WELCOME!

April is Sexual Assault Awareness Month (SAAM). Resilience, along with participating individuals and organizations, will be hosting events and running a fundraising campaign to raise awareness about sexual violence and build support for survivor-led movements to end rape culture.

The goal of SAAM is for individuals and organizations to raise public awareness of sexual violence and support community efforts to prevent it. This year we’re engaging in SAAM with our theme, “Acting Together,” in celebration of all the actions—big and small, public and private, individual and collective—that we take to end sexual violence in our communities.

ourresilience.org/get-involved/saam/
WHAT THIS TOOLKIT INCLUDES:

- Information about the SAAM Challenge fundraising campaign
- Links to donate and start a fundraiser on Resilience’s website
- Sample email and social media messages
- Fundraising tips
- Important dates

ourresilience.org/get-involved/saam/
ABOUT THE SAAM CHALLENGE:

About the Campaign
The SAAM Challenge is a fundraising campaign that was created for individuals, organizations, and businesses to raise funds throughout April in support of Resilience’s free programs and services for survivors.

Campaign Goals
Our goal is to have as many people as possible participate in our SAAM Challenge and hope everyone will join us in whatever way works for them. Participation can look like donating, starting a fundraiser, or simply sharing our messages with your friends and family.

ourresilience.org/get-involved/saam/
CLICK HERE TO DONATE THROUGH OUR WEBSITE

Go to ourresilience.org and click Donate

ourresilience.org/get-involved/saam/
CLICK HERE TO START A FUNDRAISER THROUGH OUR WEBSITE

Click start your own fundraiser
Fill out your information
You’re ready to start fundraising!

ourresilience.org/get-involved/saam/
FUNDRAISING TIPS

• Donate to your own fundraiser. It’s a lot easier to ask others to donate if you can say you are also a donor.

• Set a goal that is meaningful to you. Choose a goal that feels achievable and fun.

• Send an email to your friends and family. Share why you support Resilience and ask them to help you reach your goal.

• Post once a week or more on your social media accounts. It helps to remind people of what you’re doing and celebrate your progress.

• Make your messaging personal. Sharing why this matters to you will be more impactful to your friends and family than sharing a general message.

• Always thank each of your donors personally. We are grateful for everyone who gives to Resilience!

ourresilience.org/get-involved/saam/
SAMPLE EMAIL:

Hi friends and family,

As you know, I’ve been involved with/a supporter of Resilience for ______ years/months, and I am constantly amazed at our/their impact.

[Insert personal story of impact]

April is Sexual Assault Awareness Month (SAAM), and I’m participating in Resilience’s SAAM Challenge to raise funds for Resilience’s free programs and services for survivors of sexual violence. Last year, Resilience provided free advocacy and trauma therapy services over 2,000 survivors and their loved ones in Chicago. They also provided free sexual violence prevention education to over 11,000 K–12 students in Chicago schools. We need to continue that great work for years to come.

Please join me in helping Resilience create a world free of sexual violence. Click here to donate: [Insert link to personal fundraiser]

I appreciate your support. Thank you for supporting survivors!

YOUR NAME

ournresilience.org/get-involved/saam/
SAMPLE SOCIAL MEDIA POST:

April is Sexual Assault Awareness Month (SAAM), and I’m participating in Resilience’s SAAM Challenge to raise funds for Resilience’s free programs and services for survivors of sexual violence. Last year Resilience provided free advocacy and trauma therapy services over 2,000 survivors and their loved ones in Chicago. They also provided free sexual violence prevention education to over 11,000 K–12 students in Chicago schools. We need to continue that great work. Please help me reach my goal of $____. I’m already ___% of the way there. Thank you! [Insert link to personal fundraiser]

ourresilience.org/get-involved/saam/
IMPORTANT DATES:

Day of Action—Tuesday, April 7  On the National SAAM Day of Action, everyone is invited to wear teal and start a conversation about supporting survivors. Share a selfie of your teal look and tag @ResilienceChi. Encourage people you know to honor the day by giving to Resilience.

Kendra Gives Back—Friday, April 10 and Saturday, April 11  During this online shopping event that gives back, Resilience will receive 20% of all sales from jewelry purchases at Kendra Scott. See more details on our website.

Standing Silent Witness—Friday, April 24  Our signature SAAM event is now virtual! During our virtual protest of the silencing of survivors, everyone is invited to live stream a moment of silence or post a photo with a message of support for survivors and tag @ResilienceChi.

oursilence.org/get-involved/saam/
Follow us on Facebook, Instagram, Twitter, and LinkedIn

@ResilienceChi

ourresilience.org/get-involved/saam/
Thank You!

RESILIENCE
EMPowering SURVIVORS ENDING SEXUAL VIOLENCE