



Host a Rosemary Pledge Party

What's a Rosemary Pledge Party?

Pledge parties are a fun and interesting way to let your friends, family, neighbors, business associates, and everyone else know about simple steps they can all take to prevent sexual violence.

Each pledge party is unique in its design. They can take the form of breakfast, lunches, discussions at coffee houses, cocktail receptions, bar parties, dinners or potlucks. Simply gather your friends, coworkers, family, or community group and watch the video, host a discussion, and take the pledge.

All gatherings should include three critical elements: they must watch the Rosemary Pledge Video, and they must include a direct “ask” to both sign the pledge and work to get others to do the same. This is crucial, because the intent of the gathering is to both educate people about preventing sexual abuse, harassment, and violence and motivate them to become ambassadors for prevention. The fact that the event is educational and action focused should be made clear to all participants when they are invited.

Why should I host one?

Hosting a Rosemary Pledge party will help us spread awareness that prevention is possible by showing how individuals taking small, actionable steps towards prevention can reduce sexual violence in your community. Community-level change is similar to starting a garden. Both can feel overwhelming, confusing, challenging, expensive, and even impossible. Just like a garden, you can start small with prevention. You can grow and nourish one rosemary plant or take one-step to prevent sexual violence. Together, we can create communities where everyone can thrive and grow.

Host Responsibilities

- Take the pledge. Print or download the ‘10 simple steps to prevent sexual violence’ fact sheet and put it somewhere you can see it.
- Open your home or another venue to friends and family to watch the video and take the Rosemary Pledge.
- Arrange and pay for the costs of refreshments and/or catering at your own expense.
- Invite 2-3 times more people than you expect or want at the event.
- At the event, open the presentation by welcoming attendees and sharing why you invited them, what prevention means to you, and how important it is to take these small steps.
- Take photos and post them on social media. Make sure to tag the Minnesota Coalition Against Sexual Assault, and your friends who pledged, and continue to ask others to take the pledge.
- Send thank you notes or make a thank you call to attendees who took the pledge. If folks are among the first 1,000 to take the pledge—and they provide their address—they will get a free Rosemary Pledge pin. The pin can be used to continue to spark conversation around sexual violence.

Resources

[Rosemary Pledge Video](#) (English)

[Rosemary Pledge Video](#) (Spanish)

[Rosemary Pledge Sign Up](#)

[10 Simple Steps](#) (1 page flier)

[10 Simple Steps](#) (low-ink version)

Custom Rosemary Project images for [Facebook](#), [Instagram](#), [Twitter](#), and [Pinterest](#)

[Sample posts](#) for Facebook, Instagram, Twitter, and Pinterest