

2025 NATIONAL WEEK OF ACTION FOR MMIWR

MAY 5-9

SOCIAL MEDIA & PUBLIC AWARENESS TOOLKIT

(This material was produced by NIWRC using non-federal funds.)



NATIONAL
INDIGENOUS
WOMEN'S RESOURCE CENTER



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ABOUT THIS TOOLKIT

This toolkit is designed to support participation in the **2025 National Week of Action for Missing and Murdered Indigenous Women and Relatives (MMIWR)**. Whether you're a partner, ally, journalist, advocate, or community member, this guide offers tools to:

- Raise awareness about the MMIWR crisis
- Uplift Native family voices
- Share key facts, visuals, and messaging
- Engage your audience in meaningful and respectful ways

Throughout the week of **May 5–9**, the National Indigenous Women's Resource Center (NIWRC), the **National Partners Work Group on MMIW**, the [MMIW Family Advisors](#), and grassroots allies will call on the public to honor the lives of Missing and Murdered Indigenous Women and Relatives and amplify the movement for safety, justice, and visibility. For more information, visit the [NIWRC MMIWR Awareness Hub](#).

WHAT YOU CAN DO

- Wear red on **May 5**
 - Post and tag **@NIWRC** using **#WhyWeWearRed** and **#MMIWRActionNow**
 - Share family-led stories and Native-led content
 - Educate yourself and others using facts and resources
 - Share a quote or post from a Native-led organization
 - Use people-first, non-traumatizing language
 - Post one of our graphics and add your voice
 - Attend or host a local or virtual gathering
 - Use the sample language and messaging in this toolkit
 - Focus on honoring lives and uplifting solutions
 - Avoid speaking on behalf of families—instead, support their messages
 - Visit the [NIWRC MMIWR Awareness Hub](#)
 - **Follow @NIWRC** and reshare our posts throughout the week
- [Instagram](#) | [Twitter/X](#) | [Facebook](#) | [LinkedIn](#)



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BACKGROUND

For Native women, the threat of violence is not hypothetical—it is a lived reality. **On some reservations, the murder rate for Native women is more than 10 times the national average.** These tragedies are not isolated; they are often tied to domestic violence, dating violence, sexual assault, stalking, sex trafficking, and longstanding harms that continue to impact Indigenous communities.

In the face of this crisis, Native families, grassroots advocates, and Tribal Nations have risen to honor those lost, support surviving families, and demand stronger community protections. From leading searches and organizing walks to holding vigils and testifying before Congress, they have carried the stories of their loved ones into every space where change can take root. Their efforts continue to shine a light on this crisis—locally, nationally, and around the world.

May 5 is now recognized as the **National Day of Awareness for Missing and Murdered Indigenous Women and Relatives**, honoring Hanna Harris, a 21-year-old Northern Cheyenne woman who went missing and was later found murdered in 2013. Each year, we wear red to remember those who are missing, honor those whose lives were taken, and support the families who continue to search, speak out, and demand justice. What began as a single day of remembrance has grown into a national call to action.

The **National Week of Action for MMIWR** builds upon the spirit of May 5, calling individuals, organizations, and communities together to support family-led efforts, amplify community-based solutions, and commit to ending this crisis. It is a time to uplift those who have been silenced, support those still searching, and remind the world: **No more stolen sisters, daughters, mothers, or aunties. Enough is enough.**

Led by the **National Partners Work Group on MMIWR** and the **MMIWR Family Advisor Workgroup**, the Week of Action centers family voices, honors those lost, and strengthens ongoing efforts to improve safety and dignity for Indigenous women, girls, and relatives.

We invite partners, media, and allies to join us—not just in awareness, but in solidarity, care, and action.



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SHAREABLE GRAPHICS

Download our ready-to-use social media graphics! Please tag **@NIWRC** and use campaign hashtags when sharing graphics or co-branded materials.



[***Click Here to Download the Graphics>>***](#)

CAMPAIGN LOCKUPS

Download our editable lockups to co-brand with your own logo and organization name. These are designed to ensure consistency across all campaign materials while giving you room to personalize.





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Sample Post Language

Campaign Hashtags: #WhyWeWearRed #MMIWR #NoMoreStolenSisters

#NoMoreStolenRelatives #MMIWRAwareness #MMIWRActionNow #HonorMMIWR

May 5-9 is the National Week of Action for Missing and Murdered Indigenous Women and Relatives. Join us in saying enough is enough—no more stolen sisters, no more stolen relatives.

 Learn more: niwrc.org/mmiwr-awareness

Today is the National Day of Awareness for Missing and Murdered Indigenous Women and Relatives. Join us in saying enough is enough—no more stolen sisters, no more stolen relatives.

 Learn more: niwrc.org/mmiwr-awareness

We wear red to honor our stolen relatives and to carry their stories forward. Indigenous women deserve safety, dignity, and justice every day.

 niwrc.org/mmiwr-awareness

Want to learn more about the MMIWR crisis and what you can do? Start with @NIWRC's Restoration Magazine – Special Edition on MMIW, featuring stories, context, and calls to action.

 tinyurl.com/RestorationMagazineMMIW

The crisis of violence against Indigenous communities must end. It's time to stand up for Native families and relatives who are constantly left behind.

To understand the crisis of #MMIWR is to listen, learn, and carry the message forward. Explore resources, family stories, and more from @NIWRC:

 niwrc.org/mmiwr-awareness

The #MMIWR crisis must end.

-  4 in 5 Native women experience violence in their lifetime.
-  On some reservations, Native women face murder rates 10x the national average.
-  These disappearances are often linked to domestic violence, trafficking, and gaps in support.

 niwrc.org/mmiwr-awareness

The National Week of Action for #MMIWR may end, but the call to protect Indigenous women and relatives continues every day.

 Stay connected: niwrc.org/mmiwr-awareness



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NIWRC RESOURCES

- [MMIW Toolkit for Families and Communities](#)
- [Advocacy in Action: 6-Point Action Plan](#)
- [MMIWR State Legislative Tracker](#)
- [Savanna's Act Fact Sheet](#)
- [Not Invisible Act Fact Sheet](#)
- [Not Invisible Act Commission Hub](#)
- [Not One More: Findings & Recommendations Of The Not Invisible Act Commission](#)
- [When a Loved One Goes Missing: A Quick Reference Guide for Families of Missing Indigenous Women: What to Do in the First 72 Hours](#)
- [Restoration Magazine Special Edition: Missing and Murdered Women](#)

Visit the [MMIWR Awareness Hub](#) to access full resources, past toolkits, and archived weeks of action.

RESOURCES FOR MEDIA

The media plays a powerful role in shaping how the public understands the crisis of MMIWR. Bringing visibility to these cases requires care, accountability, and respectful reporting that centers survivors, families, and Native voices. **Responsible coverage must:**

- Cover MMIWR stories with cultural sensitivity and accuracy
- Center the voices of families and survivors
- Avoid sensationalism and graphic imagery
- Acknowledge historical context and current advocacy
- Share culturally appropriate language and stories

Learn More

- [Guidelines and Best Practices for Journalists, Family Members, and Tribal Officials to Improve Media Coverage of MMIP Cases](#)
- [War on Indigenous Women: A Short Guide for Journalists Reporting on MMIWG](#)
- [Covering the Violence Against Women Act in Indian Country](#)
- [Silence and Omissions: A Media Guide for Covering Violence](#)