

TAKING ACTION...

Countdown Calendar to Launch

DEADLINE*	TASK	NOTES
3 Months Prior To Launch	Receive Campus Planning Guide.	Get support related to implementing the Red Flag Campaign from the Action Alliance as needed.
	Identify lead organizing committee. Divide up tasks and identify a leader for each task.	This can be an existing group or a new group that comes together for this purpose.
	Identify potential opportunities to pair your Red Flag Campaign with additional campus events and activities.	Consider whether you can get more attention if your efforts go along with Take Back the Night, Resident Advisor (RA) Orientation, Valentine’s Day, and so on.
	Engage with the Red Flag Campaign on Facebook and Twitter (@VActionAlliance) or Instagram (@vsdva).	On social media you can gather ideas from and connect with other Red Flag campuses.
2 Months Prior	Notify Administration, key Faculty that you plan to run a campaign. See <b>sample letters</b> of introduction later in this section.	Get any necessary approvals for hanging posters, being able to send campus-wide email, and so on.
	Reach out to partners and allies to support the campaign. Train student leaders to facilitate discussions during launch week.	Make a list of organizations (e.g., student government, fraternities and sororities, athletes, women’s center, sociology or psychology clubs, LGBTQ group, ROTC, etc.) and ask for their support.
	Develop a budget, if needed, and brainstorm ideas for financial support.	Check existing club money, ask the administration.
	Ask RAs if they can host discussion nights on healthy vs. unhealthy relationships during campaign launch week	Check the proper protocol to reach and follow through with each RA.
	Ask psychology, sociology, social work, women’s studies professors if they will allow speakers on dating violence in classes during launch week	Professors of these subjects can be natural allies, but do not hesitate to ask individuals who teach other topics.
	If you are planning a large campus-wide event or discussion, brainstorm all the logistics and how much time each will take.	Reserve a room, invite speakers, create flyers, email invitations, outreach to student newspaper, and so on.

\*measured by months, weeks, and days before launch date

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Countdown Calendar (continued)

DEADLINE*	TASK	NOTES
1 Month Prior	Check campus policy about placing red flags around campus, and ask for permission to place the flags. <b>See sample letter.</b>	Additional red flags can be purchased if your budget permits.
	Identify where posters will be placed.	Choose high traffic areas of campus that will have the most visibility.
3 Weeks Prior	Using the samples in this guide, draft <b>press release, blog post, public service announcements, and campus-wide email.</b> Schedule <b>social media posts</b> as described in the Sample Implementation Plan on page 2.4).	Contact student paper about running the blog post, and the radio station about running the PSAs during launch week.
1 Week Prior	If your school is using red flags as teasers, put at least 200 red flags around campus. Put them in prominent places like near the dining hall, student union building, library, and so on.	Other campuses have found that the flags have greater impact if grouped together in large quantities, rather than spread around campus.
	Put link on campus website to The Red Flag Campaign at <b>www.TheRedFlagCampaign.org</b> .	Use the graphics included in this planning guide.
Launch Week	Have newspapers print articles, or online articles, on dating violence and The Red Flag Campaign. Publish your opinion editorial or ads (if budget permits). Run your PSAs on student radio station.	Try to get an interview with campus radio station(s) to talk about the campaign.
Launch Day	Conduct panel discussions, classroom discussions, RA's dorm nights, Greek dinner discussions, etc. to explain the red flags and talk about healthy vs. unhealthy relationships. Consider creative exercises like making up skits or using improvisation.	Use your trained facilitators and the handouts in this book.  BE SURE TO TAKE PICTURES!
	If possible, send out a mass text or e-mail message to students related to the campaign, for example, "How many red flags have you seen?"	Some campuses have found success using Instagram or other social media "takeovers."
7 Days Later	Report your results/feedback to the Action Alliance. Send thank you notes to co-sponsors. Post photos of your successful launch week on a website, social media, or around campus!	Consider ways to gather feedback from individuals and groups who were involved in order to improve for next year!

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