



Welcome and thank you for standing with survivors and empowering prevention. Change begins with **Blue**. Change Begins with **You**.

Table of Contents

Who is Brave Step?	1
What services does Brave Step offer?	2
What is Color It Blue?	2
Why is Color It Blue important?.....	2
How can I or my organization get involved with Color It Blue?	2
1. GIVE TIME: Volunteer	3
2. USE YOUR VOICE: Advocate	3
3. GIVE RESOURCES: Donate.....	4
4. GET MOVING: Join the MOVEmnt.....	4
Color It Blue Marketing & Resources.....	4
Share Your Results.....	5
FAQ	5
Brave Step Contact Information.....	6
Additional Resources	6
Prepare and Talk about Sexual Violence.....	6
What do I do if I suspect sexual violence?	6
What can I do in the moment to support a survivor?	6
Know what not to do.....	6
What to Know as an Ally or Friend of a Survivor	6
What Parents and Caregivers Should Know About Sexual Violence.....	6

Who is Brave Step?

At Brave Step, we work to build a strong, supportive community by helping adults impacted by sexual violence claim the life they deserve; fostering brave public conversations about sexual violence; and cultivating a community of courageous changemakers to take action and help prevent future sexual violence.

Website: www.BraveStep.org

Facebook, Instagram: @ABraveStep



LinkedIn: <https://www.linkedin.com/company/abravestep/>

What services does Brave Step offer?

1. **Adult Survivor Care**: We offer individual counseling, group therapy, peer-led support groups, empowerment programs and ways to find one's voice.
2. **Loved Ones**: Brave Step has a program for loved ones and allies that creates a trauma-informed environment and process to safely express one's emotions; builds a baseline of knowledge on sexual violence; and provides tangible ways to support the survivor short and long term.
3. **Changemaker**:
 - **Vetted Resource Library**: A comprehensive, trauma-informed library of resources available to community members.
 - **Quarterly Virtual Workshops**: Workshops on prevention, education, wellness and self-care, delivered virtually.

What is Color It Blue?

Color It Blue is Brave Step's awareness campaign held every April during Sexual Assault Awareness Month and Child Abuse Prevention Month to support survivors, prevent future harm, educate communities and spark action.

Since 2023, the Color It Blue campaign has reached more than 330,000 individuals in 30+ states and 5 countries. To gain inspiration and encouragement, take a few minutes to [watch this video](#).

How can I or my organization get involved with Color It Blue?

Color It Blue is intentionally flexible. You can mix and match ideas, adapt them to their community or create something entirely new. The goal is simple: **Show up in blue. Spark conversations. Support survivors. Build a braver world.**

You can jump into the campaign in the way that suits you best:

- **Give Time**: Volunteer and take action.
- **Use Your Voice**: Advocate and raise awareness.
- **Give Resources**: Donate or fundraise.
- **Get Moving**: Join the MOVEmment through fitness and activity.

Why is Color It Blue important?

Simply put, **EVERYONE IS IMPACTED BY SEXUAL VIOLENCE.**

Sexual violence is not vague abuse but an act of violence. It leaves behind a life-altering mental, physical, social, financial and spiritual impact.

- Nearly 50% of women and more than one in 6 men experience sexual violence in their lifetime (CDC).
- A person is sexually assaulted every 68 seconds in the U.S. (RAINN).
- Underreporting: An estimated 63% of sexual assaults are not reported to police (NSVRC).
- Ninety-one percent of child sexual abuse perpetrators are individuals known by the child victim or their family members.

For additional statistics, visit RAINN at <https://www.rainn.org/statistics>.



1. GIVE TIME: Volunteer

Quick Actions

- Share statistics about sexual violence on social media.
- Wear blue (clothing, nails, ribbons) and post a photo.
- Distribute blue ribbons in your community or workplace.

Creative & Hands-On Projects

- Ribbon-Making Event: Gather volunteers to create blue ribbons for distribution.
- Bracelet Making: Create “BRAVE” or encouragement bracelets for survivors or local centers.
- Inspiration Cards: Write heartfelt notes for survivors or loved ones.
- Courage Kits: Host a donation drive for items like journals, slippers, lotion, coloring books, grounding tools or inspirational quotes.
 - Assemble kits for your local rape crisis center (find locations at <https://centers.rainn.org/>).



Community Activities & Workplace Engagement

- Host a panel discussion on sexual violence or recovery.
- Coordinate a blue-themed gathering or mini event.
- Partner with employee resource groups to mobilize volunteers.
- Create a one-day educational event.

2. USE YOUR VOICE: Advocate

Blue Visibility

- Wear blue and start conversations about why it matters.
- Tie blue ribbons with messages of hope to a “Neighborhood Tree of Courage.”
- Encourage salons to feature blue nails, blue highlights or blue-themed promotions.
- Host a blue-themed customer appreciation event.

Faith & Community Engagement

- Designate a “Blue Saturday/Sunday” for faith communities to wear blue and acknowledge survivors.
- Invite leaders to share a moment of silence or brief message of support.

College Campus Activations

- Collaborate with student groups on panels or awareness events.
- Promote wearing denim on April 29, 2026.

Spread the Message

- Share graphics, flyers, and social posts from the campaign toolkit.
- Encourage others to join by posting stories, photos, or facts.



3. GIVE RESOURCES: Donate

Donation Challenges & Competitions

- Penny Wars: Pennies add points; silver coins subtract. Great for teams or departments.
- Step Pledges: Donate per step or set a maximum pledge.

Direct Giving

- Donate in honor of a survivor or loved one.
- Check if your employer offers matching gifts.
- Submit volunteer hours if your company donates for time served.

Donate Now

- Website: www.BraveStep.org/donate
- PayPal: https://www.paypal.com/donate/?cmd=_s-xclick&hosted_button_id=GTDZJ9BTQV2Q&source=url&ssrt=1766774042577
- Venmo: <https://www.venmo.com/u/ABraveStep>



4. GET MOVING: Join the MOVEment

Virtual Walk/Run

- Participate in the annual [Brave Step Virtual Walk/Run](#).
 - Form a team and coordinate blue outfits.
 - Wear blue accessories like ribbons, socks or face paint.
 - Share photos to amplify awareness.

Kid-Friendly Fitness

- Host mini fun runs, obstacle courses or parent-child yoga.
- Use activities to spark age-appropriate conversations about empowerment and safety.

Wellness & Fitness Events

- Trauma-informed yoga sessions (sunrise, lunch or happy hour).
- “Color It Blue-a-Thon” with back-to-back fitness classes (Zumba, spin, HIIT, yoga).
- Partner with gyms or studios for “Blue Moves” themed classes.

If you are a first-time event planner or simply want extra assistance, check out this [helpful step-by-step guide](#) to plan your Color It Blue activities.

Color It Blue Marketing & Resources

Items(s)	Where to Find
Brave Step Brochure	<ul style="list-style-type: none"> • Download and print.
Blue Ribbons	<ul style="list-style-type: none"> • Order ribbon supplies or pre-assembled ribbons: <ul style="list-style-type: none"> ◦ Walmart – click here ◦ Amazon – click here • Make your own using materials from the Walmart or Amazon wish list.



Blue Flags	<ul style="list-style-type: none">Display at your home or workplace to raise awareness.Pinwheels: order pinwheels.Blue flags: Walmart, click here or Amazon click here.
Printable & Sharable Signs & Content	<ul style="list-style-type: none">“I Color It Blue” sign — download, customize and print.Color It Blue promotional cards — download and print.Social media graphics – download and share.
Key Messages	<ul style="list-style-type: none">Pre-written messaging to use in conversations, emails, newsletters or social posts. Click here to access messaging.
Hashtags	<ul style="list-style-type: none">#ColorItBlue#SAAM#ChildAbusePreventionMonth#IColoredItBlue#BraveStep

Share Your Results

Not only would we love to see your engagement and successes shared socially, but we'd love to capture the overall impact for Color It Blue. Please take 5 minutes to share your results via this simple form. <https://forms.office.com/r/vs9fKweB4n>.

Feel free to share your best photos or videos by emailing them to changemaker@bravestep.org.

FAQ

- What if I can't wear blue every day? Can I still participate?
 - Absolutely. Find a day or time that works best for you to make a difference.
- Can I participate in Color It Blue if I don't live in the U.S.?
 - Sexual violence is a global problem, and we welcome anyone in the world to join in these efforts to raise awareness and create change.
- How do I know if my donation or event is being tracked or making an impact?
 - If a donation is received by Brave Step, we issue a donation letter typically within 48 hours. To track your event and Color It Blue activities, we encourage you to submit your efforts here: <https://forms.office.com/r/vs9fKweB4n>.
- Does it cost anything to participate?
 - Color It Blue is designed for any budget. You can participate simply by wearing blue clothes that you already have, costing you \$0. Or you can choose to purchase blue ribbons or host a Color It Blue event. How much you do and what you spend is entirely up to you.
- What's the simplest and easiest way to participate?
 - Start by sharing one statistic about sexual violence on your social media.
 - You can visit Brave Step's social media (@ABraveStep) and share an informative post.
- If my company wants to get involved, what should we do?
 - First, explore the ideas listed above. If you need support activating one or more, please contact us at changemaker@bravestep.org.



Brave Step Contact Information

Email: changemaker@bravestep.org
Phone: 704-361-5230 ext. 0

Additional Resources

Title	Link
Prepare and Talk about Sexual Violence	https://bravestep.org/wp-content/uploads/2025/12/Brave-Step-Resource_Prepares-and-Talk-about-Sexual-Violence.pdf
What do I do if I suspect sexual violence?	https://bravestep.org/wp-content/uploads/2025/12/Brave-Step-Resource_What-do-I-do-if-I-suspect-sexual-violence.pdf
What can I do in the moment to support a survivor?	https://bravestep.org/wp-content/uploads/2025/12/Brave-Step-Resource_What-can-I-do-in-the-moment-to-support-a-survivor.pdf
Know what not to do	https://bravestep.org/wp-content/uploads/2025/12/Brave-Step-Resource_What-can-I-do-in-the-moment-to-support-a-survivor.pdf
What to Know as an <u>Ally or Friend</u> of a Survivor	https://bravestep.org/wp-content/uploads/2025/10/As-a-Friend-or-Ally-Suggestions.pdf
What <u>Parents and Caregivers</u> Should Know About Sexual Violence	https://bravestep.org/wp-content/uploads/2025/10/Parent-or-Caregiver-Suggestions.pdf

Thank you for your support!