Bringing NO MORE to your SCHOOL
WHAT WILL WE COVER?

OVERVIEW:

➔ What is NO MORE?
➔ Tools To Say NO MORE
➔ NO MORE Campus Strategy
➔ What can I do on my campus?
➔ Examples of NO MORE campus events
➔ Advice from Student Activists
➔ Common Questions
➔ Upcoming opportunities to say NO MORE
What is NO MORE?

NO MORE is unifying symbol and campaign aimed at ending domestic violence and sexual assault. in an effort to

→ BREAK DOWN THE BARRIERS OF STIGMA, SILENCE, AND SHAME

→ SO PEOPLE CAN TALK OPENLY ABOUT THESE IMPORTANT ISSUES;

→ INCREASE PUBLIC AWARENESS & ENGAGEMENT AROUND ENDING DV/SA

→ TO ULTIMATELY INCREASE RESOURCES FOR PREVENTION, ADVOCACY, AND SERVICES FOR SURVIVORS.

Launched in March 2013 by a coalition of leading advocacy corporations, NO MORE is supported by hundreds of national, universities, and communities who are using the unifying blue symbol to increase visibility for domestic violence and sexual assault.

A campaign supported by a coalition of non-profit organizations, corporate leaders, and U.S. Department of Justice. We have a panel of advisors, or a Steering Committee, with representatives from two dozen leading domestic violence and sexual assault non-profits in the U.S. as well as the DOJ. The NO MORE Executive Committee, with representatives from corporate partners and non-profits, oversees NO MORE's ongoing activities. Additionally, more than 600 allied groups and organizations, who registered online as supporters of NO MORE's vision, are championing NO MORE with localized campaigns that are run independently of the national NO MORE campaign. Find allied state and city led coalitions, student groups and others at nomore.org/allies.

Learn more at nomore.org/about.
WHO ARE WE?

Launched in March 2013 by a coalition of leading advocacy groups, service providers, the U.S. Department of Justice and major corporations, NO MORE is supported by hundreds of national and local groups and by thousands of individuals, organizations, universities, and communities who are using the unifying blue symbol to increase visibility for domestic violence and sexual assault.

We have a panel of advisors, or a Steering Committee, with representatives from two dozen leading domestic violence and sexual assault non-profits in the U.S. as well as the DOJ. The NO MORE Executive Committee, with representatives from corporate partners and non-profits, oversees NO MORE’s ongoing activities. Additionally, more than 600 allied groups and organizations, who registered online as supporters of NO MORE’s vision, are championing NO MORE with localized campaigns that are run independently of the national NO MORE campaign.

Find allied state and city led coalitions, student groups and others at nomore.org/allies.

Learn more about NO MORE at: nomore.org/about.
NO MORE ACTIVISM TOOLKIT

The toolkit is available free of charge and contains everything you need to start using the NO MORE symbol to engage your community in a comfortable and accessible way. It includes the NO MORE logos, usage guidelines, public service announce print ads, co-brandable posters and postcards, sample social media posts and email templates, an Awareness Event Toolkit and more.
We luckily have compiled everything you could need to start on your event or campaign into our toolkit: **Tools to Say NO MORE**.

Check out the latest addition to the NO MORE toolkit - **Our Campus Guide**!

[DOWNLOAD THE TOOLS TO SAY NO MORE](WWW.NOMORE.ORG/TOOLBOX)
I. NO MORE Campus Strategy: A Student Empowerment Movement

NO MORE is providing the information, tools and platforms for students to lead their own organic campus campaigns. We believe students are the best activists for campus change.

- **Student-led campus campaigns.** On dozens of campuses nationwide, students have launched their own creative, individual NO MORE campaigns, using the downloadable NO MORE Toolkit.
Here’s some examples of schools who have engaged NO MORE on their campus

→ University of California, Los Angeles
  → Central Washington University
  → University of Alabama Birmingham
  → Columbia University, Bucknell University
  → University of Alaska Anchorage
  → Western Kentucky University
  → Illinois State University
  → Mississippi State University
  → William Paterson University
  → Loyola Marymount University
    → Howard University
    → Alfred University
  → Florida A&M University
    → And More!
I. NO MORE CAMPUS STRATEGY:
A Student Empowerment Movement

Youth voices in national Public Service Announcements (PSAs). In July 2014, Viacom teamed up with the Joyful Heart Foundation to produce a powerful new series of NO MORE PSAs, spearheaded by JHF in partnership with NO MORE.

The ‘Viacom Says NO MORE’ PSAs feature diverse talent from across Viacom channels, such as BET and MTV, reaching millions of young people nationally with important messages countering myths and excuses about dating violence & sexual assault.
Reaching Youth with 'Viacom says NO MORE' PSAs
Reaching Youth with ‘Viacom says NO MORE’ PSAs
CO-BRANDING NO MORE PSAS

If you'd like to request info about co-branding any of the NO MORE PSA campaign materials please email nomore@joyfulheartfoundation.org and provide the following information:

➔ Contact Name
➔ Organization
➔ Contact Phone
➔ Type of campaign material you'd like to co-brand (print, broadcast/video, online banner)
➔ Ideas for where you will use or place the ads
I. NO MORE CAMPUS STRATEGY: A STUDENT EMPOWERMENT MOVEMENT

- **A dynamic digital presence.** Students are saying NO MORE on social media channels like Facebook and Instagram, making their own personal NO MORE videos, and posting their photos to our Photo Gallery filled with thousands of images and messages from survivors and supporters.
II. What Can I Do On My Campus?

There are so many ways you can incorporate the NO MORE symbol, its mission, and our tools into your campus group, event, or movement. It is ultimately up to you what level of involvement, but there are three basic categories of action your campus can take…
A. Awareness + Engagement

Spark a conversation about the issues of sexual assault and domestic/dating violence on your campus to generate more visibility around these hidden, stigmatized issues and end the stigma, shame and silence.
B. Education

Utilize our toolkit and campus resources to educate students on consent education, bystander intervention, healthy relationships, and campuses resources, should they or a friend need help.

Bucknell Sororities Say "No More"
Use the NO MORE symbol on merchandise, t-shirts, baked goods, etc., to raise money to benefit a local crisis center or advocacy organization that provides resources for those affected by sexual assault and domestic violence.

**Our Partners:**

1in6, Inc.
A CALL TO MEN
Break the Cycle
California Coalition Against Sexual Assault
Casa de Esperanza
Corporate Alliance to End Partner Violence
Futures Without Violence
Jewish Women International
Joe Torre Safe At Home® Foundation
Joyful Heart Foundation
Men Can Stop Rape
National Alliance to End Sexual Violence
National Coalition Against Domestic Violence
National Domestic Violence Hotline
National Network to End Domestic Violence
National Organization of Sisters of Color Ending Sexual Assault
National Resource Center on Domestic Violence
National Sexual Violence Resource Center
National Sexual Assault Coalition Resource Sharing Project
Safe Horizon
U.S. Department of Justice, Office on Violence Against Women
YWCA USA
III. NO MORE’S STUDENT-LED MOVEMENT: EXAMPLES FROM ACROSS AMERICA
Examples: Awareness

University of Northern Iowa says no more.
Examples:
Awareness + Education

William Paterson University Football Team
Examples: Awareness, Education & Philanthropy

University of Alabama at Birmingham
Examples:
Awareness + Education
Examples: Awareness

MISSISSIPPI STATE SAYS NO MORE

NEW MEXICO HIGHLANDS UNIVERSITY

NO MORE
Examples: Awareness

[Images of people holding signs with messages like "No More" and "University of North Georgia Says No More."]
Examples:
Awareness & Education

NO MORE
Together We Can End Domestic Violence & Sexual Assault

NO MORE ALLIANCE
Students United to End Domestic Violence and Sexual Assault

NATIONAL DOMESTIC VIOLENCE HOTLINE • 1.800.799SAFE (7233)
NOMORE.org
Need More Ideas? Here’s Some Advice

From pledge cards to murals, photography campaigns, blue-donut philanthropy, t-shirts, run/walks, and so much more, there is really no limit to the ideas and events you can create. A few things to keep in mind:

- Social media is a powerful tool. Use it. Hashtag activism, Instagram photo-campaigns, and Facebook pages are all useful ways to utilize students’ obsession with social media to bring social change.

#WhyIStayed
Work with other student groups and, especially, survivors.
Survivors and survivor groups have a lot of input into the changes they would like to see on campus, since they’ve experienced violence firsthand. Make sure to reach out to them. After all, these efforts are for them.

Reach out to your local resources. Local rape crisis centers, local shelters, and state coalitions have dedicated, passionate staff who are experts on this issue. They can provide valuable input and resources for your event/campaign, like campus policy resources and tips for talking to the media. You can also check out national, student-led, survivor-run organizations like Know Your IX, SaferCampus, and End Rape On Campus. They offer resources and tools for creating policy changes and building a grassroots movement.
Do I need permission to use the NO MORE logo on merchandise?  
Nope! We want you to utilize the logo to your group/event’s needs and wants! The only guidelines we have with using our logo refers to the style, coloring, and position. Check out our toolkit for all that information!

How involved does my student group need to be?  
Whatever you are comfortable with! You decide your own involvement. From just tweeting # [my school]saysNOMORE and mentioning @nomoreorg to a full-blown event, it is all up to you.

I’m stumped on the logistics, ideas, etc.  
No worries! Check out our instagram, Facebook, and Twitter to see what other students are doing for ideas. If you need specific help and some guidance, feel free to contact us. You can e-mail us at nomoreproject@gmail.com!

Have more questions? Check out our FAQ page at nomore.org/commonly-asked-questions
Coming up at NO MORE!

NO MÁS The Avon Foundation for Women, in partnership with NO MORE and Casa de Esperanza: National Latin@ Network, commissioned a study to find out the

Domestic Violence Awareness Month (DVAM) October is Domestic Violence Awareness Month, and many of our partners are hosting events to help heal those affected by domestic violence and help end it once and for all.

➔ Join NO MORE and USA Network for the Oct 19th Law & Order:SVU Marathon.
➔ Check out a list of events and programs on the DVAM website.
➔ Call your local shelter to see how you and your campus organization can help!

Start planning for April: Sexual Assault Awareness Month. www.nsvrc.org/saam
**Resource + Link Summary**

- **Tools to Say NO MORE**
- **NO MORE Viacom PSAs** View our recent PSAs featuring prominent Viacom stars. Email nomoreproject@gmail.com to request information about co-branding the creative materials.
- **Local rape crisis centers** List of local rape crisis centers courtesy of National Sexual Violence Resource Center
- **Local shelters** List of local shelters courtesy of DomesticShelters.org
- **State coalitions** National Network To End Domestic Violence’s Coalitions List
- **Domestic Violence Awareness Month (DVAM)** Website and resources by National Resource Center on Domestic Violence
- **CALCASA** California Coalition Against Sexual Assault
  - **CALCASA Student Summit Report**

Share these resources with others, tag us, tweet at us, and we’ll give you a shout out!
Any Questions?

www.nomore.org | info@nomore.org

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www.twitter.com/nomoreorg
www.instagram.com/nomoreorg