a detailed look at the Fifth & Pacific Companies event, including the tools to replicate it, and can serve as a framework to host a NO MORE event for your audience. The event can be scaled to your comfort level and reinvented many times over.

Contact

The original event was created in collaboration by Fifth & Pacific Companies Corporate Communications and Philanthropic Programs. Contact Alison Mathias with any questions, amathias@fnpc.com.

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SCOPE OF EVENT

OBJECTIVE

Increase awareness of domestic violence and sexual assault with a call to action. Galvanize participation around the NO MORE campaign.

VENUE

Room for your audience to navigate between 8 tables/stations.

FIFTH & PACIFIC COMPANIES EVENT OVERVIEW

- A. Main event preceded by a toiletry drive to support station six
- B. Event spans a 1.5 hour block of time
- C. Stations set up for interactive engagement:

1. Event Welcome	a. Volunteer stationed at the entry to the event directing participants to the first table – the NO MORE statement table.
2. Statement Table	<ol style="list-style-type: none"> a. Participants enter with their “ticket” (invitation, which was previously distributed) b. Read examples of NO MORE statements displayed c. Use provided sharpie to write a statement on the back of the invitation d. Collect a raffle ticket for participating at this station e. Bring the statement card to the photo booth
3. Photo Booth	<ol style="list-style-type: none"> a. With NO MORE statement in hand, pose with colleagues in the photo booth b. Additional props positioned next to booth entrance c. Wait for photos to print d. Digital photos will be available for viewing online as well e. Collect a raffle ticket for participating at this station f. Take printed photos to display later at your desk g. Bring NO MORE statement to the gallery wall
4. NO MORE Statement Wall	<ol style="list-style-type: none"> a. Post NO MORE statement card on the clothesline-like display for other participants to browse – gallery style b. Collect a raffle ticket for participating at this station
5. Web Station	<ol style="list-style-type: none"> a. Follow the web browsing guide displayed on the table next to the laptops b. Point out that people can make their own NO MORE statement on the website c. Collect a raffle ticket for participating at this station
6. Toiletry Kit Assembly	<ol style="list-style-type: none"> a. Table A - Decorate a tote bag with fabric pens provided b. Table B - Fill the tote bag with one of each type of toiletry collected. <ol style="list-style-type: none"> i. Be sure to remove all price tags c. Read displayed information about the nonprofit recipient of the donations d. Collect a raffle ticket for participating at this station
7. Raffle	<ol style="list-style-type: none"> a. Before exiting the event, enter the raffle with collected tickets b. A drawing will be held the day after the event
8. Snacks & Refreshments	a. Serve blue frosted donuts and coffee/tea

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VOLUNTEERS

As always, volunteers are integral to the success of this event, not only running the stations during the event, but serving as recruiters for event participation. Over the course of the event, have the volunteers step away from the event to recruit their colleagues and friends while a floater volunteer steps in to cover their station.

Recruit up to ten volunteers for the following positions:

VOLUNTEER POST	JOB DESCRIPTION
1. Event Welcome	Welcome participants, explain the event concept and guide them to the first table. If there is a break in participant flow, this volunteer can recruit around the office to encourage associates still at their desks to attend the event.
2. Statement Table	Support the writing of the NO MORE statement.
3. Photo Booth	Encourage participants to take a photo with their colleagues, their statement and a NO MORE prop.
4. Statement Wall	Direct participants to hang their statement on the wall and read others' statements.
5. Web Station	Guide participants through particular points of the website to achieve greater understanding of the NO MORE symbol and movement.
6. Toiletry Kit - Decorating	Instruct participants to utilize the pre-approved inspirational quotes to decorate the fabric tote bags.
7. Toiletry Kit - Assembly	Lead participants to take one toiletry item from each category to fill their tote bags.
8. Raffle/Refreshments	Explain the raffle guidelines and direct participants to enjoy refreshments at the adjoining table.
9. Event Photographer	Take photos of associate participation at each station.
10. Floater	Step in anywhere needed during the event.

ROLE OF LEADERSHIP

Support from organization leadership will be imperative to recruiting event participants. Request that Executives, Directors and Managers:

1. Verbally invite their staff
2. Attend the event themselves

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TOILETRY DRIVE

The following steps may be taken to coordinate a toiletry drive to collect items that would be assembled at station five:

- 1. Identify a nonprofit partner who will receive the toiletries.**
 - a. Example: Fifth & Pacific Companies selected grantees of our corporate foundation or volunteer partners with whom we already have a working relationship and are aligned with our community engagement strategy.
- 2. Determine the toiletry items most needed by the nonprofit organization**
 - a. While the organization may have a wide range of needs, focusing your collection on a limited number of items may garner greater success in assembling the kits.
- 3. Host the drive at least one week prior to the event**
 - a. See the Communications section of this tool kit for sample communications.
- 4. Sort the collected items by category**
 - a. Boxed each category of items collected separately so that they are organized for event time.
 - b. Assess whether or not you have collected a sufficient amount of product to support the activity at station five during the NO MORE event and plan accordingly.
- 5. Donation delivery**
 - a. Following the event arrange for delivery of the tote bags, decorated and filled with toiletry items collected.
 - b. Invite volunteers to accompany the delivery to the nonprofit organization and while they are there, take a tour, receive an overview of services and/or have a Q&A with the staff. This is a great way to round out the event, further educate the volunteers on the event topic and make them stronger ambassadors for the cause.

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EVENT CHECK-LIST

Event execution details, a sample list of supplies and a model floor plan are found in [Appendix C](#).

	EVENT DETAIL	STATUS/NOTE	POINT PERSON
PLANNING			
<input type="checkbox"/>	Event date		
<input type="checkbox"/>	Event location		
<input type="checkbox"/>	Event time		
<input type="checkbox"/>	Nonprofit partner(s)		
<input type="checkbox"/>	Photo booth vendor		
<input type="checkbox"/>	Refreshments vendor		
<input type="checkbox"/>	Printing vendor		
<input type="checkbox"/>	Secure raffle items		
PRINTED MATERIALS			
<input type="checkbox"/>	Design and order paper invitation		
<input type="checkbox"/>	Order collateral		
<input type="checkbox"/>	Definition of DV/SA (poster)		
<input type="checkbox"/>	Warning signs of DV/SA (poster x3)		
<input type="checkbox"/>	Photo booth poster		
<input type="checkbox"/>	Photo booth props		
<input type="checkbox"/>	Web browsing tips - print and frame		
<input type="checkbox"/>	NO MORE article – Washington Post		
<input type="checkbox"/>	Inspirational quotes - print and frame x2		
<input type="checkbox"/>	Nonprofit partner summary - print & frame		
<input type="checkbox"/>	Raffle instructions - print and frame		
<input type="checkbox"/>	Volunteer nametags		
<input type="checkbox"/>	Photo strip footer		

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MARKETING MATERIALS			
<input type="checkbox"/>	Create communication plan		
<input type="checkbox"/>	Post workplace flyer in bathroom stalls		
<input type="checkbox"/>	Save the date (eblast)		
<input type="checkbox"/>	Promote photo booth (poster)		
<input type="checkbox"/>	Recruit volunteers		
<input type="checkbox"/>	Toiletry drive kick off (eblast)		
<input type="checkbox"/>	Promote toiletry drive (poster)		
<input type="checkbox"/>	Toiletry drive collection boxes		
<input type="checkbox"/>	Toiletry drive reminder (eblast)		
<input type="checkbox"/>	Event reminder (eblast)		
<input type="checkbox"/>	Draft broadcast voicemail message		
<input type="checkbox"/>	Ambassador badge & talking points		
<input type="checkbox"/>	Distribute invitations (desk-drop)		
EVENT EXECUTION			
<input type="checkbox"/>	Ticket collection bins for raffle		
<input type="checkbox"/>	Station set-up		
<input type="checkbox"/>	Event guide for volunteers		
<input type="checkbox"/>	Volunteer walk through		
EVENT FOLLOW-UP			
<input type="checkbox"/>	Thank you participants (eblast)		
<input type="checkbox"/>	Raffle winner email		
<input type="checkbox"/>	Thank you volunteers/support staff (email)		
<input type="checkbox"/>	Take down all signs		
<input type="checkbox"/>	Deliver toiletries to nonprofit		
<input type="checkbox"/>	Communicate successful event to your networks – internally and externally		

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PRINTED MATERIALS FOR DAY OF EVENT

Samples of the following printed materials are found in [Appendix A](#), where several of them are available in a PDF version for download.

1. Paper Invitation
2. Definition: Domestic Violence & Sexual Assault
3. Warning Signs Of Domestic Violence (economic, emotional and physical)
4. Photo Booth Sign
5. Photo Booth Prop Samples
6. Website Instructions
7. NO MORE article – Washington Post
8. Inspirational Quotes for Toiletry Kit Station
9. Nonprofit Partner Summary
10. Raffle Rules
11. Volunteer Name Tags
12. Photo Booth Footer

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COMMUNICATION PLAN

To generate buzz about the overall event and specifically draw attention to the individual stations, a marketing campaign can include several channels of distribution – eblasts, online articles, signage in common areas, broadcast voicemails, word of mouth, and physical reminders. Below lists sample marketing materials, appearing in an order of suggested deployment. **Examples of these communication pieces can be found in [Appendix B](#).**

4 WEEKS PRIOR

1. **Workplace Flyer:** This sign shows responses to the question, “I say NO MORE because...” Display this inside each bathroom stall door, allowing your audience to read the information and resources in a private/safe place.
2. **Save the Date:** Introduce the event and ask potential participants to keep the date in mind.
3. **Event Overview:** In addition to the save the date, post an article on your intranet/website providing greater detail around the NO MORE symbol and event activities.

3 WEEKS PRIOR

4. **Save the Date Lollypop Flags:** Continue building buzz around the event by distributing blue lollipops with Save the Date flags during a workplace event (such as a health fair) or in a common space (such as a kitchen, reception or lounge area).
5. **Photo Booth Poster:** Highlight the photo booth specifically by mounting a poster in a common space (ex: above the bathroom sink)
6. **Volunteer Recruitment:** Share event details and responsibilities with potential volunteers and request their support.

2 WEEKS PRIOR

7. **Toiletry Drive Launch:** Announce the drive, which will take place during the entire week, and indicate the toiletry items needed.
8. **Toiletry Drive Poster:** Display posters in a common space (different than the photo booth poster to reach a wider audience) as a reminder for participants to bring in requested donations.
9. **Toiletry Drive Reminder:** Send one last reminder for the drive.

1 WEEK PRIOR

10. **Ambassador Badges & Talking Points:** Identify individuals who interact with many individuals across your organization. Share the “Ask Me More” badge with them to encourage fellow colleagues to broach the subject. Talking points will ensure consistent messaging.
11. **Event Reminder:** Send one last reminder for the event.

DAY OF THE EVENT

12. **Broadcast Voicemail Message:** Reach those that aren’t able to check email regularly through a broadcast voicemail message to all associates the morning of the event.
13. **Invitation Delivery:** Depending on your situation, arrange for the event invitation to arrive on or near the day of the event. Potential participants will arrive to their desk or mailbox to find the two-sided invitation/statement card, which they will use as a “ticket” to enter the event.

FOLLOWING THE EVENT

14. **Participant Thank You:** Show appreciation for those that attended the event, demonstrate your success to your entire population – whether they participated or not, and link to photos and a recap of outcomes.
15. **Volunteer Thank You:** Show appreciation for those that supported the event.
16. **Alert Raffle Winners:** Notify the raffle winners that they held the winning ticket and how the prize will be delivered.

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EVENT EVALUATION

There are many ways to measure the levels of success this event had within your population. The outcome can be quantified by keeping track of one OR all of the following:

- Statement cards created
- Toiletry kits assembled
- Raffle tickets handed out
- Participant statements

Recap the event on your intranet or website to keep your participants engaged in saying NO MORE.

NETWORK SHARING & SOCIAL MEDIA

Now that you have generated buzz around the NO MORE symbol within your organization, it is the perfect opportunity to “pass the torch” and inspire others in your industry to join the movement in ending domestic violence and sexual assault. Share an event recap and quantified outcomes with colleagues via email.

Additional ways of sharing the event’s success and activating your network include posting updates and event photos on Facebook, Twitter and Instagram. Here are suggested sample posts and hashtags:

FACEBOOK

(Note: You may accompany event photos with your posts)

- We hosted an event in our office centered around the new @NOMORE.org movement, which aims to galvanize change and increase awareness of domestic violence and sexual assault in our communities. Find out more here: www.nomore.org
- There are a lot of ways you can help spread awareness about the NO MORE movement. For some ideas check out: <http://bit.ly/10I0ZaZ>
- NO MORE is a movement to unite us all around a symbol and message that together, we can end domestic violence and sexual assault. Our organization held an engaging awareness event centered around the @NOMORE.org symbol at the office. You can use the symbol too: <http://bit.ly/Y8eZ7x>
- During a NO MORE awareness event at the office, colleagues answered the question: “I Say NO MORE because...” How would you say NO MORE?

TWITTER

(Note: You may accompany event photos with your posts)

- @NOMOREorg Our org hosted an event centered around the #NOMORE symbol! Participants filled in the statement “I say NO MORE because...” See what they had to say: <insert photo>
- Raise your voice, raise #domesticviolence and #sexualassault awareness & make a difference. Use the #NOMORE symbol. We did! <http://bit.ly/Y8eZ7x>
- There are a lot of ways you can help spread awareness around #NOMORE. For some ideas check out <http://bit.ly/10I0ZaZ>

INSTAGRAM

- Use the following hashtags to accompany your event photos: #NOMORE, #healthyrelationships, #domesticviolence, #sexualassault, #awareness, #event, #symbol, #movement