

EVERY1
KNOWS
SOME1

Domestic Violence Awareness Month 20
& Giving Tuesday 21

Toolkit Introduction

The National Network to End Domestic Violence (NNEDV) and a team of state domestic violence coalitions have come together to create a unified Domestic Violence Awareness Month (DVAM) messaging campaign and a nationwide cause-based giving coalition for GivingTuesday. Our goal is to work together to amplify the impact of our DVAM and GivingTuesday efforts through consistent messaging. We want the issue of domestic violence to rise above the noise and motivate people to get involved.

The messaging goal is to set the foundation for domestic violence as a societal and personal priority and raise the needed awareness to understand the problem and its prevalence. Much of the campaign messaging goes back to the basics of what domestic violence actually is. We hope to get people to realize that they have a stake in solving the problem of domestic violence, priming them to take action and support our cause during GivingTuesday and/or end of year campaigns.

The campaign theme is **#Every1KnowsSome1**, because with 1 in 4 women and 1 in 7 men experiencing domestic violence, it is likely that everyone knows someone who has been impacted by domestic violence.

Using the Toolkit

We hope you will join us in this campaign by incorporating some of the provided messaging, images into your DVAM efforts, and by joining the #GiveForDV coalition for GivingTuesday.

Local Customization

You may use as much or as little of the provided content as you would like. The press release, newsletter articles, links and social media post copy can be tweaked to meet your organization's needs. Many of the images have blank space on them and we encourage you to add your organization's logo or information on the images as you see fit. We have also provided the campaign logos and some blank social media templates to make it easy to incorporate your local content if you choose to do so. There are

suggestions for additional local content and where to add your local links throughout the social media content section.

Hashtag Guidance

We do ask that when you use any of the provided social media content that you use #Every1KnowsSome1 and #DVAM for DVAM, and that you use #EveryKnowsSome1 and #GiveForDV for GivingTuesday on Twitter and Instagram, specifically.

If your Facebook account is connected to your other channels, it's fine to use hashtags there, too, but they are less effective and, ultimately, aren't necessary. If you want a consistent look across the board for your content on Facebook, we'd recommend just using #DVAM (or #GiveForDV for GivingTuesday) in your social copy since the social graphics have the #Every1KnowsSome1 hashtag them already.

If you'd like to add a more area-specific hashtag, you can do that, too. For instance, you could use #ErieAgainstDV along with the #DVAM (or #GiveForDV for GivingTuesday) and #Every1KnowsSome1.

Capitalization in your hashtags is important for accessibility purposes. Please be sure to capitalize the first letter of each word in a hashtag.

Best practices vary, but for Instagram, 1-3 is the recommended number of hashtags to use, with 4 being the absolute most for a given post. For Twitter, no more than three should be used (the ideal amount is 1-2, but a third will be fine for regional purposes.)

Contacts

If you have any questions about the DVAM content or resources, please contact communications@nnev.org. If you have any questions about fundraising during DVAM or the GivingTuesday content or resources, please contact development@nnev.org or fundraising@pcadv.org.

DVAM Resources

Campaign Branding Resources

These resources can be used to customize your local content and incorporate it into the #Every1KnowsSome1 DVAM Campaign:

- [Campaign Visual Branding Guide](#)
- [DVAM 2021 Logo Files](#)
- [Adobe Creative Cloud Library](#)

Sample Press Release

[Coalition Name] joins NNEDV in #Every1KnowsSome1 Month-Long National Campaign to Raise Awareness About Domestic Violence

[CITY, State (Date)] — Each year, in October, advocates, survivors and supporters recognize October as Domestic Violence Awareness Month (DVAM).

This October, *[insert Coalition name]* is partnering with the National Network to End Domestic Violence (NNEDV) and other state and territorial coalitions across the nation to start a coordinated national conversation about domestic violence and how we can all contribute to changing the narrative on this overshadowed, but fundamental topic.

More prevalent than most realize, one in four women and one in seven men will experience domestic violence in their lifetimes. Anyone, regardless of gender, race, sexual identity or orientation, or socio-economic status, can become a victim of domestic violence. This year's campaign theme, #Every1KnowsSome1, strives to highlight how common domestic violence is and that it is more than physical violence.

[If available, personalize, by inserting a paragraph with info, service stats, etc. about your coalition and domestic violence in your state.]

Throughout October, *[Coalition name]* and NNEDV will be sharing content on their social media channels to help raise awareness and educate the public on the complex dynamics of domestic violence. A week of action is planned for October 18 – 24, 2021 designed to engage advocates, partners, and the public in starting a national conversation.

Free and confidential help is available 24/7 for individuals experiencing domestic violence. Those seeking help may contact the National Domestic Violence Hotline at thehotline.org or 1.800.799.SAFE (7233) or *[insert any state DV hotline/website info]*.

[Boilerplate text]

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Sample Emails and Newsletter Content

Sample DV Coalition/Local Program Newsletter Article

Email Subject: Be the Change, Start an Online Campaign this DVAM

Domestic violence thrives in silence. To be able to support and help victims and survivors, and to prevent domestic violence in the future, we all need to talk about it. And to talk about domestic violence, we need others to fully understand what it is.

As a supporter of domestic violence victims and survivors, we need you to help us spread the word this October during Domestic Violence Awareness Month (DVAM).

This year's DVAM theme is #Every1KnowsSome1 to highlight the fact that domestic violence can happen to anyone and is more prevalent than people realize. Both *[insert Coalition/Program Name]* and NNEDV will be sharing social content on their channels throughout the month that focuses on getting back to basics in raising awareness about what domestic violence is, who it impacts, and why we all need to care.

Join us! Help us amplify this important message and get a conversation started by sharing the content on your own social networks.

[insert social follow links]

Sample Newsletter Article for External Partners

Email Subject: State Coalitions, NNEDV Collaborating to Start a Coordinated National Campaign about Domestic Violence this October

Domestic violence thrives in silence. To be able to support and help victims and survivors, and to prevent domestic violence in the future, we all need to normalize it by talking openly about it. Having an informed conversation about domestic violence requires understanding what it is—that it's much more than physical abuse—and why 'just leaving' isn't so simple for survivors. *[If you have a web page about abuse and/or abuse tactics, this would be a good opportunity to link to it.]*

[If available, personalize, by inserting a paragraph with info, service stats, etc. about your coalition and domestic violence in your state.]

Domestic violence is often thought about in terms of physical violence, but controlling behavior and other abusive tactics often begin long before any physical violence occurs. As a society we all have a role in changing the narrative about what domestic violence is, to whom it happens, and how we can support those who are experiencing it, and ultimately prevent it entirely.

This October in recognition of Domestic Violence Awareness Month, *[insert Coalition name]* is partnering with the National Network to End Domestic Violence (NNEDV) and other state coalitions across the nation to start a coordinated national conversation about domestic violence and how we can all contribute to [flipping the script](#) on this overshadowed, but fundamental topic.

How can you help? Join us! Show your support for victims and survivors by following our social media accounts and sharing the content we've already prepared with your own networks throughout the month of October with the hashtag #Every1KnowsSome1. Participate in our week of action, October 18 - 24, 2021 and stay engaged throughout the year to show your support.

[insert social links]

Sample Week of Action Promo Email

Email Subject: *[Insert # Days]* day until DVAM 2021 Week of Action! How will you step up for survivors?

We're halfway through Domestic Violence Awareness Month (DVAM) already, and we want to thank you for bringing awareness to domestic violence alongside us.

This upcoming week, you have a chance to do even more, as it's the national DVAM [Week of Action](#). What's the Week of Action? Each day we have a theme where you can engage, participate and **take action to support survivors of domestic violence**.

Here's a quick rundown for what you can expect so that you can plan ahead!

- **Media Monday:** Share a piece of media on your own social channels that bring awareness to domestic violence
- **Twitter Chat Tuesday:** Join us throughout the day Tuesday as we answer questions on Twitter. [More information](#) coming soon!
- **Do Work Wednesday:** What does "do work" mean? Well, we all have a role to play in ending domestic violence. Today, donate to support our work. Share and follow your local program's social accounts. Look into volunteering at your local program.
- **Purple Thursday:** It's our favorite day of #DVAM: #PurpleThursday! We're wearing purple today to show our support for survivors and our commitment to ending violence. Get the Purple Thursday printables, frames, and more [here](#).
- **Philanthropy Friday:** Survivors and programs urgently need financial support. Make your gift and make a difference.

- **Speak Up Saturday:** Policy and advocacy are key to our work to end domestic violence, and we need your voice to make a difference. Sign up to receive our action alerts today.
- **Sharing Sunday:** Domestic violence can happen to anyone, and it's likely happening to someone close to you. Today is a perfect day to share resources.

We look forward to participating in this [Week of Action](#) with you!

DVAM Social Media Content

Each week of the month has a theme, and corresponding post suggestions for that week. Other than Week 3 (Week of Action), this content can be posted anytime throughout DVAM and/or in November during the transition from DVAM to Giving Tuesday and End of Year campaigns.

You may use as much or as little of the provided content as you would like. The press release, newsletter articles, links and social media post copy can be tweaked to meet your organization's needs. Many of the images have blank space on them and we encourage you to add your organization's logo or information on the images as you see fit.

We do ask that when you use any of the provided social media content that you use #Every1KnowsSome1 and #DVAM for DVAM, and that you use #EveryKnowsSome1 and #GiveForDV for Giving Tuesday. [Additional hashtag guidance can be found in the Using the Toolkit section.](#)

In addition to the weekly post options there are the following social media resources:

- [Social media cover images](#)
- [Blank social media templates](#)
- [Facebook profile frame](#)
- Instagram story stickers - in instagram and facebook stories, search for DVAM2021 or Every1KnowsSome1 to find our library of DVAM stickers. You can also search for these on any device that has a giphy keyboard, and you can access the [original gif files here](#).
- [Purple Thursday printables](#)
- [All social media images](#)

Week 1: Thursday, 10/1 - Sunday, 10/10

Theme: #Every1KnowsSome1; The prevalence of domestic violence; Domestic violence doesn't discriminate.

Channel(s)	Post Caption	Visuals	Link Options
Facebook, Twitter, Instagram	Someone you care about is likely experiencing #DomesticViolence, whether you can see it or not. 1 in 4 women and 1 in 7 men will experience severe physical violence from an intimate partner in their lifetime. #Every1KnowsSome1 #DVAM	Wk1-A	Link to stats page on your website or to the NNEDV Fact Sheet
Facebook, Twitter, Instagram	1 isn't just a number, it's SOMEONE - a family member, a neighbor, a coworker, a friend. Domestic violence affects all of us, and all of us must be part of the solution. You can be a part of the solution by learning more about domestic violence and sharing our posts throughout the month. #Every1KnowsSome1 #DVAM	Wk1-B	<ul style="list-style-type: none"> • Link to educational resources on your website or to NNEDV "DV FAQs" • Fundraising opportunity: change the last line to "...by making a gift to support survivors today!" and link to your donation page, or for facebook encourage supporters to set up a month-long DVAM facebook fundraiser
Facebook, Twitter, Instagram	Abuse can come in many forms, including emotional and psychological abuse. In fact, nearly half of all men and women experience this form of abuse from an intimate partner. #Every1KnowsSome1 #DVAM	Wk1-C	Link to NNEDV "Forms of Abuse" or to a resource on your website about types of abuse
Facebook, Twitter, Instagram	1 in 4 women and 1 in 7 men experience severe physical violence from an intimate partner in their lifetime. Nearly half of men and women experience emotional/psychological abuse from an intimate partner. Abuse is a lot closer to home than you may realize. #Every1KnowsSome1 #DVAM	Wk1-D	Link to NNEDV "Red Flags of Abuse" or a resource on your own page about how to identify abuse
Facebook, Twitter,	Domestic violence doesn't discriminate; it can happen in every community, and victims can be	Wk1-E	

Instagram	any gender, race, or socioeconomic status. #Every1KnowsSome1 who has been impacted by domestic violence. #DVAM		
Facebook, Twitter, Instagram	Domestic violence doesn't discriminate, and it can happen to anyone. Every survivor, regardless of race, background, or class, deserves support. #Every1KnowsSome1 #DVAM	Wk1-E	<ul style="list-style-type: none"> ● Link to "Find Help" resources on your page ● Fundraising opportunity: Add "You can help provide that support by making a gift today." and link to your donation page, or for facebook add a donate button to this post
Facebook, Twitter, Instagram	Domestic violence can happen to anyone, but those survivors and victims of marginalized backgrounds and identities can have those used against them as tactics of control by their abusers. They also may face additional barriers to seeking help. Every survivor deserves support. There are culturally specific organizations providing assistance to victims and survivors. Learn more about those organizations [add tags to orgs listed in the links column] #DVAM #Every1KnowsSome1		<p>Asian Pacific Institute on Gender-Based Violence Twitter, Facebook</p> <p>ASISTA Immigration Assistance Twitter, Facebook, Instagram</p> <p>Esperanza United Twitter, Facebook, Instagram</p> <p>National Indigenous Women's Resource Center Twitter, Facebook, Instagram</p> <p>Tahirih Justice Center Twitter, Facebook, Instagram</p> <p>Ujima: The National Center on Violence</p>

			against Women in the Black Community Twitter, Facebook, Instagram StrongHearts Native Helpline Twitter, Facebook, Instagram
	Programs/Coalitions: Add your own content! Suggestions: <ul style="list-style-type: none"> • State or local domestic violence statistics • Survivor stories 		

Week 2: Monday, 10/11 - Sunday, 10/17

Theme: The behaviors that constitute domestic violence. Domestic violence isn't just physical, it's about power and control.

Channel(s)	Post Caption	Visuals	Link Options
Facebook, Twitter, Instagram	Domestic violence can manifest in a number of ways, and there's usually more than one tactic taking place in an abusive relationship. Regardless of the coercive behavior(s) used, it always comes back to power and control over the victim. #Every1KnowsSome1 #DVAM	Wk2-A	
Facebook, Twitter, Instagram	Someone you care about is likely experiencing domestic violence, whether you can see it or not. Domestic violence doesn't always leave visible bruises. It can also bruise your credit, financial wellbeing, and your mental and emotional state. #Every1KnowsSome1 #DVAM	Wk2-B OR Wk1-D	
Facebook, Twitter, Instagram	Abuse is all about power and control, and emotional abuse is often used by abusers to gain power and control over their victim. In fact, it's so common that nearly half of all men and	Wk2-C	

	women experience emotional/psychological abuse from an intimate partner. Would you know the signs of emotional/psychological abuse? #Every1KnowsSome1 #DVAM		
Facebook, Twitter, Instagram	Domestic violence is more than physical abuse. It can come in many different forms. Learn more about different common tactics of abuse that are likely happening to someone you know. #Every1KnowsSome1 #DVAM	Wk2-C OR Wk2-I	
Instagram - Stories	Is this behavior abusive or healthy? poll	Wk2-D	Link flip cards
Facebook, Twitter, Instagram	If your partner is sabotaging your morning routine with transportation, it's not just an inconvenience, but it's an example of financial abuse. Learn more about what financial abuse looks like, and why it's present in 99% of abusive relationships. #Every1KnowsSome1 #DVAM	Wk2-F	Link to NNEDV "About Financial Abuse" or financial abuse information on your own website
Instagram - Carousel	If someone is being abused, then "just leaving" is easier said than done. There are many barriers preventing someone from leaving an abusive relationship. #Every1KnowsSome1 #DVAM	Wk2-G	
Facebook, Twitter, Instagram	Post Caption 1: The hit Netflix show "You" is just the latest example of the romanticization of stalking in our society. With the new season coming out this October, it's a good time to stop glorifying controlling behavior, and start treating it as the serious issue that it is. #DVAM #Every1KnowsSome1 Post Caption 2: Controlling behavior isn't romantic. In fact, it's abuse. Here are some signs of controlling behavior that we need to start identifying as abusive behavior. #Every1KnowsSome1 #DVAM	Wk2-H	PCADV "You" blog Link to signs of abuse/abuse tactics resource on your website, or link to NNEDV "Red Flags of Abuse"
Instagram - Carousel	Unhealthy and abusive behaviors often begin long before abuse becomes physical. Abusers use emotional abuse, financial abuse, sexual abuse, intimidation, and other tactics to establish power and control over their partners. #Every1KnowsSome1 #DVAM	Wk2-I	

Week 3: Monday, 10/18 - Sunday, 10/24

Theme: DVAM Week of Action

Channel(s)	Post Caption	Visuals	Link Options
Facebook, Twitter, Instagram	Next week is #DVAM Week of Action! Find out how you can take action to support survivors at https://nnedv.org/content/week-action-2021/ and be sure to show us your purple on Thursday! #Every1KnowsSome1	Wk3 Promo	NNEDV Week of Action
Media Monday			
Facebook, Twitter, Instagram	The #DVAM Week of Action kicks off with #MediaMonday! We hear a lot of problematic media messages about domestic violence, like asking, “why didn’t she just leave?” instead of, “why did he choose to abuse?” Read more in @nnedv’s DV FAQs: https://nnedv.org/content/frequently-asked-questions-about-domestic-violence/ #Every1KnowsSome1		NNEDV “DV FAQs”
Facebook, Twitter, Instagram	Journalists have a responsibility to tell respectful, survivor-centered stories about domestic violence. Check out @nnedv’s Media Guide and learn how you can make a difference: https://nnedv.org/content/media-guide/ #DVAM #Every1KnowsSome1 #MediaMonday	Mon-1	NNEDV Media Guide
Facebook, Twitter, Instagram	We hear a lot of harmful domestic violence myths in the media: <ul style="list-style-type: none"> ✗ “Why didn’t she just leave?” ✗ “He seemed like such a nice guy!” ✗ “They must have deserved it.” 		NNEDV “DV FAQs”

	<p>These aren't okay. Learn more in @nnedv's DV FAQs: https://nnedv.org/content/frequently-asked-questions-about-domestic-violence/ #DVAM #Every1KnowsSome1 #MediaMonday</p>		
	<p>Programs/Coalitions: Add your own content! Suggestions:</p> <ul style="list-style-type: none"> • DV “mythbusting” about why certain words/phrases are harmful • Media guides to help journalists tell stories appropriately • Past campaigns where your org has called out harmful media messaging • Lists of how the general public can call things out when they see them 		
Twitter Chat Tuesday			
Twitter	<p><i>***More info coming soon - check back in this toolkit for Twitter Chat Tuesday details and content suggestions***</i></p>		
Do Work Wednesday			
Facebook, Twitter, Instagram	<p>The #DVAM Week of Action continues with #DoWorkWednesday! #Every1KnowsSome1 and there are plenty of ways to support survivors in your community:</p> <ul style="list-style-type: none"> ✓ Donate to support our work: [link] ✓ Follow us on social media: [@handle] ✓ Sign up for our newsletter: [link] 	Wed	<ul style="list-style-type: none"> • Your donation page • Your newsletter signup • Your “Get Involved” page • Your Volunteer sign up page
Facebook, Twitter, Instagram	<p>We all have a role to play in ending domestic violence and creating a safe world for survivors. Find yours with @nnedv's Get Involved toolkit: https://nnedv.org/resources-library/get-involved-toolkit/ #DVAM #Every1KnowsSome1 #DoWorkWednesday</p>		<p>NNEDV Get Involved Toolkit /</p> <p>Or your org's Get Involved page</p>

Facebook, Twitter, Instagram	Domestic violence survivors need your support every day of the year. What's #1 Thing you can do to make a difference today? #DVAM #Every1KnowsSome1 #DoWork Wednesday		
	<p>Programs/Coalitions: Add your own content! Suggestions:</p> <ul style="list-style-type: none"> • Your donate page link • Your newsletter signup link • Your social media account handles • Your Amazon or other wishlist links • Information about COVID-safe volunteer opportunities • Information about a current/upcoming campaign you're excited about • A spotlight on a volunteer about why they support you • A story about how a volunteer made a difference at your org 		
Purple Thursday			
Facebook, Twitter, Instagram	It's our favorite day of #DVAM: #PurpleThursday! We're wearing purple today to show our support for survivors and our commitment to ending violence. #Every1KnowsSome1	Share images of your staff in their purple	*purple thursday photo frame and printables
Instagram	In your stories, share posts of your supporters and partner orgs participating in #Purple Thursday		
Philanthropy Friday			
Facebook, Twitter, Instagram	The #DVAM Week of Action continues with #PhilanthropyFriday! Survivors and programs urgently need financial support. #GiveForDV and make a difference today: [donate link]	Fri	[donate link]
Facebook, Twitter, Instagram	Your donation can help change the lives of survivors of domestic violence. Learn where your gift goes and how we're using it to make a difference: [link to "where does my donation go?"-type page on your org's website] #DVAM		[link to "where does my donation go?"-type page on your org's website]

	#Every1KnowsSome1 #PhilanthropyFriday #GiveForDV		
Facebook	Did you know that you can support our work with your very own Facebook fundraiser? Get your friends, family, and community involved to make a difference today: https://www.facebook.com/[org's FB handle]/fundraisers/ #DVAM #Every1KnowsSome1 #PhilanthropyFriday #GiveForDV		https://www.facebook.com/[org's FB handle]/fundraisers/
	Programs/Coalitions: Add your own content! Suggestions: <ul style="list-style-type: none"> • Your donate page link • Fun donation options i.e. text-to-give, Instagram story buttons, etc. • Survivor stories showing how they benefited from donations to your org • Spotighting individual donors, why they give, what it means to them, etc. • Recognizing corporate and foundation supporters 		
Speak Up Saturday			
Facebook, Twitter, Instagram	The #DVAM Week of Action continues with #SpeakUpSaturday! Policy and advocacy are key to our work to end domestic violence, and we need your voice to make a difference. Sign up to receive our action alerts today: [link to advocacy alert sign-up] #Every1KnowsSome1	Sat-1	[link to advocacy alert sign-up]
Facebook, Twitter, Instagram	Wondering what's happening with domestic violence legislation on Capitol Hill? @nnedv has you covered with #TheResolve: a monthly update to make you a policy insider. Sign up today: https://nnedv.org/take_action/resolve-find-solutions-support-survivors-us/ #DVAM #Every1KnowsSome1 #SpeakUpSaturday		NNEDV's The Resolve
	Programs/Coalitions: Add your own content! Suggestions: <ul style="list-style-type: none"> • Other policy-related sign-up links 		

	<ul style="list-style-type: none"> • Stories or website posts about recent policy wins • General info about major legislation i.e. VAWA, VOCA, FVPSA • Pictures of your team in action on the Hill, at your state legislature, etc. • Survivor stories about how a policy/piece of legislation helped them 		
Sharing Sunday			
Facebook, Twitter, Instagram	<p>We're wrapping up the #DVAM Week of Action with #SharingSunday! #Every1KnowsSome1, and survivors deserve to feel safe and believed if they choose to share their stories, and it's up to all of us to make sure that happens. Check out @nnedv's 10 Tips:</p> <p>https://nnedv.org/content/10-tips-informed-conversation/</p>		NNEDV "10 Tips to Have an Informed Conversation about DV"
Facebook, Twitter, Instagram	<p>Do you know how to help a friend or family member who's experienced domestic violence? #Every1KnowsSome1 and it's more likely than you think that someone in your life might need support. Learn more from @nnedv:</p> <p>https://nnedv.org/content/10-tips-informed-conversation/ #DVAM #SharingSunday</p>	Sun-1	NNEDV "10 Tips to Have an Informed Conversation about DV"
Facebook, Twitter, Instagram	<p>#Every1KnowsSome1 touched by domestic violence. Especially during COVID-19, it's smart to think about how you can help a friend, even from a distance. In honor of #SharingSunday and #DVAM, check out these tips from @nnedv:</p> <p>https://nnedv.org/resources-library/tips-helping-friend-experiencing-domestic-abuse-covid-19/</p>	Sun-2	NNEDV "Tips for Helping a Friend Experiencing DV during COVID-19"
	<p>Programs/Coalitions: Add your own content! Suggestions:</p> <ul style="list-style-type: none"> • Stories where survivors reached out, were believed, and got help • "How to help a friend" pages on your website • Your org's tips for listening to a disclosure • Your org's tips for supporting a friend, family member, colleague, neighbor, 		

	child, stranger...		
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Week 4: Monday, 10/25 - Sunday, 10/31

Theme: Stay involved after DVAM ends - continue the conversation!

Channel(s)/ Type	Post Caption	Visuals	Link Options
Facebook, Twitter	Domestic violence can feel like a tricky topic to talk about. We, along with NNEDV, are here to help you navigate the discussion. Here are 10 tips to have an informed conversation about #DomesticViolence. #Every1KnowsSome1 #DVAM		NNEDV “10 Tips to Have an Informed Conversation about DV”
Facebook, Twitter, Instagram	Domestic violence thrives in silence. By not talking about domestic violence and removing the stigma, we as a society are failing victims and survivors. #DVAM #Every1KnowsSome1	Wk4-B	
Facebook, Twitter, Instagram	When we treat domestic violence as a private or family matter that should stay behind closed doors, we make victims feel even more isolated. Survivors shouldn’t have to “go-it-alone.” Do your part to remove the stigma - keep sharing information and resources, and talk about domestic violence with your friends and family. #Every1KnowsSome1 #DVAM	Wk4-B OR Wk4-D	
Facebook, Twitter	Survivors are not alone; they deserve support and resources, no matter what. You can help ensure survivors can access support by donating to your state coalition/local program.	Wk4-D	Link to donate page *Could do this post as instagram story and add donate button
Facebook, Twitter, Instagram	Domestic violence affects us all; victims are our family members, neighbors, coworkers, and friends. All of us – women, children, and men – must be part of the solution.	Wk1-B	Link to your get involved page.

GivingTuesday #GiveForDV Resources

Background

Created in 2020 for GivingTuesday, GiveForDV is a community campaign to encourage organizations and people to come together to support survivors and domestic violence organizations. GiveForDV is recognized as an official [cause-based](#) coalition by GivingTuesday.

The goal of GiveForDV is to raise awareness about domestic violence, increase donations, and increase community engagement by connecting philanthropic efforts nationwide. By uniting our philanthropic efforts through the same hashtags, simple messaging, and cause-based identity on GivingTuesday and throughout the year, it builds the case that everyone has a part to play in supporting our work to end domestic violence.

The coalitions and programs are critical to building GiveForDV into a larger movement to mobilize charitable support for domestic and sexual violence programs at the local, state, and national level. With enough promotion and buzz at every level, we can reinforce the messaging domestic and sexual violence is a pervasive community issue that needs community-wide support and action to create meaningful change.

Below are ideas and messaging for participating in GiveForDV on November 30 for GivingTuesday, and all year round. Be sure to connect the DVAM content into your GivingTuesday messaging to keep the theme and conversation going.

Key Messages

November 30, 2021 is GivingTuesday, a global day of generosity.

GivingTuesday strives to build a world in which the catalytic power of generosity is at the heart of the society we build together, unlocking dignity, opportunity, and equity around the globe.

GiveForDV is a national advocate-driven campaign that encourages and empowers people to come together and support survivors of domestic and sexual violence and the programs that help them find safety and support their healing.

There are many ways to GiveForDV—whether you are making a donation, volunteering at a local program, raising awareness, or advocating on an issue, you are helping to create safer, supportive communities for survivors.

We are stronger together. GiveForDV is an opportunity to bring together the voices of individuals and take action in support of a violence-free world to create transformational change.

GiveForDV Activities and Participation

GiveForDV is more than fundraising. It is care for the well-being of others. A successful GiveForDV campaign builds relationships and includes activities in which everyone can play a part. Below are ideas you can incorporate into your GivingTuesday plan. We've organized the activities into three categories: Threshold Participation, Full Participation, and Exceptional Participation.

THRESHOLD PARTICIPATION

- [Sign up to participate as an organization](#). You will be included on the GiveForDV landing page. If you signed up last year you do not need to sign up again.
- Use #GiveForDV and #Every1KnowsSome1 on all of your social media posts, communications, and your website for all fundraising, volunteer, and donor appreciation activities.
- Host a fundraising, volunteer, and/or a donor appreciation activity on GivingTuesday November 30, 2021 and be sure to use the hashtags (#GiveForDV, #GivingTuesday, #Every1KnowsSome1).
- Communicate with your audiences about your GivingTuesday activity(s) within the week before November 30.
- [Share your results with NNEDV](#). We will track the impact of GiveForDV, share the results with you, and use the information to build a stronger campaign in 2022.

FULL PARTICIPATION

In addition to the five steps for threshold participation, the following things will help your organization take the next step:

- Rally your volunteers and community to participate in this event. Ask them to: (1) Fundraise on Facebook or your preferred peer-to-peer (P2P) platform for your organization on November 30 using #GiveForDV and #GivingTuesday

and/or (2) Ask a volunteer to recruit a new volunteer and/or (3) Ask a donor to thank another donor.

- Use GiveForDV and GivingTuesday for an already planned activity or event, for example, launch the sale of tickets for an event, highlight and recruit for an upcoming volunteer opportunity, or announce a donor appreciation event. For example, if you are participating in a community event like GiveBigPittsburgh, make sure you include #GiveForDV in all of your efforts to connect to cause-based giving.
- Set a year-end fundraising goal that closes on December 31 and use GivingTuesday to kick it off.

EXCEPTIONAL PARTICIPATION

If you have the capacity to take GiveForDV even further, you can consider the following ideas:

- Set up a giving challenge for November 30. Ask your Board of Directors to pledge a dollar amount to match GiveForDV and GivingTuesday donations dollar for dollar.
- Set a fundraising goal and update your progress via social media.
- Get creative! Do a countdown to GivingTuesday and post daily updates.
- Have volunteers show GiveForDV in unique ways such as sending in pictures of chalk sidewalk art, or signs at youth or community events. Ask people to share why they're supporting GiveForDV through videos, selfies, or other mediums and share them through your social media.
- Use storytelling where possible. Show the impact of being a donor or volunteer for your organization.
- Highlight your local program's GivingTuesday activities.
- Engage a corporate donor to support your organization on GivingTuesday. Ask them to give on that day and to ask their employees to fundraise towards GiveForDV.
- Use a specific online giving platform dedicated to GiveForDV, e.g., [Give Lively](#) is a free online giving platform. The only fee is a percentage of each donation.

DATA AND REPORTING

Help us track the impact of GiveForDV. Fill out [this SurveyMonkey form](#) to share your GiveForDV activities, how much money you raised, if your local programs

participated, and share how we can make this campaign better for you. We will share the results with you and use them to build a stronger campaign in 2022. Once we collect enough survey responses we will share the results with GiveForDV participants.

Link to GiveForDV reporting survey: <https://www.surveymonkey.com/r/W8NMC8B>

DOWNLOADS

COMING SOON!

SOCIAL MEDIA

Website Landing Page

Complete this form to be added to the GiveForDV landing page:

<https://www.surveymonkey.com/r/WY2PRCV>

Hashtags

#GiveForDV

#Every1KnowsSome1

#GivingTuesday

GiveForDV Facebook Fundraiser Guide

Need directions for your donors on how to start a Facebook Fundraiser? Here are step by step direction from Facebook, or you can share the link on your organization's "Fundraisers" Facebook page to **encourage supporters to create fundraisers** (e.g, <https://www.facebook.com/fund/PCADVorg>) and #GiveForDV.

1. On your computer, login to [Facebook](#).
2. On the left, click  Fundraisers.
3. On the left, click Raise money.
4. Click Nonprofit.
5. You can either:
 - Scroll to find the nonprofit you want to raise money for
 - Type into the search bar to find the nonprofit you want to raise money for

6. Select the nonprofit.
7. On the left, enter:
 - The goal amount of money you want to raise
 - The currency you want the funds to be in
8. Click Create.

You'll see a screen pop up where you can invite your friends to donate to your fundraiser, share your fundraiser in your news feed, or donate to the fundraiser yourself.

Customize your fundraiser. Tell your friends why you support [\[your organization\]](#) and #GiveForDV

Sample Social Media Posts

- Mark your calendar! Nov 30 is #GivingTuesday. You can help survivors by making a donation.  #GiveForDV [LINK]
- 1 isn't just a number, it's SOMEONE - a family member, a neighbor, a coworker, a friend. Domestic violence affects all of us, and all of us must be part of the solution. You can be a part of the solution by making a gift to support survivors today! #GiveForDV [LINK]
- Domestic violence doesn't discriminate, and it can happen to anyone. Every survivor, regardless of race, background, or class, deserves support. You can help provide that support by making a gift today. #GiveForDV [LINK]
- Did you know that you can support our work with your very own Facebook fundraiser? Get your friends, family, and community involved to make a difference today:
[https://www.facebook.com/\[org's FB handle\]/fundraisers/](https://www.facebook.com/[org's FB handle]/fundraisers/)
#GiveForDV
- Save the Date: #GivingTuesday is November 30! We're proud to be a part of this global celebration of giving.
#GiveForDV
- Curious to know how your #GivingTuesday donation helps? Here are a few ways that you can make a difference.
#GiveForDV [BLOG POST UPDATED]

- In this time of uncertainty, there's a fundamental truth that gives us hope - that together we can do extraordinary things. Join us on #GivingTuesday and let's rally on behalf of victims and survivors. #GiveForDV [LINK]
- A small donation goes a long way. This #GivingTuesday, make a difference for a survivor of domestic violence. #GiveForDV [LINK]
- GivingTuesday's messages of hope, connection, and community have never been more needed. Let's pay that hope, connection, and community forward to victims and survivors of domestic violence. #GiveForDV [LINK]
- Together we heal. Together we stand. Together we give. Learn how your generosity makes a difference on #GivingTuesday when you #GiveForDV: [BLOG LINK]
- Together we give. Make a big difference with a small act. #GiveForDV #GivingTuesday: [LINK]
- Everyone can have an impact on #GivingTuesday! Join [ORG NAME] on November 30 by pledging your time, skills, voice, dollars to support domestic violence victims and survivors. #GiveForDV! Learn more at [LINK]
- Giving is not just about making a donation – it's about making a difference. Join [ORG NAME] in making a difference today for domestic violence survivors. #GiveForDV #GivingTuesday [LINK]
- Let's build a more just and equitable world for survivors through generosity. Together we give. #GiveForDV
- This Thanksgiving, we want to say thank you. Thank you for your efforts, donations, support, and standing up for survivors. It means more than you know. 💜

EMAILS

Email #1 - Save The Date Message

Send one month out

Use this email as a “Save The Date” for Giving Tuesday. Let your supporters know about any activities or initiatives you have planned for the day. Don’t forget to give people the option to donate early!

Dear [NAME]

Save the date for GivingTuesday and GiveForDV!

GivingTuesday is a global day of giving, and it’s a great opportunity to make a difference where you live. I hope you will join [ORG NAME] on November 30 for this annual day of community, connection, and giving back.

This year, we’re joining domestic violence programs across the county for GiveForDV, a campaign that calls on individuals like you to step up and give back to support survivors of domestic and sexual violence and the programs that help them find safety. #Every1KnowsSome1 who has suffered abuse; 1 in 4 women and 1 in 7 men experience severe physical violence in their lifetimes, but abuse is so much more than physical — it’s psychological, emotional, verbal and financial, too — help us build a safer [City/state] by participating in GiveForDV on GivingTuesday.

We’ll be in touch soon with more information about how you can help survivors in [City/State] on Giving Tuesday. In the meantime, here some ways you can get ready before November 30:

- Set a reminder. Use this link to add a reminder to your calendar. [\[Link to a custom calendar invitation for Dec 1 that includes your organization’s donate link\]](#)
- Give. On December 1, go to [\[insert donation link\]](#) and donate. If you’d rather not wait for the big day you can also give early. Support [ORG NAME] in these ways [\[insert link to a blog post that outlines other needs like a wishlist, volunteer opportunities\]](#)
- Spread the word. Follow [ORG NAME] on [\[insert social media links\]](#). Encourage your friends and family to join you in making a real impact on November 30. Everyone knows someone victimized by domestic and sexual violence. Share what our mission means to you and why you support [ORG NAME].

We’re excited to have you join our community!

[\[Insert donation button/link\]](#)

Email #2 - Reminder Message

(Send one week out)

Use this email to remind supporters about Giving Tuesday. Let them know about the ways they can get involved, and link to your social media channels. Make sure to include a donation link.

Dear [NAME],

GivingTuesday is only a week away! I hope you will keep [ORG NAME] in mind on November 30 and give back to support survivors of domestic violence in your community.

GiveForDV!

This year, [ORG NAME]'s goal is [goal amount] to support [insert mission or a general line about your work.] With your support on GivingTuesday [ORG NAME] will:

Name some of the quantifiable impacts of the donations raised on GT.

OR

Tell an impact story about your organization - this is a great opportunity to weave in DVAM content about the types of abuse survivors experience and why it isn't so easy to 'just leave'

Be sure to join us on [insert social media information] for GiveForDV, a campaign that calls on individuals like you to step up and give back to support survivors of domestic and sexual violence and the programs that help them find safety. #Every1KnowsSome1 impacted by abuse. You can help us flip the script by sharing your support on social media and using the hashtag #GiveForDV to get people talking about domestic violence, what it is, and its prevalence! On GivingTuesday, help us build a world where everyone can be safe at home.

[Insert any other GT activities that are planned]

Remember, if you're busy next week, you can always make your GivingTuesday gift today [insert donation link]. With your support, [ORG NAME] can continue working towards a [City/State] where everyone is safe at home.

Thank you for joining us in building a community that's safe and supportive for all by participating on GivingTuesday.

[Insert donation button/link]

Email #3 - Day Of Giving Tuesday Message

(Send early morning)

Use your first Giving Tuesday email of the day to talk about your organization's unique impacts. Provide supporters with specific dollar amounts to help them better understand the precise impact of different giving levels. Use statistics and stories to help show impact. Use this opportunity to thread the DVAM back to basics messaging.

Dear [NAME],

Today's the day! GiveForDV! [ORG NAME] is joining thousands of other charities to celebrate GivingTuesday. #Every1KnowsSome1 who likely has, or is experiencing abuse — 1 in 4 women and 1 in 7 men will experience severe physical violence in their lifetimes. We all can take action to help create a safer and more supportive community for survivors in [city/state]. This Giving Tuesday I'm asking you to GiveForDV by donating to [ORG NAME]. A gift of [suggested donation amount] will go such a long way toward [impact statement].

I am so proud of the work we do at [ORG NAME] and the strength of the survivors we help everyday. On this day of giving, I wanted to share with you why I care so deeply about the work we do and why your support is important. **Share an impact story* OR *Add examples of quantifiable impact**

There's a common misconception that someone in an abusive relationship can and should 'just leave.' Abuse is so much more than physical, it's emotional, verbal and financial, too, so there are real and significant barriers for those who want to leave. Domestic violence programs and advocates across [insert state] and the country meet survivors with compassionate advocacy and services to help them find safety and regain their autonomy. Your donation today—no matter the size—will help [ORG NAME] continue [impact statement]

Be sure to join us on [insert social media] and share why you #GiveForDV—declare your support for survivors and healthy relationships, remember a loved one, thank our frontline advocates, and take a stand against domestic violence. Sharing your support online will inspire others to start a necessary public dialogue and take action against domestic and sexual violence.

[Insert any planned GivingTuesday activities]

GivingTuesday is the biggest giving movement in the world. Because #Every1KnowsSome1 impact by domestic and sexual violence, we need you to #GiveForDV. Thank you for supporting survivors and the programs that help them find safety.

Email #4 - Day Of GivingTuesday Message

(Send in the evening)

This is the final email for Giving Tuesday, so show urgency! Share how much you have raised and how much is left to raise. If possible, try to exclude people who have already made a gift during the day in this message.

Dear [NAME],

Thanks to people like you, [ORG NAME] has already raised [amount raised] this GivingTuesday! Your GiveForDV donations will go to [impact statement].

It's not too late to GiveForDV. Here are some ways you can make a difference before GivingTuesday ends!

- Help us reach our goal before midnight by making a gift [insert donation link].
- Forward this email to someone who's passionate about survivor safety and ending domestic violence [or mission statement] and ask them to make a gift.
- Go check out our GiveForDV posts on [insert social media links] and share them with your friends online.
- [insert any other giving/volunteer opportunities you have]

The more supporters we bring into our community the more we can help survivors and their families. COVID-19 has put survivors in greater danger, from being stuck at home with their abuser, to the lasting impact of economic instability. Understanding and acknowledging these dynamics reinforces why survivors can't and don't 'just leave.' Before GivingTuesday ends we're asking you to help survivors of domestic violence and to GiveForDV. Your support will help us [impact statement]

Together we can [insert your mission]. Thank you for joining us for GiveForDV.

[Insert donation button/link]

Email #5 - Thank You Email

(Send by December 7)

Send a short but informative thank you email to your supporters. Outline your success and what you'll do with the funds raised.

Dear [NAME],

Thank you so much for your generous support of GiveForDV! Because of you, we were able to raise [\$X,XXX] in just 24 hours!

Your contribution will help us [List a few examples of what you're doing with the funds. This should be in line with what was mentioned in other emails.]

The passion and care of people like you keeps us going, and we hope we make you proud with how we pay these funds forward to benefit survivors in [city/state].

I encourage you to stay connected with [ORG NAME] in the coming months to learn more about how your donation has supported our work. While GivingTuesday's over, there are still a lot of ways you can GiveForDV and help [ORG NAME] throughout the year. There will be more ways for you to get involved in [mission statement].

[If you have any calls to action (new resources, volunteers needed, event, action alert, etc.) add them here]

Thanks again for supporting survivors of domestic and sexual violence, and the advocates that work tirelessly to ensure the safety of all survivors. #Every1KnowsSome1 impacted by domestic and sexual violence, and together we can make a difference. We look forward to your continued support!