Community Archives created by Erin Sheehan, Graduate Student, Community Psychology, December, 2003.
Many groups in Lowell hope to start events that will be successful and bring important messages to the broader community. Often we don’t know where to start. One very successful partnership has been the *V-Day Project*. Don’t know much about it? This community archive summary provides you with much of the information that you need to learn how this important event has become so successful. Your project may take a different focus but you still need to know:

- How to partner
- How to draw on the lessons from other communities
- How to bring together many different resources
- How to draw together groups that previously have not worked together
- How to draw on untapped resources of the community

This summary will tell you how to do all of the above and more!
Table of Contents

What is V-Day? 4
V-Day Mission Statement 5
Planning Committee & Contact Info 6
Sponsoring Agencies & Contact Info/University-Community Partners 8
  UMass Lowell
  Council of Diversity and Pluralism/Office of Multicultural Affairs
  SPRECTRUM
  Middlesex Community College
  Psychology Department
  Lowell Women’s Week
Beneficiary Agencies & Contact Info 9
  Alternative House
  Rape Crisis Services of Greater Lowell
  RAWA: Afghanistan
  First Nation Women
  Women of Juarez, Mexico

V-Day 2002...in the beginning 16
  Preparation ~ time scale
  Fundraising
  Public Relations
  Performances
  Best Practices

V-Day 2003...evolution and new leadership 20
  Preparation ~ time scale
  Fundraising
  Public Relations
  Performances
  Best Practices

V-Day 2004 ...a new generation 22
Eve Ensler Biography 23

Appendix/FAQ’s 26
  V-Spot Emails [tips and FAQ’s from National V-Day organizers]
  Getting Started – Teaser flyers, Info from V-Day, Open House info
  Sponsorship Letters/Fundraising
  Audition Flyers/Rehearsal Dates/Cast List and Bios
  Mailing Addresses for City/State Officials & others
  New Monologues [2003]: Flyers, Workshop info, Scripts
  Organizers Kit 2003 – THE BIBLE
  The Vagina Monologues: Script 2003
  Ideas and Articles
  Budget for Bookstore Grant [Proposed, 2003]
  Final Project To Do List [delegation of responsibilities]
  Promotional Flyers
  Performance Ticket, Program Booklet, Final Report Cover Letter
What is V-Day?

To understand what we have done in creating a successful V-Day you need to know a bit about V-Day. V-Day is a global movement to stop violence against women and girls. V-Day promotes creative events to increase awareness, raise money, and revitalize the spirit of existing anti-violence organizations. V-Day generates broader attention for the fight to stop worldwide violence against women and girls including rape, battery, incest, female genital mutilation (FGM), and sexual slavery.

V-Day stages large-scale benefits and produces innovative gatherings, films, and programs (such as the upcoming 2004 documentary “Until The Violence Stops”; community briefings with Amnesty International on the missing and murdered women of Juarez, Mexico; the December 2002 V-Day delegation trip to Israel, Palestine, Egypt and Jordan; the Afghan Women's Summit; the Stop Rape Contest; and the Indian Country Project) to educate and change social attitudes towards violence against women.

Through V-Day campaigns, local volunteers and college students produce annual benefit performances of "The Vagina Monologues" to raise awareness and funds for anti-violence groups in their own communities. In 2003, over 1,000 V-Day benefit events were presented by volunteer activists around the world, educating millions of people about the reality of violence against women and girls and raising US$4 million.

The V-Day movement is growing rapidly throughout the world. V-Day, a non-profit corporation, distributes funds to grassroots, national, and international organizations and programs that work to stop violence against women and girls. In its first year of incorporation (2001), V-Day was named one of Worth Magazine's "100 Best Charities." In its first six years, the V-Day movement has raised over US$20 million.
The 'V' in V-Day stands for Victory, Valentine and Vagina.

**Successful programs usually have a mission statement that helps them keep on track.** Below is the V-Day Mission Statement. You will want to create a mission statement for whatever initiative you plan to carry out.

<table>
<thead>
<tr>
<th>V-Day Mission Statement</th>
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<tbody>
<tr>
<td>V-Day is an organized response against violence toward women.</td>
</tr>
<tr>
<td>V-Day is a vision: We see a world where women live safely and freely.</td>
</tr>
<tr>
<td>V-Day is a demand: Rape, incest, battery, genital mutilation and sexual slavery must end now.</td>
</tr>
<tr>
<td>V-Day is a spirit: We believe women should spend their lives creating and thriving rather than surviving or recovering from terrible atrocities.</td>
</tr>
<tr>
<td>V-Day is a catalyst: By raising money and consciousness, it will unify and strengthen existing anti-violence efforts. Triggering far-reaching awareness, it will lay the groundwork for new educational, protective, and legislative endeavors throughout the world.</td>
</tr>
<tr>
<td>V-Day is a process: We will work as long as it takes. We will not stop until the violence stops.</td>
</tr>
<tr>
<td>V-Day is a day. We proclaim Valentine’s Day as V-Day, to celebrate women and end the violence.</td>
</tr>
<tr>
<td>V-Day is a fierce, wild, unstoppable movement and community. Join us!</td>
</tr>
</tbody>
</table>

Taken from: www.vday.org
Your planning committee is perhaps the most crucial factor in your success. Below I have listed members of the V-Day Planning Committee. You will see that they come from different organizations and groups and bring different talents and experiences to the task of planning a large scale event. If you are interested in learning more about their leadership style, send them email. They would be happy to help you learn more. Later I will note some of the ways these leaders have been working to make sure that leadership grows and changes. Such leadership transitions are key to the successes of programs in Lowell.

Elizabeth Cohen [2003-2004] Executive Director, Rape Crisis Services of Greater Lowell
Elizabeth joined the committee in 2003, with the aid of practicum student Jen Gooch. Elizabeth aided the 2003 campaign by providing information and counseling onsite at the performances, as well as providing a display of the Clothesline Project at the University. Jen, through Rape Crisis, also aided the 2003 production by organizing the “These Hands Will Never Hurt Women” campaign.

Contact Info: ecohen@rcsgl.org

Brenda, co-producer of V-Day, has been instrumental working with the student community to publicize all V-Day events, as well as securing a venue, printing flyers and tickets, aiding in all fundraising matters and providing staff to cover the event. Brenda has also served as a liaison to numerous community agencies. Brenda has been a sounding board and a valued member of the V-Day effort.

Contact Info: Brenda_evans@uml.edu
Student Activities: 978-934-5001

Kathy Kelley [2002-2004] Executive Director, Alternative House
Kathy Kelley, has been instrumental in working with the group as a liaison to the Greater Lowell Community. Kathy volunteered at all performances providing information and onsite counseling if necessary. She provided us with her mailing list for fundraising activities, as well as secured well over $1000.00 in donations. Kathy also performed in the 2002 production.

Contact Info: altorg1@aol.com
Jennie Lightfoot [2002] Organizer, 2002 College Campaign
Jennie began the V-Day movement at UMass Lowell in 2002 while designing a project for Dr. Mulvey’s Women in the Community course. Her project became a passion, and the V-Day Campaign came to Lowell. Jennie gathered women from campus, as well as Kathy Kelley from Alternative House, and set to work with very little time – ultimately producing a stunning show. Jennie’s vision started a revolution of sorts, and with her mentoring we were able to again provide the campus with a successful show in 2003.

Contact Info: Jennie_vday@yahoo.com

Charlotte Mandell [2002-2004] Chairwoman, Psychology Department
Charlotte has been a member of the committee from the outset, providing advice, aid in publicity, as well as help from the Off Broadway Players with lighting, sound technology and various roles throughout the performances. Charlotte has also performed in the Vagina Monologues both years.

Contact Info: Charlotte_Mandell@uml.edu

Anne Mulvey [2002-2004] Co-Chair, Council on Diversity and Pluralism, Psychology Department
Anne has also been a V-Day planner since its inception in 2002. Anne has publicized V-Day, and included it within the programs of Lowell Women’s Week. She has performed evaluations of the performances and gained feedback from our audiences. Anne also provided the services of students in her courses Women in Community, Intro to Community Psychology, as well as her advisees. Anne also was instrumental in gathering community submissions for two newly produced monologues in 2003.

Contact Info: Anne_Mulvey@uml.edu

Community Psychology Graduate Students – 978-934-4000

Erin worked on the 2002 campaign through Dr. Mulvey’s Women in the Community class, aiding in publicity, production and ticket sales. Erin was the campus Organizer for the 2003 Campaign, serving as a liaison between the beneficiary agencies and the school, as well as various community organizations, also working on all aspects of the production – oversight, fundraising, promotions, auditions and rehearsals, performances, ticket sales, auction items, design, and post-production.

Contact Info: Uml_vday@yahoo.com

Anne Tremblay [2002-2004] UML Alumni, Director, Vagina Monologues
Anne has shared her artistic and directorial talent. For three years, Anne has worked with women in the UMass and Middlesex communities, selecting a cast, and rehearsing with the women. Anne’s vision is welcomed and admired, as is her dedication to this event. Anne also contributed to the community writing of last year’s new monologues.

Contact Info: Aubreygold@aol.com
Sponsoring agencies are another crucial part of producing a successful program. These agencies are the foundation of your project, lending experience, wisdom, support, and in kind contributions such as supplies, time, money, meeting and performance space, expertise and promotion. The group assembled to help with V-Day has been a blessing, truly going above and beyond the call of duty in all aspects of production. If you would like more information concerning the following agencies, give them a call! They would be more than happy to be a sounding board for ideas as well as offer their aid where they can.

**Sponsoring Agencies**

**UMass Lowell**  
**Contact Info:** Student Activities  
978-934-5001  
Mary_Connelly@uml.edu

**Middlesex Community College**  
**Contact Info:** Erin Sheehan  
978-656-3186  
sheehane@middlesex.mass.edu

**Lowell Women’s Week**  
**Contact Info:** Anne Mulvey  
978-934-3965  
Anne_Mulvey@uml.edu  
Audrey Ambrosino  
978-275-1705  
aambrosino@nps.gov
One of the reasons that V-Day has been so successful is that it is focused on learning and benefiting women’s services in the city of Lowell. As you are planning a large-scale event, consider whether there might be ways to fund raise for the organizations that do the daily difficult work that your event is trying to highlight. Below I list the beneficiary agencies for V-Day.

**Beneficiary Agencies**

**Alternative House Emergency Women’s Services**  
978-937-5777

Alternative House Women’s Services is a comprehensive battered women’s service organization providing emergency safe bed and shelter, a 24-hour crisis hotline and other support services to victim’s of domestic violence. The mission of Alternative House is to facilitate the creation of a society in which violence against women will no longer exist. As a means to this end they also provide advocacy and support to all battered women and their children who seek their help. They are committed to the empowerment of women toward self-sufficiency. They do not discriminate against any race, class, culture, age group or sexual orientation. In addition, they provide community education to reform societal attitudes that allow violence against women to continue. Alternative House is a member agency of Jane Doe; Inc.

**Staff:**
Kathy Kelley, Executive Director  
Kathy McCarthy, Assistant Director of Clinical and Support Services  
Jason Brill, Educational Prevention Coordinator  
Visitation and Intake Coordinator  
Shelter and TH staff
Cheryl, Senior Legal Advocate
Melissa, Administrative Assistant

Alternative House offers the following services:
Emergency Shelter and Transportation
Short term safe houses
Transitional Housing
Counseling
Supervised Visitation
Victim Advocacy
After school Programs
Educational and Prevention Programming
Legal Advocacy Clinics
Battered Women’s Support Groups
Support Groups for Children who Witness Domestic Violence
Bi-lingual Services
(http://www.alternativehouse.org)

Rape Crisis Services of Greater Lowell

Rape Crisis Services of Greater Lowell, Inc. (RCSGL) was founded in 1976 by a group of physicians, social workers and students to respond more specifically to the needs of victims of rape and sexual assault. There were no services in the community for rape and sexual assault victims at that time, and the prevailing attitude towards rape and sexual assault was to blame the victim. For almost ten years, support services were provided by RCSGL under the umbrellas of various Lowell-based agencies including Lowell General Hospital. In 1985, RCSGL was incorporated as an independent agency, based on the model of its sister agency in Boston (Boston Area Rape Crisis Center). It was designated a 501 (c)(3) non-profit by the IRS in 1981.

RCSGL provides support services to victims, survivors, their partners and their families and offers rape and sexual assault prevention programs.

Staff:
Elizabeth Cohen, Executive Director
Counseling Services
Outreach and Education Services
Administration/Finance

Rape Crisis offers the following services:
Individual Counseling
Support Groups
Educational Programming
Clothesline Project
Substance Abuse and Prostitution Outreach
24 hour Crisis Hotline

(http://www.rcsgl.org)
RAWA: The Revolutionary Association of the Women of Afghanistan
http://www.rawa.org

RAWA, the Revolutionary Association of the Women of Afghanistan, was established in Kabul, Afghanistan, in 1977 as an independent political/social organization of Afghan women fighting for human rights and for social justice in Afghanistan. The founders were a number of Afghan woman intellectuals under the sagacious leadership of Meena who in 1987 was assassinated in Quetta, Pakistan, by Afghan agents of the then KGB in connivance with fundamentalist band of Gulbuddin Hekmatyar. RAWA’s objective was to involve an increasing number of Afghan women in social and political activities aimed at acquiring women’s human rights and contributing to the struggle for the establishment of a government based on democratic and secular values in Afghanistan. Despite the suffocating political atmosphere, RAWA very soon became involved in widespread activities in different socio-political arenas including education, health and income generation as well as political agitation.

During the Soviet occupation, we were distributing anti-Soviet and anti-puppets leaflets, staging demonstrations and strikes in schools and universities, instigating the women to contribute in resistance war in any possible way despite the opposition from the fundamentalists, running schools, a hospital etc. for refugees, publishing and distributing "Payam-e-Zan" (Women's Message) and so on. It was in the course of such activities that a number of our activists were arrested in Kabul underwent horribly tortures and some of them languished about 8 years in the notorious prisons, and our founding leader Meena and her two aides were murdered at the hands of the KHAD agents and their fundamentalist accomplices in 1987.

After the fall of the puppet government and the invasion of the fundamentalists bands into Kabul, RAWA focused more and more on women's rights, human rights and exposition of the fundamentalists barbaric actions.

Our activities:

In Pakistan:

Due to RAWA's principled anti-fundamentalist stand, our social work amongst refugee Afghan women is an uphill struggle. Despite numerous difficulties we have regular contact with women in different camps of Pakistan. We happily note that the fundamentalists' endeavors in this regard have been vastly counter-productive as a great number of women from refugee camps in Quetta and Peshawar approach us for comfort, aid and support. However, the aid and support we can give them are mostly moral, as facing grave financial problems, little material help can be provided to them.

Notwithstanding, we are very much encouraged by the reactions we receive from refugee women. In order to better assist refugee women and children, we try to the best of our ability to attract the support of aid organizations to our health and educational setups. But unfortunately due to the lack of aid most of our projects have not been implemented.

Nevertheless, our activities in Pakistan can be summarized as follows:
**Education:** To run 15 primary and secondary schools for refugee girls and boys and many literacy courses for women. To provide teachers and material for some schools for refugee children especially girls' schools run not by the fundamentalists. RAWA is also running 9 orphanages in Peshawar, Islamabad, Rawalpindi and Quetta comprising girls and boys.

**Health care:** We have mobile health teams in Pakistan that are active mainly in refugee camps in Peshawar and Quetta. RAWA also runs Malalai Hospital in Rawalpindi and Malalai Clinic in Quetta, which provides free medical care to Afghan women and children.

**Human rights:** We are providing human rights and other interested organizations and media with news and reports about killing, stoning, amputation, imprisoning, torturing, beating, lashing, insulting and other inhuman acts of the fundamentalists. We also try to put all or at least important parts of the news and reports on our web site in addition of printing parts of them in our publications.

**Cultural:** Producing cassettes of songs usually with anti-fundamentalist contents and those containing educative subjects. Staging dramas and skits; holding "Nights of poetry" and "Nights of story"; publishing posters, brochures, booklets, "Payam-e-Zan" (both online and printed editions) in Pashtu, Persian and Urdu and the non-periodical "The Burst of The 'Islamic Government' Bubble in Afghanistan" in English.

**Propaganda and political/social:** To organize demonstrations or functions on February 4, March 8, April 28, December 10 and December 27, in addition of some unexpected major events which may require an impressive action from women. To hold press conferences, to issue press releases and distribute statements and leaflets, to keep the web site updated and enriched with photos and reports from Afghanistan, facts and informative write-ups. To participate at the events of Pakistani political parties or women's rights groups in order to expose the fundamentalists' crimes and raise awareness of the people here about the situation in Afghanistan. To give interviews with many print and electronic media, to take some journalists inside the country and refugee camps in Pakistan, contact with other Afghan and foreign organizations etc.

We also have many different social circles in which the participated women and girls are being thought about the concepts of women's rights, the nature of the fundamentalists, objectives of our Association, conditions of the women under the fundamentalists, the need for struggle against the religious bigots and for the human rights, ways and means for the speedy solution of the Afghan problem and involvement in the social and political life of the country.

We are also assisting the widows and the families of the prisoners. We contact those who have member of their families imprisoned by the Taliban or Jihadis inside Afghanistan or caught by the Pakistani police and put in the jails of this country. We help them by contacting the police and in some cases providing them judicial and legal help. We are also helping those women who are being tortured or maltreated by their husbands or in-laws. If the tortured/abused women wanted shelter, we try to help them in any possible way.

**Financial:** Running handicrafts, carpet, tailoring and bead knitting workplaces; running chicken and fish farms; producing jams and pickles and making chalk etc.

**Inside Afghanistan:**
Our work inside Afghanistan consists mainly of support to female victims of war and atrocities committed by belligerent groups. Our workers contact families and particularly women who either themselves or their family members have been victimized by the fundamentalists. Highlighting their misadventures via reports published in Women's Message, alerting international sentinels of human rights such as Amnesty International and similar organizations to human rights violations against women, providing psycho-social support, transferring victims to Pakistan for medical treatment, transferring children of traumatized families to Pakistan for rehabilitation and a better chance of education, tracing missing females and/or their family members, assisting families in evacuating from battlefield and areas affected by any natural calamities and resettling them in safer places, supplying such families with basic living needs and in extreme cases identifying sponsors for 'family adoption' of uprooted families or individuals and facilitating their integration. We also distribute food among needy families in drought/war/earthquake-stricken villages.

Despite the abovementioned activities, our regular activities inside Afghanistan can be summarized as follows:

**Educational/propaganda:** Though our activities inside Afghanistan are underground and restricted due to the prejudiced and brutal behavior of the fundamentalists, we are successfully running our "home-based" schools and literacy courses. For the time being we are running schools for girls and boys and literacy courses for illiterate women and young girls. Our work under the fundamentalists is difficult and dangerous. We also have circles of women and young girls in which we discuss with them about concepts such as women rights, the need to fight the fundamentalists, the necessity of education and social participation, concepts of democracy and civic freedoms and the ways to solve the Afghan problem and maintaining women's and human rights in Afghanistan.

**Health-care:** We have mobile health teams in 8 provinces of Afghanistan. The mobile teams mainly treat those women who cannot go to the doctors because of their financial problems. We also treat the children and in some cases the wounded men. In the areas where they work, our mobile teams are usually delivering about 3-child per day. In addition of treating the women and children, our teams are also running first aide courses for young girls and literate women. Last year the teams successfully carried out the polio vaccination program in their concerned areas.

**Financial:** We have chicken farms, small carpet-weaving, embroidery and knitting workplaces, bee- fostering project, handicraft and tailoring units. All these projects are under the direct control and supervision of RAWA. Moreover, we also provide assistance to those women who want to run their own projects like chicken-farms, handicraft or tailoring. By providing them short-term loans we help lots of these women, who are mostly widows, to feed their families.

Taken from: [http://www.rawa.org](http://www.rawa.org)

**Canadian and First Nations Women**  
**Indian Country Project**

Violence against women and girls in Indian Country is at epidemic proportions. According to the Bureau of Justice Statistics, the rate of rape and sexual assault of Native American women is 3.5 times higher than for any other race in the United States. The rate continues to rise while Indian women and girls remain invisible as an at risk population.
The V-Day Indian Country Project will raise awareness of the issues facing Native American and Native Alaskan women in the United States and First Nations women in Canada. Led by Native American activist Suzanne BlueStar Boy, the project will also raise funds to provide resources for these women.

As Director of the V-Day Indian Country Project, Suzanne will travel across Indian Country to collaborate with Native American and First Nations women working to end violence and to educate them about V-Day as a means to raise funds and consciousness within their communities. The project will also build coalitions to strengthen tribal commitments to end violence.

In 2002, the world witnessed the violent oppression in which Afghan Women lived. V-Day sponsored the Spotlight on Afghan Women to raise funds for Afghan Women working for change within their country. At the same time, we declared, Afghanistan is Everywhere. Women and girls throughout the world are afflicted by violence, and must stand together to change the world.

In 2003, V-Day is sponsoring Afghanistan Is Everywhere: A Spotlight On Native American and First Nations Women. This program will bring the issues facing native women to local V-Day events around the world, asking all people to stand with Native American women in their struggle to be free of violence. The program will also encourage event organizers to contribute 10% of their benefit proceeds to support work ending violence in Native American, Native Alaskan, and First Nations communities.

Ciudad Juarez: Mexico
An Open Letter to the Interamerican Commission on Human Rights and Our Supporters Worldwide:

Between 1993 and May of this year (2002), in the city of Juarez, more than 450 women have disappeared and 284 women have been found murdered. Our city is a zone of transit between the Mexican interior and the United States, and hosts a large settlement of migrants who originally came here thinking that they were going to cross the border into the US.

The murdered and missing women were, for the most part, migrants, but they also had other characteristics that made them especially vulnerable. They were also poor women who lived in high-risk areas with little or no access to basic services such as running water, plumbing, streetlights and very little police protection.

The majority of these homicides began with kidnappings that were not investigated when reported. Later the missing women were found dead in vacant lots throughout the city. It is worth noting that, in addition to the characteristics we have already noted that made them vulnerable, the victims all have the same physical appearance in that they are thin, dark-skinned and have long, dark hair.

At present there are several men detained by the police who are accused of being the killers and masterminds of these crimes. In 1995, Omar Lattif, and the gang called The Rebels were arrested. In 1999, the gang called the Toltec and the Chauffeurs were apprehended. In 2001,
Victor Garcia Urbe and Gustavo Gonzalez Meza were arrested. With the exception of Omar Sharif Lattif who was sentenced to 30 years in prison, none of the other men has been formally sentenced to a prison term. This notwithstanding, it is now known that the body of the young woman who Omar Sharif was jailed for killing is not that of the woman he actually killed.

Neither of the two governmental administrations has responded to the demands for justice from the families of these murdered and missing young women, which have been made over what is now almost 10 years.

In 1998, the National Commission on Human Rights in our country issued a recommendation (44/98) to the government of the state of Chihuahua, which, among other things, called for enforcing the laws applying to bureaucrats who do not carry out their duties with regard to these complaints in a timely manner. Nonetheless, the recommendation has not, as of this date, been addressed.

Some family members of the victims have confronted this situation by taking action, which has enabled us to avoid feeling impotent. We have denounced the crimes, and have made demands and pressured the authorities. We have also organized to help each other, and to give each other support, and to look for possible solutions to this situation. We have disseminated information to the media about what is happening to us.

Currently, we are working on several petitions to bring cases before the Interamerican Commission on Human Rights. Special Envoy Martha Altolaguirre took five of these petitions away with her when she visited Juarez in March of this year (2002). We firmly believe that seeking access to judicial bodies is the last resort in our quest for justice, and in our demand for redress the denigrating dismissiveness of our elected officials toward our murdered and missing daughters. We are also painfully aware that while no amount of money will compensate for the loss of any of the dead and missing women, we do hope that by seeking and receiving reparations we will set an important precedent so that, in the future, no other state or federal government will fail to protect the human rights of its inhabitants, especially its women.

V-Day 2002 – When the Vagina’s Came to Lowell, MA
Interview Quotes

The following quotes were taken from women who provided their support to UMass Lowell’s V-Day campaigns in 2002 and 2003. They are personal and inspirational – also providing the committee with much needed feedback in regards to the program. To ensure a successful program, one must always have some type of evaluation process, whether it is questionnaires, focus groups, or one-on-one interviews in order to assess how the program was accepted, as well as how to evolve in following years.

“…V-Day is truly an uplifting, empowering movement that provides women a mechanism to reclaim themselves, their femininity and their pride…” (Brenda Evans, 2003)

“…It was a coincidence that I heard Eve Ensler talk about the V-Day College Campaign and saw her perform in the Vagina Monologues while I was developing a seminar about using creativity to challenge violence against women. I added Ensler’s book at the last minute as an example – just an example – of how one person’s creativity can inspire local and global healing, education and social change. When Jennie Lightfoot wanted UMass Lowell College Campaign, I told her it was much too big a fieldwork and, besides, the course her V-Day could even begin. I told Jennie that Charlotte Mandell, Erin Sheehan who’s taking the lead again this year – sweat. The project and successful thanks to Lowell and the over the world who were working together on V-Day and victory over violence against women. This year, more groups have joined us. We are using new and creative approaches to help our campus and community members to envision and move toward a world in which violence against women and girls simply does now exist. I am beginning to believe that there are no coincidences. I know that using our creativity, stories and skills individually and collectively can indeed make the world more like the one we want to be…” (Anne Mulvey, 2003)

Lowell - How it all began…
Jennie Lightfoot is the driving force behind the Vagina Revolution at UMass Lowell. Now a law enforcement officer specializing in Domestic Violence with the Tewksbury Police Department, Jennie ignited a fire in 2002 that still burns strong today. Jennie organized faculty advisors [Anne Mulvey and Charlotte Mandell], student activities director Brenda Evans, and UML Alumni Anne Tremblay to orchestrate the first annual V-Day College Campaign.

Planning began the last week of January, giving the committee exactly one month to raise money, audition students and community members, rehearse, promote and produce the performances. Jennie had previously worked with Kathy Kelley at Alternative House [AH], and therefore designated the agency as the sole beneficiary of funds raised.

“After witnessing UML’s Monologues… the emotions I experienced were indescribable. I felt filled with an unspeakable power… I commend the planning and fund development of the program... I hope to participate in next year’s V-Day College Campaign.”

Anne Mulvey recruited students from her Women in the Community Social Psychology Graduate Program to aid in program development. Weekly rehearsal times focused on costs, promotional opportunities, marketing and production. The Off Broadway Players were recruited to aid in stage lighting and sound for the performance. The cast truly reflected the diversity of the city with students and alumni from both post-secondary institutions, a student from Nashoba Valley Regional High School, Faculty of the University, and members of AH’s staff and Board of Directors.

Fundraising

Sponsorship letters [see appendix] were mailed out to AH’s mailing list, as well as local and state legislators [see appendix], local law enforcement agencies, faculty, staff and friends of both UMass Lowell and Middlesex Community College. With sliding sponsorship levels [see appendix] the group was able to secure almost $1000 from private donations, along with $1000.00 in UML Bookstore Grant funds, as well as various donations from PsiChi, the Psychology Department and the Student Activities Office.

Marketing
The UMass Lowell Connector [connector@uml.edu] was instrumental in marketing efforts, printing teaser flyers [see appendix], as well as articles detailing the campaign and show dates. The Lowell Sun also ran an article in the weekly “Going Out” section under the Campus Notes category [by, Cirilia Rose]. UMass Lowell’s Communications Department also sent out mass emails to the Alumni Network as well as the student, faculty and staff population. Lowell Women’s Week, a co-sponsor of the event advertised the V-Day Campaign in its Events Calendar.

Tickets

Tickets were set at reasonable prices: $10 general public, $5 students/seniors. The performances were February 27, March 1 and March 2nd. [Thursday, Saturday and Sunday]. Since our goal was to make the event affordable for all involved, two of the three shows were performed before sold out crowds.

Associated Events

A catered sponsor “Thank You” reception preceded the Saturday evening performance. Jennie and Erin purchased all decorations and such prior to the show. The reception was also a showcase for a traveling photography exhibit, created by survivors of domestic violence.

The Saturday performance also featured a raffle with items donated from local businesses: i.e.) free manicures, facials and haircuts from local salons. Ricardo’s Trattoria donated a dinner for two gift certificate. Women constructed numerous baskets with such items as wine & cheese, candles, goblets, and bubble bath. We also raffled off V-Day t-shirts, copies of the V-Day book, and videos.

The Brewery Exchange [201 Cabot St. Lowell MA 978-937-2690] also offered a post show reception following the Saturday performance. Owner David Elias provided V-Day participants [over 21] with complimentary tickets, and allowed audience members with a ticket stub into the facility free of charge.
Post Production

Ultimately, the 2002 UML V-Day College Campaign raised approximately $7,000.00. After expenses, we donated approximately $1000.00 to RAWA: The Revolutionary Association of the Women of Afghanistan, and $6000.00 to Alternative House. We successfully increased awareness of domestic violence and violence against women on the UMass campus, as well as in the Greater Lowell Community. We used theatre and the arts as a mechanism to educate the public towards the horrors of violence, and reclaim our rights as women. It was a truly amazing first year.

“Evolution and New Leadership”

Going into year two, we needed to bring new leadership into play in order to produce a second program. The transition was most likely easier than most in this case, since I had worked on the previous campaign. You want to always invite new members to join your program to aid with planning in the hopes that not only will they learn, but that they too will be inspired and willing to carry on the legacy when you are no longer available. Documenting the event to the fullest extent possible is also a very good idea when planning for a turnover in leadership. With a good “how to” guide, the changeover will go much more smoothly. Leadership is a difficult, time consuming and sometimes very stressful process – so you want to ensure that the person you tap is dedicated to their role as a leader of the program. Constant communication between all members, as well as constant support and a sharing of work will also aid in a smooth transition.

Planning

The V-Day College Campaign 2003 took off running in the fall of 2002. In October we gathered the core committee – and also welcomed Rape Crisis Services of Greater Lowell as a beneficiary agency. Elizabeth Cohen [Executive Director] and Jen Gooch [Practicum Student] joined the Planning efforts. Jennie assumed a mentor role and Erin became the Campus Organizer. We decided that we would divide the funding as follows: 10% to the First Nations Women campaign, and the remaining donations would be divided equally between
Rape Crisis and Alternative House. From this point we broke into smaller committees focusing on creating workshops for new community written monologues, promoting change and leadership on campus, promotion and marketing, and fundraising. We held two Open House Nights [see appendix] in December of 2002 to promote this year’s campaign and generate student interest. We offered refreshments and the members of the committee were on hand to talk about V-Day and answer questions. We also had a copy of the 2002 on hand for students and faculty to view. A good number of students, as well as two Humanities classes and one Criminal Justice class attended the forums - all showing enthusiasm and interest in the project.

Fundraising

Again, we used the AH mailing list [Rape Crisis had just finished a fundraising campaign therefore causing us to disregard their list] and focused our efforts on these members of the community as well as legislators, faculty, staff and law enforcement officials from area departments. Also, this year I attended the City Manager’s Task Force on Domestic Violence to present our Campaign to various representatives from the DV community. That one visit generated over $1000.00 in donations - $1000.00 of which was generously donated from Mr. John Chemaly and Trinity Ambulance.

Marketing

Our Marketing Campaign started in early December with teaser flyers and advertisements in the UMass Lowell Connector [see appendix]. The Connector again graciously offered their services with half page ads, articles as well as poster inserts the week prior to the performances. The Lowell Sun covered the program again in the Going Out section [Nancye Tuttle], and Lowell Women’s Week once again highlighted the performances in their calendar. Demtra Gys, from the UML Alumni Council covered the entire alumni network with email and letters. Student Activities staff as well as Resident Assistants promoted the campaign to students in the Residence Halls. Middlesex Community College featured V-Day updates on their email News Board. Community Social Psychology, and Psychology students created flyers and “table tents” and placed them on every table in each of the 5+ campus cafeterias and student recreation spaces.

Tickets

Tickets were set at reasonable prices: $10 general public, $5 students/seniors. The performances were February 27, 28 and March 1st. [Thursday, Friday and Saturday]. Each performance had an impressive turnout, with Saturday being the most popular night.

Events

The first new event was the “These Hands Will Never Hurt Women” campaign that kicked off on Valentine’s Day 2003. Jen Gooch and the PACSI department oversaw a campus wide event in which men and women were asked to lend their support and promise that
they would never hurt women and promote gender equality. Two eight foot banners with the aforementioned phrases were stationed at various points throughout the school and students, faculty, staff and community members were asked to add their handprint and signature as a testimonial support to a non-violent world. The banners were displayed throughout Mahoney Hall during the performances. [see appendix]

The mission of the V-Day College Campaign 2003 was “From V-Day to V-World”. Therefore, the new additional monologues were to be created by students and community members, ultimately answering the question: “WHAT WILL MY WORLD LOOK LIKE WHEN VIOLENCE AGAINST WOMEN AND GIRLS NO LONGER EXISTS...?” [see appendix]. Anne Mulvey, Irene Egan and various students oversaw community workshops on both campuses [MCC and UML] as well as at nursing homes, teen coalitions, the National Park and Lowell High School. Submissions were collected throughout the months of January and February, and two monologues were generated: one from the standpoint of women, and one from the standpoint of men. They truly were a powerful addition to an amazing show.

The Clothesline Project was also added to each performance, displayed throughout Mahoney Hall along with the banners [Made possible by Rape Crisis]. The Project is a creation of survivors of domestic and sexual abuse. And allows them a creative outlet to deal with the pain and emotion of surviving.

Also, through the Alumni Council and Student Activities [Brenda Evans], we were able to sponsor an Alumni reception prior to the Saturday performance. The event was catered, and allowed the beneficiary organizations to thank those who had worked so hard. The reception generated donations from the over 75 alumni in attendance.

The Brewery Exchange [201 Cabot St. Lowell MA 978-937-2690] also offered a post show reception following the Saturday performance. Owner David Elias provided V-Day participants [over 21] with complementary tickets, and allowed audience members with a ticket stub into the facility free of charge.

**Post Production**

The UML V-Day College Campaign raised approximately $7000.00 despite a suffering economy. After expenses were covered, we donated $300.00 to the Canadian and First Nation’s Women Fund, and approximately $2500.00 to both AH and Rape Crisis. Though our donations were up from 2002, our ticket sales decreased [due to massive snowstorms], and our expenses increased. [i.e. t-shirt purchases etc.] The show was a success, and both agencies were very appreciative of donations in such tough economic times. So we look forward to 2004.
Planning has commenced for the 2004, and my final, production of the V-Day campaign. It has become a way of life. If I can offer any advice to the person who follows in my footsteps - DO IT! This experience has changed my life. It has challenged me, taught me a great deal about myself, about politics, fundraising, legislation, activism, loyalty, leadership and commitment. Nothing will ever compare to this. This fall I will recruit from the sophomore class to find someone to co-organize and take over next year. I plan on sophomores since they were hear last year to experience V-Day, and they will be able to organize it for 2005 and 2006. A junior or senior would only be available for one year creating a fast turnover rate, and not keeping the transition smooth.

This year’s V-Day Theme is “Vagina Warriors” – celebrating women in the community who have battled glass ceilings, closed doors, anger, prejudice, pain, frustration, violence and suffering – to promote gender equality and end Violence Against Women. They are the guardian angels with the strength of a thousand men who get up every day to fight for the rest of us. Therefore, this year we will offer the first Vagina Warrior award. We will take nominations from throughout the community, and present the award at the final performance.

We have barely started organizing and already December is almost upon us. It is amazing how quickly V-Day comes each year. I welcome it, and I cherish it. I am so glad I became involved in this project. I have met so many strong, truly beautiful women who help so many people in the community everyday. I offer all of you my sincere appreciation, respect and admiration. You cannot know how valued you are.

So, off we go to organize Year Three.

I feel it is necessary to give due credit to Even Ensler, the brains behind such plays as The Vagina Monologues and Necessary Targets, for she had the initial revolutionary vision of using the play as a mechanism for ending worldwide violence against women and girls. I feel it is important to hear Eve’s story, in that she provides inspiration, support
and insight not only to V-Day organizers, but by hearing her story, organizers of programs worldwide will realize the ideology that one person can make a difference.

**Eve Ensler – The Original Vagina Warrior**

*“Eve Ensler wants to save the world…and don’t even think of getting in her way.”*  
New York Times Magazine 2/10/02

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EVE ENSLER’s Obie-Award-winning play, THE VAGINA MONOLOGUES, translated into over 25 languages and running in theaters all over the world, including sold-out runs at both Off-Broadway’s Westside Theater and on London’s West End (2002 Olivier Award nomination, Best Entertainment), initiated V-Day, a global movement to stop violence against women and girls. Ms. Ensler’s performance in THE VAGINA MONOLOGUES can be seen on the DVD of the HBO original documentary of the play (2002).

Her play NECESSARY TARGETS, set in a Bosnian refugee camp, opened Off-Broadway at the Variety Arts Theater in February 2002, after a hit run at Hartford Stage. Other plays include Conviction, Lemonade, The Depot, Floating Rhoda and the Glue Man, and EXTRAORDINARY MEASURES. THE VAGINA MONOLOGUES and NECESSARY TARGETS have both been published by Villard/Random House, as will Ms. Ensler’s upcoming two new plays and books, THE GOOD BODY and I AM AN EMOTIONAL CREATURE.

Ms. Ensler has devoted her life to stopping violence, envisioning a planet in which women and girls will be free to thrive, rather than merely survive. Her work grows out of her own personal experiences with violence. THE VAGINA MONOLOGUES is based on Ensler's interviews with more than 200 women. The piece celebrates women’s sexuality and strength, and exposes the violations that women endure throughout the world.

V-Day originated out of Ms. Ensler's conversations with women who approached her after early performances of THE VAGINA MONOLOGUES, to tell her of their own experiences of violence. She began to use performances of the play to raise funds for organizations working to
stop violence. Soon, she and the group of women who make up V-Day found that support for their efforts was far-reaching and expansive. What began as a simple possibility quickly transformed into a worldwide social and activist movement.

Today, V-Day is a global movement that helps anti-violence organizations throughout the world continue and expand their core work on the ground, while drawing public attention to the larger fight to stop worldwide violence (including rape, battery, incest, female genital mutilation (FGM), sexual slavery) against women and girls. V-Day exists for no other reason than to stop violence against women. In just five years, it has raised over $14 million and was named one of Worth magazine's "100 Best Charities" in 2001.

V-Day stages large-scale benefits and promotes innovative gatherings and programs (The Afghan Women's Summit, The Stop Rape Contest, Indian Country Project, and more) to change social attitudes towards violence against women. In 2003, more than 1000 V-Day benefit events - produced by local volunteer activists and performed in theaters, community centers, houses of worship, and college campuses - took place around the world, educating millions of people about the reality of violence against women and girls and raising funds for local groups within their communities.

Ms. Ensler is the recipient of a Guggenheim Fellowship Award in Playwriting, the Berrilla-Kerr Award for Playwriting, the Elliot Norton Award for Outstanding Solo Performance, and the Jury Award for Theater at the U.S. Comedy Arts Festival, as well as the 2002 Amnesty International Media Spotlight Award for Leadership and The Matrix Award (2002). She is Chair of the Women's Committee of PEN American Center and is an Executive Producer of WHAT I WANT MY WORDS TO DO TO YOU, a documentary about the writing group she has led since 1998 at the Bedford Hills Correctional Facility for Women. The film had its world premiere at the 2003 Sundance Film Festival where it received the "Freedom Of Expression" award. In May 2003, she will receive an Honorary Doctor of Letters degree from her alma mater, Middlebury College.

I hope this archive of the V-Day Campaign has given you ideas on programming within the campus community. Never give up, no matter how frustrated you become. Just always keep in mind that things WILL work out in the end, and it will all be worth it. And, you can’t make everyone happy. Also, NEVER BE AFRAID TO ASK FOR HELP! Without it, V-Day would not have been a success. I thank all of you for your continued efforts. The appendix holds valuable contact information, addresses, flyer ideas, articles the Organizer’s Kit 2003, and the script of the play. I hope you come to love V-Day as much as I do. Good luck with your program!

Viva Vagina!
Appendix

V-Spot Emails [tips and FAQ’s from National V-Day organizers]
Getting Started – Teaser flyers, Info from V-Day, Open House info
Sponsorship Letters/Fundraising
Audition Flyers/Rehearsal Dates/Cast List and Bios
Mailing Addresses for City/State Officials & others
New Monologues [2003]: Flyers, Workshop info, Scripts
Organizers Kit 2003 – THE BIBLE
The Vagina Monologues: Script 2003
Ideas and Articles
Budget for Bookstore Grant [Proposed, 2003]
Final Project To Do List [delegation of responsibilities]
Promotional Flyers
Performance Ticket, Program Booklet, Final Report Cover Letter