

The Fraternity of Alpha Kappa Lambda



National Philanthropy Guide

# TABLE OF CONTENTS

Philosophy & History	1
Event Planning	2
Promise Wall	3
Education	4
Service	5
Philanthropy	6
Checklist	7
Resources	8
Pledge Cards	9

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# PHILOSOPHY

The Fraternity of Alpha Kappa Lambda understands that sexual assault and domestic violence is a serious problem in society today. “These Hands Don’t Hurt” was initially established to raise awareness and educate college students about these issues. Today, that is not enough.

People are aware, but too many do not \*understand\* these issues in the ways that matter most to influence behavior. People need to understand this issue in deeper and more relevant ways. It is behavior that helps or harms, so we must do what influences behavior more effectively. With this in mind, “These Hands Don’t Hurt” is evolving and we must act.

We must be working to change individual behavior, not just of college men, but of all those around us. This change is more complicated and will not be sufficiently achieved wherever the low goal of raising awareness and explaining rules and policies is the standard. This matter because we must avoid the false sense of accomplishment.

“These Hands Don’t Hurt” will adapt to society today and we can start on college campuses using education, service, and philanthropic projects. As the fraternity’s national philanthropy, AKL hopes to lay the foundation for chapters and members to create an environment of support within their campuses and communities.

# HISTORY

The first “These Hands Don’t Hurt” was held in the mid-90’s at the Beta Zeta Chapter at East Tennessee State. The event was quickly adopted by the National Fraternity and was officially established as AKL’s National Philanthropy in 1996. Since then, chapters and colonies have tailored the event to their campus and communities, finding creative ways to offer support.

# EVENT PLANNING

## **PROMISE WALL**

The hallmark of “These Hands Don’t Hurt” is the Promise Wall. While it can take many physical forms, the fundamental idea of the Promise Wall is that advocates take the pledge against sexual assault and domestic violence by pledging their hands will not be used to harm another. Hands are then placed on the Promise Wall to signify their commitment.

## **EDUCATION**

Educating others how to support survivors of sexual assault and domestic violence are the first steps in starting a conversation. This conversation can lead to survivors feeling empowered, myths dispelled with accurate information, and open communication regarding these sensitive topics.

## **SERVICE**

Shelters, camps, health centers, and other local organizations benefit from more than just monetary donations. Hands-on volunteering and donation of chapter member’s time serves as tremendous way to give back to the community.

## **PHILANTHROPY**

While education and service are important, organizations that provide resources usually require additional sources of funding. Collecting donations or organizing fundraisers are wonderful additions to any “These Hands Don’t Hurt” event.

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## **CONSTRUCTION & IMPLEMENTATION**

There’s no one right way to setup a Promise Wall. Below are a few examples of construction of a Promise Wall.

- Contact a campus or community building to request a space where the Promise Wall can be part of an existing structure. Possibly an indoor/outdoor wall or large scale window.
- Build your own free-standing wall out of materials like plywood. Rent out campus/community space to stand the wall during your event and a display space after.
- Banners, posters, and tri-folds are easier to set-up, store, and display than a free-standing wall. You’ll still need to rent space for during your event and display after.

## **MAKING THE MOST OF YOUR EVENT**

Execution of a “These Hands Don’t Hurt” event is more than construction of a Promise Wall. Below are a few details to consider when planning “These Hands Don’t Hurt.”

- Have pledge cards available to be signed.
- Contact a local organization or charity to see if they can supply resource materials or a speaker for your event.
- Paper hands can be cut out of construction paper prior to your event where participants can add their name or words of support before adding to the wall.
- If the space you are using allows washable paint, have a cleaning station available with wet wipes and paper towels. Pro-tip: having latex gloves available for participants makes cleanup even easier.
- Take lots of photos of the entire event from set-up, to the actual event with participants taking the pledge, to the display of the Promise Wall.

# EDUCATION

It's important to educate yourself and others not only on the topics of sexual assault and domestic violence, but on what steps to take in order to support survivors. Through education, we can empower survivors, dispel myths with correct information, and provide resources that may help someone in need.

Event programming may range from a speaker, to a self-defense course, to partnering with your campus health/wellness center to provide informational literature. The ultimate goal is to continue to educate those around us and have the conversation to change long term behavior on these issues.

## HOW TO GET INVOLVED

Each AKL chapter should set goals to participate in or sponsor at least one educational event a semester.

- Sponsor or co-sponsor a speaker or program regarding sexual assault or domestic violence available for students and members of the community.
- Attend, volunteer, or promote another organization's educational event.
- Participate in "Take Back the Night" or similar event.
- Become advocates for survivors and peer educators for organized campus activities.

## RESOURCES

The following resources can and should be utilized when looking for educational events or planning a chapter sponsored education event.

- Campus health and wellness centers, women's center, sexual assault services, and campus police.
- April: Sexual Assault Awareness Month
- October: Domestic Violence Awareness Month



# SERVICE

“These Hands Don’t Hurt” seeks to use the skills, talents, and knowledge of Alpha Kappa Lambda members to support local shelters and organizations. Like any not-for-profit, these local groups have many projects and tasks that are left undone due to lack of resources.

## HOW TO GET INVOLVED

The chapter should seek to volunteer for projects that support survivors of sexual assault and domestic violence. The following are a few examples of projects that need volunteers:

- Volunteer at a local YMCA, Salvation Army or women’s shelter, or another similar organization.
- Assist in the maintenance or construction of facilities that support survivors.
- Volunteering as a mentor for children affected by domestic violence.
- Run a collection drive gathering supplies requested by a local shelter or organization.

## RESOURCES

Many of the resources listed under “Education” can also be used when looking for service opportunities. Other resources include:

- Local advocacy groups.
- Places of worship that provide programming, shelter, and assistance for survivors.

# PHILANTHROPY

In addition to your Promise Wall, philanthropic efforts can be made to raise money for an organization that supports survivors of sexual abuse and domestic violence. When planning your event, first identify and contact a local organization or charity that would most benefit from your actions.

Be transparent about where money collected is being donated. People are more likely to give if they know the story of where their money is going to impact.

## HOW TO GET INVOLVED

Get creative when planning your philanthropy. What would make it fun for members of your campus and community to donate and participate?

- Donations can be collected at your Promise Wall. Either as an optional contribution or a minimum \$1 to add their hand.
- Partner with local business for sponsorships in return for advertisements at your “These Hands Don’t Hurt” event.
- Plan a walk/bike-a-thon where members and volunteers collect donations prior to the event.
- Start a fundraiser such as “These Hands DONUT Hurt” where you partner with a local bakery or purchase donuts for those that add their hand to your Promise Wall and donate.

## RESOURCES

Planning and executing your philanthropy shouldn’t be a chapter-only initiative, engage your community and work together!

- Invite a representative of the organization you are benefiting to your event. They may send someone to speak on behalf of the organization’s mission or awareness of how to help.
- Contact your campus health/wellness centers for information on local organizations they work with who would benefit from additional funding and resources.
- Promote your event to other chapters and student organizations well in advance to increase participation.





# CHECK LIST

## **PROMISE WALL**

These dates should be established within the same month as all of the other activities so they can be tied together.

- Set date for Promise Wall
- Rent or reserve space to host Promise Wall
- Promote the event
- Purchase supplies for Promise Wall
- Build Promise Wall (if needed)
- Document event with photos
- Arrange for display of Promise Wall after event

## **EDUCATION PROGRAM**

These dates can coincide with other campus activities. If you are co-sponsoring an event you may have to use the dates already scheduled by the other sponsor.

- Contact speaker/presenter
- Set date for education program
- Purchase supplies the presenter will need
- Promote the event

## **SERVICE PROJECT**

These dates will depend greatly on the entity you are providing service to, make sure to keep your activity calendar open.

- Contact local shelter/organization for service opportunities. The YMCA and similar agencies may require painting, repairs, or other service opportunities
- Purchase any supplies needed for service project
- Ensure all volunteers are aware of event

## **PHILANTHROPY EVENT**

Start promoting your event early. Be transparent where money collected is benefiting.

- Decide how you're going to raise money
- Identify and contact a charity/organization to donate to
- Set date for philanthropy event
- Promote your event
- Have chapter members arrive early and participate

# RESOURCES

National Sexual Assault Hotline (800)656-4673

National Domestic Violence Hotline (800)799-7233

## **IT'S ON US**

[www.itsonus.org](http://www.itsonus.org)

"It's On Us" focuses to "stop sexual assault" prompting others to take the pledge not to be a bystander but part of the solution. Featuring facebook photo filters and other resources and videos.

## **NO MORE**

[www.nomore.org](http://www.nomore.org)

"No More" is dedicated to ending domestic violence, and sexual assault by increasing awareness, inspiring action and fueling culture change.

## **NOT ALONE**

[www.notalone.gov](http://www.notalone.gov)

"Not Alone" features many resources including groups, hotlines, and campaigns for various demographics. As well as commonly asked questions for students and assistance for schools.

## **LOVE IS RESPECT**

[www.loveisrespect.org](http://www.loveisrespect.org)

"Love is Respect" focuses on healthy relationships allowing users to find help for themselves, others and legal help. As well as resources including quizzes to answer commonly asked questions.

**AKA Fraternity of Alpha Kappa Lambda**

**I PLEDGE:**

- To advocate for survivors and educate my peers.
- To stand with survivors.
- To speak up when I hear offensive language.
- To recognize that non-consensual sex is assault.
- To create an environment of support.

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