

How to Bring T.A.K.E. Defense Training to Your Campus

Background on The Ali Kemp Educational (T.A.K.E.) Foundation™

The name Alexandra means helper of mankind or compassionate one. Alexandra Kemp, Ali to everyone who knew her, was all of that and more. A stunning 19-year-old girl inside and out was murdered while working at a neighborhood pool in Johnson County, Kansas. In 2002, Roger and Kathy Kemp created T.A.K.E. Foundation when Ali, their daughter, was murdered. Through the T.A.K.E. Defense Training Program, piloted in 2004 in partnership with Johnson County Park and Recreation District, her story has inspired and encouraged women to take a stand against violence. More than 35,000 women have been trained with free hands-on self-defense training in communities and on college campuses across the United States.

The two-hour program is a combination of prevention techniques and physical responses. The program focuses on how to prevent situations from ever occurring by offering tips to avoid a variety of potentially dangerous situations, how to verbally and psychologically respond to an attack, and ultimately, teach rejection and reaction methods to respond during an actual physical attack.

In 2007, Pi Beta Phi, Alpha Delta Pi and Sigma Phi Epsilon partnered with T.A.K.E. Defense to bring the program to campus communities across the country. As a member of Pi Beta Phi sorority, Ali's sisters sought a meaningful way to honor her. Given her parent's affiliations with Alpha Delta Pi and Sigma Phi Epsilon, and the incredible power of fraternal organizations, the

partnership was a perfect way to honor Ali and spread the word to women on college campuses.

The T.A.K.E. Defense Training Program has been featured on "America's Most Wanted," ABC's "20/20" and CBS "Prime Time" along with numerous local and regional newscasts. "Our goal is clear," states Mr. Kemp at each program, "If we can save one life out there, I don't care what it costs; this whole program will be worth it." The National Association of Counties (NACO) awarded T.A.K.E. Defense Training The Most Outstanding Safety Program in the United States in 2005.

The Kansas Recreation and Parks Association also named the program "Most Innovative Program" in 2006. T.A.K.E. Defense Training seeks to be the nation's premier program providing hands-on skills and Internet/DVD-directed information for girls and women.

Step-by-Step, Where to Start?

- Step 1 – Establish Feasibility
- Step 2 – Gather Information
- Step 3 – Create a Plan of Action for T.A.K.E. Defense Event
- Step 4 – Execute the Plan
- Step 5 – T.A.K.E. Defense Event Day
- Step 6 – Follow up



Step 1 — Establish Feasibility

- With support from the executive board, the Vice President of Event Planning (VPEP) will lead the effort to bring T.A.K.E. Defense Training to campus. The Vice President of Philanthropy (VPP) and Vice President of Communication (VPC) will also have large roles in making the event possible.
- If there are Alpha Delta Pi (ADPi) or Sigma Phi Epsilon (Sig Ep) chapters on your campus, plan to work together to host T.A.K.E. Defense Training. Make contact with each group to schedule planning meetings.
- Decide on the number of women, size and scope for the event. It needs to be one that can be realistically supported.
- The venue needs to be large enough to accommodate 150 to 500 women. The training is hands on so there needs to be ample room to spread out and move. The venue also needs to have a working sound system with a microphone (lapel microphones are needed and if they are not available, T.A.K.E. Defense needs to be notified so they can arrange to bring their own).
- Review budgetary constraints (i.e. venue costs, hosting costs, equipment rental, refreshments, etc).

In order to be considered

- Contact the Headquarters' (HQ) programming department at takedefense@pibetaphi.org to inquire about scheduling T.A.K.E. Defense Training on your campus. T.A.K.E. Defense will only host programs at four or five campuses each semester as time and budget allow.
- Once contact is made through HQ, we will collaborate with T.A.K.E. Defense to accommodate requests for training on a first come, first served basis. Please do not contact T.A.K.E. Defense until after your campus has been chosen for the training.
- A packet will be sent with additional information about the training, facility requirements and fundraising guidelines.

The calendar

Together, the executive board should consider all social events, chapter functions and campus activities. It is important to keep in mind key academic dates including exam schedules. If you are working with Sig Ep and ADPi, make sure to choose a date that works for all parties.

- T.A.K.E. Defense schedules trainings a semester to a year in advance.
- Executive board/Alumnae Advisory Committee (AAC) must approve the agreed upon date.
- Try and plan the event at a time when most chapter members are available such as evenings during the week or the afternoon on the weekend. Considerations of Saturdays are appreciated, but weekdays are accommodated if it is the best choice.
- Work with Headquarters to get the date approved. Once your date is approved, you will need to look at fundraising, budgeting and creating an action plan.

Fundraising

Every chapter hosting a T.A.K.E. Defense training is required to raise money for T.A.K.E. Foundation to allow the program to continue to serve women across the country. The Fraternity expects a minimum contribution of \$2,500.00 to be made to T.A.K.E. Foundation.

Ideas for fundraisers include:

- Design a T-shirt with the T.A.K.E. Defense logo and sell it.
- Charge an admission price to the event.
- Set up tables around campus (student union, different buildings, etc.) and have chapter members take turns soliciting contributions the weeks and days leading up the event. (Please check with your state and local laws before soliciting funds.)
- Ask a local restaurant to donate a night of profits to your event.

Budget

When planning a training program, make sure to consider what costs you may incur. Consider facility fees, promotional materials, refreshments, etc.

Step 2 — Gather Information

- Research T.A.K.E. Defense (See provided information and also check out their website www.takedefense.org).
- Reach out to women's groups within the community and campus to see if they would be interested in getting involved.
- Research what other chapters have done for T.A.K.E. Defense trainings in the past. What was successful, what could be improved?

Step 3 — Create a Plan of Action for Each Event/Project

- Create a task list/timeline and email to takedefense@pibetaphi.org within seven days of the event being confirmed with Headquarters and T.A.K.E. Defense. An example timeline may look like this:
 1. Secure venue ... six months out
 2. Generate support within chapter and campus/community ... four months out
 3. Market the event ... three months out
 4. Complete fundraising (or have plan in place if you're fundraising on the event day) ... two weeks out
 5. Follow up with HQ ... one week after the event
- Discuss each component to be planned (greeting committee, public relations [PR] for the event, actual event, send-off committee).
- Define all actions necessary to produce each component and assign target completion dates.
- Create a list of resources needed (venues, refreshments, etc.) and assign target dates.
- Identify potential contacts for resources (rental companies, caterers, sponsors, university officials, etc.).
- Delegate responsibility for specific tasks with due dates. If working with ADPi and Sig Ep chapters on campus, be sure to include them in the planning process.
- Include your entire committee in this process. They will be more likely to support the selected events/projects and encourage others to do the same.
- Review plan with Vice President of Administration (VPA) to ensure the risk management policies procedures are being observed.
- Coordinate a PR strategy with the VPC, providing her with all the information to arrange publicity.

Co-sponsored fundraisers: You should be working with ADPi and Sig Ep if they have chapters on campus.

All risk management procedures and safety and control considerations should always be followed and enforced. Pi Beta Phi policies and procedures must be respected and followed by other groups. If another group has risk management policies and procedures, they must be respected and followed. If they differ from those of Pi Beta Phi, the stricter policies apply.

Step 4 — Execute the Plan

- Schedule regular committee meetings to:
 1. Review progress against task list/timeline
 2. Share information and ideas
 3. Coordinate tasks
 4. Troubleshoot
 5. Review budgeting and fundraising
- Follow up, as necessary, on an individual basis to ensure that tasks are getting done.
- Communicate/coordinate with T.A.K.E. Defense and HQ at takedefense@pibetaphi.org. Make sure to copy all parties on email communication.
- This includes director of programming, Jill Leiker, Kim Gross, regional team and AAC chair.
- Also keep contact with ADPi and Sig Ep if applicable.
- Publicize the event.
- Create and follow an itinerary for the day of the event, and the days just preceding the event.
 1. Who needs to be where when (include setup and take down crews)?
 2. What needs to be where when (and who is taking care of it)?
 3. Allow buffers for error, misplacement, unavailability, etc.

Location of event

Event should be held as close to campus as possible to keep the need for transportation to a minimum. The same attention that is given to securing rented venues should be applied to events to be held in public places and locations. As mentioned earlier, a successful class will train at least 150 women, but T.A.K.E. Defense will train as many women as the facility can hold! Please be sure the facility is large enough to accommodate this type of crowd. Make sure the facility has a good sound system with a working microphone (please see microphone specifications above).

Only the President — NOT the VPP or special events chairman — is authorized to sign contracts and agreements.

Entrances

Several exits must be available due to fire codes.

Ways to involve Sig Ep

If you are working with Sig Ep on your campus, see if they would be available to serve as escorts for the T.A.K.E. Defense Training participants. Since the training is for women only, this is a great way to include the men in the event. If the training is in the evening, the men could escort the participants to and from their cars, bus stops, etc. Remember, it is essential for fundraising to be successful to involve the Sig Eps. Be creative and try to involve them as much as possible.

What to wear?

If your chapter decides to make and sell T-shirts as a fundraiser, the event would be a great time to wear these! Also, this is a self-defense training class so comfortable clothes are recommended such as T-shirt, yoga pants, etc.

Step 5 — Event Day

- Be early for everything. Being early will give you time to deal with any problems that arise.
- Be in constant contact with the T.A.K.E. Defense trainers. They are in a new environment and will rely on you for directions and guidance.
- Be gracious — Thank EVERYONE for their help and attendance.
- Deal with any questions, problems and any small glitches using the plan and backups you have already finished.
- After all this planning, relax and enjoy the event!
- Tear down/clean up immediately following the event while everybody is there, get the job done.

Pre- and post-event inspections of premises

Prior to the beginning of an event, the VPEP and VPP and a representative of the premises should conduct a thorough inspection of the facility, including restrooms and other areas to be used. A similar inspection should be conducted when the event concludes to prevent disagreement over any damages.

Step 6 — Follow up

- Discuss as a group, both successes and difficulties.
- Create a list of Lessons Learned to pass along to the next officer/chairman/committee/HQ.
- Keep track of time and money donated. It will be a great PR tool for future projects.
- Follow up with HQ by emailing takedefense@pibetaphi.org and provide specific information about how many attended, what went well, how much was raised, etc.
- Write the donation check to T.A.K.E. Foundation. This should be done as soon as possible, if not the day of the event. ***(Please make checks payable to ☒be Ali Kemp Educational Foundation and send to 6518 Vista Dr. Shawnee, Kansas 66218.)***
- Return all rented or borrowed materials.
- Post an event evaluation. Write down the successes and failures so that next time we can do the event more easily and efficiently.
- Send a write-up to *The Arrow*® for possible submission in an upcoming issue.
- Write thank-you notes.

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