



NEW THIS YEAR- REGISTER ONLINE TODAY!

DVAM & GiveForDV Toolkit Introduction

Domestic Violence Awareness Month (DVAM) and GiveForDV work together to amplify impact through consistent messaging across our awareness and fundraising efforts. We want the issue of domestic violence to rise above the noise.

Created by the Pennsylvania Coalition Against Domestic Violence (PCADV) in partnership with the National Network to End Domestic Violence (NNEDV) for GivingTuesdayNow in 2020, #GiveForDV is a cause-based giving community, encouraging organizations and people to come together to support survivors and domestic violence organizations. In 2021, we connected #GiveForDV to Domestic Violence Awareness Month (DVAM) to create a season of giving, community, and awareness for domestic violence.

The goal of these two joint initiatives is to raise awareness, increase donations and volunteer efforts, and deepen community engagement by connecting our work nationwide. Coalitions and DV programs are critical to building GiveForDV into a larger movement to mobilize charitable support for domestic and sexual violence programs at the local, state, territorial, and national level.

By uniting our efforts through the same hashtags and simple messaging, through GiveForDV and during DVAM, it builds the case that Every1 has a part to play in supporting our work to end domestic violence... during DVAM and throughout the year.

Step 1: Register your Organization Online

NEW this year - DVAM and GiveForDV have their own website where you can [register to join](#)! In addition to being able to access and download toolkit elements directly from the site, it also provides a platform where supporters can find their local coalitions and programs and make donations directly from the site.

There are no fees to your organization to [register on the DVAM/GiveForDV website](#), but like most CRMs, a processing fee is collected for donations. GiveGab charges 2.7% + \$0.30 for all major credit cards. Please see the [FAQs](#) for more details.

Please sign up to be a participating program with GiveGab even if you do not plan to collect donations or if you plan to use your own platforms. We want to show up, together, on the same day, in the same place - that uplifts all of our work and magnifies our impact more than we can do on our own.

Step 2: 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.

This toolkit is broken down into three sections with resources available to customize:

- **Combined Campaign Resources** for DVAM and GiveForDV including campaign teaser email, press release, and newsletter articles
- **DVAM-Specific Resources** including DVAM Week of Action emails and October social media content
- **GiveForDV-Specific Resources** including donor-facing Giving Day email series, November social media content, and Facebook fundraising kit

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 or end-of-year giving content 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@NNEDV.org. If you have any questions about fundraising during DVAM or the GivingTuesday content or resources, please contact Development@NNEDV.org or Fundraising@PCADV.org.

Key Dates

In addition to the DVAM Week of Action, there will be two official #GiveForDV Days of Giving in 2022 - one during DVAM in October, and one on GivingTuesday in November. Organizations may choose to participate in one or both of these days - it's up to you!

June 15: Online Registration for Organization Opens

September 30: Deadline for Org Registration

October 1: Complete your Org Profile

October 1-31: Domestic Violence Awareness Month

October 12: Health Cares About DV Day

October 17-23: DVAM Week of Action ([more info here](#))

10/17: Media Monday

10/18: Twitter Chat Tuesday

10/19: DVAM Day of Giving

10/20: Purple Thursday

10/21: Pay It Forward Friday

10/22: Speak Up Saturday

10/23: Support Survivors Sunday

GiveForDV Activities and Participation

GiveForDV is more than fundraising. It is to care for the well-being of others. A successful GiveForDV campaign builds relationships and includes activities in which everyone can play a part.

We've organized the activities into three categories: [Threshold Participation](#), [Full Participation](#), and [Exceptional Participation](#).

Helpful resource: [Facebook Fundraiser Guide](#)

Joint Campaign Resources

Sample Press Release

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

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

This fall, our *coalition/network* is joining the National Network to End Domestic Violence (NNEDV) and the Pennsylvania Coalition Against Domestic Violence (PCADV) in their national combined campaign for Domestic Violence Awareness Month (DVAM) and GiveForDV.

The goal of these two joint initiatives is 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, then build on that conversation to raise awareness, increase donations and volunteer efforts, and deepen community engagement by connecting our work nationwide.

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 or territory.]

Throughout October and November, *[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 17-23, 2022 designed to engage advocates, partners, and the public in starting a national conversation.

There will also be two official GiveForDV Giving Days—one during the DVAM Week of Action on October 19, and one on GivingTuesday on November 29. Supporters can get involved by finding their state coalition and local program at <https://givefordv.nnedv.org/>

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 or territory DV hotline/website info]*.

[Boilerplate text]

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Sample Emails and Newsletter Content

[Email Headers can be found here.](#)

Sample Email from Coalitions to Member Programs

Email Subject: Be the Change, Join the National Campaign this DVAM

This fall our *coalition/network* is joining the National Network to End Domestic Violence (NNEDV) and the Pennsylvania Coalition Against Domestic Violence (PCADV) in their national combined campaign for Domestic Violence Awareness Month (DVAM) and GiveForDV.

The goal of these two joint initiatives is to raise awareness, increase donations and volunteer efforts, and deepen community engagement by connecting our work nationwide. Coalitions and DV programs are critical to building DVAM and GiveForDV into a larger movement to end the stigma and myths surrounding domestic violence and

to mobilize charitable support for domestic and sexual violence programs at the local, state, territorial, and national level.

The joint campaign this year includes:

- A month of educational/awareness efforts during DVAM
- DVAM Week of Action (October 17-23)
- Two official GiveForDV Giving Days that your organization can participate in (one during the DVAM Week of Action, and one in November on GivingTuesday)
- A new, free to use fundraising and toolkit platform for participating coalitions and local programs!
- Resources to continue your efforts through your end-of-year fundraising

As a *member program/fellow program/local program*, we encourage you to [join us](#) and other coalitions and organizations across the country in this joint campaign.

NNEDV and PCADV have worked with [GiveGab](#), a nonprofit giving platform, to host the joint efforts. The platform is FREE to use, and the [donations your program receives](#) will go straight to you after signing up.

We will continue to build on the success of last year's theme of #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 October and November that focuses on getting back to basics in raising awareness about what domestic violence is, who it impacts, and why everyone should care.

By uniting our efforts through the same hashtags, simple messaging, and cause-based giving coalition, it builds the case that Every1 has a part to play in supporting our work to end domestic violence... not just in October and on GivingTuesday but every day throughout the year.

[insert social follow links]

Sample Email/Newsletter Article From Coalitions/Programs to Supporters

Email Subject Options:

Set your calendar now for DVAM 2022
Have you heard the news about DVAM 2022?

What you NEED to know about DVAM 2022

Stop: You'll want to make your DVAM 2022 plans today

 DVAM 2022 Big Announcement

We don't talk about domestic violence. Because of that, domestic violence thrives in silence.

To be able to support survivors, and to prevent domestic violence in the future, we all need to normalize talking about it openly and candidly. **We need to change the conversation around domestic violence – and we need your help to do it.**

This fall *[coalition/program name]* is joining the National Network to End Domestic Violence (NNEDV) in their national combined campaign for **Domestic Violence Awareness Month (DVAM) and GiveForDV**.

The campaign runs from October 1-November 30 with many opportunities for YOU to participate throughout!

- 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.

Having informed conversations 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.]* Supporters like you can help educate your friends, families, and communities, and get these conversations started!

- Participate in the [DVAM Week of Action](#) October 17-23
- Participate in one (or both!) of the official GiveForDV Days of Giving (during the DVAM Week of Action on October 19 or GivingTuesday on November 29). On these respective days of giving, you can [make a donation](#) that directly impacts survivors – and encourage your friends and family to join you with your own mini campaign! *[Adjust this bullet point if you are only participating in one of the two days of giving]*
- *[Insert any local events or initiatives you'd like to include]*

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. Every1KnowsSome1 who is impacted by domestic violence, and Every1 has a part to play in supporting our work to end domestic violence.

We can't wait for all that's in store for DVAM and GiveForDV this year, and we hope you will join us.

Thank you in advance for standing up for survivors.

[insert social links]

Sample Week of Action Promo Email

Email Subject: *[Insert # Days]* day until DVAM 2022 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 (October 17-23), 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 (10/17):** Journalists have a responsibility to cover domestic violence responsibly and survivors deserve for their stories to be treated with respect. Join us as we dive into helpful resources.
- **Twitter Chat Tuesday (10/18):** Join us from 3:00-4:00 PM ET as we explore the National Resource Center on Domestic Violence (NRC DV)'s DVAM theme ("No Survivor Justice Without Racial Justice") in both English and Spanish. More info [here](#).
- **DVAM Day of Giving (10/19):** Survivors, advocates, and programs urgently need support. We'll be sharing resources, ways to get involved, and creative fundraising ideas that anyone can use.
- **Purple Thursday (10/20):** It's our favorite day of #DVAM: #PurpleThursday! We'll be wearing purple to show our support for survivors and our commitment to ending violence. Get the Purple Thursday printables, frames, and more [here](#).

- **Pay It Forward Friday (10/21):** There are plenty of ways to support domestic violence survivors and advocates. We'll help you learn how you can take action online and in your community.
- **Speak Up Saturday (10/22):** Local, state, and federal policy is crucial to our work to end domestic violence, and we need your voice to join us. We'll tell you how to sign up and stay in the loop in our advocacy work.
- **Support Survivors Sunday (10/23):** Every survivor deserves support, whether they choose to share their stories or not. Close out the week by learning how you can help create safety for the survivors in your life.

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

DVAM Resources

Recursos para el Mes de la Concientización sobre la Violencia Doméstica (DVAM)

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 2022 Logo Files](#)
- [Email Headers](#)
- [Social Media Cover Images](#)
- [Blank Social Media Templates](#)

Recursos de la Campaña Publicitaria

Los siguientes recursos pueden utilizados para personalizar su contenido local e incorporarlo a la Campaña #TodosConocemosAlguien (#Every1KnowsSome1) del Mes de la Concientización sobre la Violencia Doméstica (DVAM por sus siglas en inglés):

- [Archivos de logos del DVAM 2022](#)
- [Encabezados de correos electrónicos](#)
- [Imágenes de portada para redes sociales](#)
- [Plantillas en blanco para redes sociales](#)

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](#)
- Instagram story stickers - in instagram and facebook stories, search for DVAM2022 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](#)
- [Zoom Backgrounds](#)

Contenido para redes sociales del DVAM

Cada semana del mes tendrá un tema y sugerencias correspondientes para las publicaciones de esa semana. Con excepción de la Semana 3 (Semana de Acción), este contenido se puede publicar en cualquier momento a través del DVAM y/o en noviembre durante la transición de DVAM a las campañas de Un Día para Dar ("Giving Tuesday") y Fin de Año.

Puede usar tanto o tan poco como usted quiera del contenido que le hemos proporcionado. El comunicado de prensa, los boletines informativos, los enlaces y las publicaciones para redes sociales pueden ajustarse para cumplir con las necesidades de su organización. Muchas de las imágenes tienen espacios en blanco, así que le sugerimos que añada el logo o la información de su organización en dichos espacios según entienda.


Le pedimos que al usar cualquier contenido para redes sociales del que le hemos proporcionado, por favor utilice las etiquetas #TodosConocesmosaAlguien y #DVAM para el Mes de la Concientización sobre la Violencia Doméstica.

Además de las diferentes alternativas para las publicaciones semanales, tiene disponible los siguientes recursos para redes sociales:

- [Imágenes de portada para redes sociales](#)
- [Plantillas en blanco para redes sociales](#)
- [Imprimibles para el Jueves Púrpura](#)
- [Todas las imágenes para redes sociales](#)
- [Antecedentes de Zoom](#)

Week 1: Saturday, 10/1 - Sunday, 10/9

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

Channel(s)	Post Caption	Visuals	Links & Suggestions
Facebook (link post), Instagram (story or grid) <i>wk1-a</i>	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. Learn more about the numbers behind domestic abuse  #Every1KnowsSome1 #DVAM	FB - link Post or wk1-a	Link to stats page on your website or to the NNEDV Fact Sheet IG option - share as story and include link
Facebook, (link post) Twitter, Instagram (grid or story) <i>wk1-b</i>	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	FB - link Post or wk1-a	<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 GiveGab donation page • IG option - share as story to include link and/or donate button
Facebook,	Abuse can come in many forms, including emotional and psychological abuse. In fact,	wk1-c or	Link to NNEDV "Forms of Abuse" or to a

Twitter, Instagram wk1-c	nearly HALF of all men and women experience this form of abuse from an intimate partner. #Every1KnowsSome1 #DVAM	wk1-d	resource on your website about types of abuse IG option - make a reel highlighting examples/tactics of emotional/physical abuse (reel background)
Facebook (link post), Twitter wk1-d	<p>Facebook: 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. Learn the signs of emotional abuse: #Every1KnowsSome1 #DVAM</p> <p>Twitter: 1 in 4 women & 1 in 7 men experience severe physical violence from an intimate partner in their lifetime. Nearly half of men & women experience emotional abuse. Abuse is a lot closer to home than you may realize. Learn the signs: #Every1KnowsSome1 #DVAM</p>	FB-link post OR wk1-c or wk1-d	Link to NNEDV “Red Flags of Abuse” or a resource on your own page about how to identify abuse
Instagram (grid) wk1-e	<p>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.</p> <p>Abuse is a lot closer to home than you may realize. Learn the signs of abuse 🔗 [add link or link in bio]</p> <p>#Every1KnowsSome1 #DVAM</p>	wk1-c or wk1-d	Carousel option - add “Learn the signs of abuse ”
Facebook, (image) Twitter, Instagram (grid) wk1-f	<p>Facebook/IG: Domestic violence doesn’t discriminate; it can happen in every community, and victims can be any gender, race, or socioeconomic status. #Every1KnowsSome1 who has been impacted by domestic violence. We all play a role in ending domestic violence and supporting survivors. #DVAM</p> <p>Twitter: Domestic violence doesn’t</p>	wk1-f	NNEDV Get Involved: Get Involved - NNEDV

	discriminate; it can happen in every community, & victims can be any gender, race, or socioeconomic status. #Every1KnowsSome1 who has been impacted by domestic violence. We all play a role in ending DV & supporting survivors. #DVAM		
Facebook, (image option to add donate button) Twitter, Instagram (grid) wk1-g	Domestic violence doesn't discriminate, and it can happen to anyone. Every survivor, regardless of race, background, or class, deserves support. #Every1KnowsSome1 #DVAM	wk1-f	<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 GiveGab donation page, or for facebook add a donate button to this post and use #GiveForDV
Facebook, Twitter (thread), Instagram (grid or stories) wk1-h	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</p>

			Twitter, Facebook, Instagram Ujima: The National Center on Violence 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/territory or local domestic violence statistics • Survivor stories 		

Week 2: Monday, 10/10 - Sunday, 10/16

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

Channel(s)	Post Caption	Visuals	Links & Suggestions
Facebook, Twitter, Instagram wk2-a	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 wk2-b	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	wk2-b	

	emotional state. #Every1KnowsSome1 #DVAM		
Facebook, Twitter, Instagram wk2-c	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 women experience emotional/psychological abuse from an intimate partner. Would you know the signs of emotional/psychological abuse? #Every1KnowsSome1 #DVAM	wk2-C	
Facebook (link post), Twitter wk2-d	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	Use your own program link. If not, feel free to use NNEDV's: Forms of Abuse - NNEDV
Instagram (grid - carousel) wk2-i	<p>Option 1: 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</p> <p>Option 2: 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</p>	wk2-I	
Instagram - (Stories) wk2-f	Is this behavior abusive or healthy? poll		Use Stories poll feature with examples of healthy, unhealthy, abusive behaviors
Facebook, Twitter, Instagram wk2-e	If your partner is sabotaging your morning routine or transportation, it's not just an inconvenience, 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-e	Link to NNEDV "About Financial Abuse" or financial abuse information on your own website

Instagram - Carousel wk2-g	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 wk2-h	Controlling behavior and extreme jealousy aren’t romantic. They’re abuse. Here are some signs of controlling behavior that we need to start identifying as abusive behavior. #Every1KnowsSome1 #DVAM	wk2-H	Link to signs of abuse/abuse tactics resource on your website, or link to NNEDV “Red Flags of Abuse”
Facebook wk2-j	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-j	NNEDV DV & SA Fact Sheet

Week 3: Monday, 10/17 - Sunday, 10/23
Semana 3: lunes, 17/10 - domingo, 23/10

Theme: DVAM Week of Action
Tema: Semana de Acción del DVAM

Channel(s) Canal(es)	Post Caption Texto de la publicación	Visuals Visuales	Links & Suggestions Opciones de enlaces
Facebook, Twitter	The Domestic Violence Awareness Month (#DVAM) Week of Action starts October 17! Take action and support survivors in your community, October 17-23: https://nnedv.org/content/week-action-2022/ #Every1KnowsSome1 #GiveForDV	wk3	https://nnedv.org/content/week-action-2022/

Facebook, Twitter	¡La semana de acción del Mes de la Concientización sobre la Violencia Doméstica (#DVAM) comienza el 17 de octubre! Tome medidas y apoye a los sobrevivientes en su comunidad, del 17 al 23 de octubre: https://nnedv.org/content/week-action-2022/ #TodosConocemosAlguien #GiveForDV	Wk3	https://nnedv.org/content/week-action-2022/
Instagram	The Domestic Violence Awareness Month (#DVAM) Week of Action starts October 17! Take action and support survivors in your community, October 17-23: NNEDV.org/WeekOfAction #Every1KnowsSome1 #GiveForDV	wk3	NNEDV.org/WeekOfAction
Instagram	¡La semana de acción del Mes de la Concientización sobre la Violencia Doméstica (#DVAM) comienza el 17 de octubre! Tome medidas y apoye a los sobrevivientes en su comunidad, del 17 al 23 de octubre: NNEDV.org/WeekOfAction #TodosConocemosAlguien #GiveForDV	wk3	NNEDV.org/WeekOfAction
Media Monday / Lunes de Medios de Comunicación			
Post #1 / Publicación #1			
Facebook, Twitter	#DVAM Week of Action, Day 1 Media Monday Journalists have a responsibility to cover domestic violence responsibly and survivors deserve for their stories to be treated with respect. Check out @nnedv's Media Guide for tips: https://nnedv.org/content/media-guide/ #Every1KnowsSome1 #GiveForDV	Media Monday OR image from link	https://nnedv.org/content/media-guide/ OR: Your organization's own media guide, or other media tips you prefer to share.
Facebook, Twitter	#DVAM Semana de Acción, Día 1 Lunes de Medios de Comunicación Los periodistas tienen la responsabilidad de cubrir la violencia doméstica de manera	Lunes de Medios de Comunicación	https://nnedv.org/content/media-guide/ O: La guía para medios de comunicación de su

	<p>responsable, y los sobrevivientes merecen que sus historias se traten con respeto. Vea la Guía para Medios de Comunicación del @nnedv para ideas:</p> <p>https://nnedv.org/content/media-guide/</p> <p>#TodosConocemosAlguien #GiveForDV</p>	O imagen del enlace	organización, u otros consejos para medios de comunicación que usted prefiera compartir.
Instagram	<p>#DVAM Week of Action, Day 1 Media Monday</p> <p>Journalists have a responsibility to cover domestic violence responsibly, and survivors deserve to know their stories will be treated with respect. Check out @nnedv's Media Guide for tips: NNEDV.org/MediaGuide</p> <p>#Every1KnowsSome1 #GiveForDV</p>	Media Monday	<p>NNEDV.org/MediaGuide</p> <p>OR: Your organization's own media guide, or other media tips you prefer to share.</p>
Instagram	<p>#DVAM Semana de Acción, Día 1 Lunes de Medios de Comunicación</p> <p>Los periodistas tienen la responsabilidad de cubrir la violencia doméstica de manera responsable, y los sobrevivientes merecen que sus historias se traten con respeto. Vea la Guía de Medios de Comunicación del @nnedv para ideas: NNEDV.org/MediaGuide</p> <p>#TodosConocemosAlguien #GiveForDV</p>	Lunes de Medios de Comunicación	<p>NNEDV.org/MediaGuide</p> <p>O: La guía para medios de comunicación de su organización, u otros consejos para medios de comunicación que usted prefiera compartir.</p>
Post #2 / Publicación #2			
Facebook, Twitter	<p>Media often perpetuates dangerous domestic violence myths, like:</p> <ul style="list-style-type: none"> ✗ Blaming victims ✗ Using sensationalized words and images ✗ Exploiting trauma <p>Survivors deserve better. Check out @nnedv's Media Guide for more:</p> <p>https://nnedv.org/content/media-guide/</p> <p>#DVAM #Every1KnowsSome1 #GiveForDV</p>	<p>Media Monday</p> <p>OR</p> <p>image from link</p>	<p>https://nnedv.org/content/media-guide/</p> <p>OR: Your organization's own media guide, or other media tips you prefer to share.</p>

Facebook, Twitter	<p>Los medios de comunicación a menudo perpetúan mitos peligrosos sobre la violencia doméstica, como:</p> <ul style="list-style-type: none"> ✗ Culpar a las víctimas ✗ Usar palabras e imágenes sensacionalistas ✗ Explotar los traumas <p>Los sobrevivientes merecen algo mejor. Vea la Guía de Medios de Comunicación del @nnedv para más información: https://nnedv.org/content/media-guide/</p> <p>#DVAM #TodosConocemosAlguien #GiveForDV</p>	<p>Lunes de Medios de Comunicación</p> <p>O</p> <p>imagen del enlace</p>	<p>https://nnedv.org/content/media-guide/</p> <p>O: La guía para medios de comunicación de su organización, u otros consejos para medios de comunicación que usted prefiera compartir.</p>
Instagram	<p>Media often perpetuates dangerous domestic violence myths, like:</p> <ul style="list-style-type: none"> ✗ Blaming victims ✗ Using sensationalized words and images ✗ Exploiting trauma <p>Survivors deserve better. Check out @nnedv's Media Guide for more: NNEDV.org/MediaGuide</p> <p>#DVAM #Every1KnowsSome1 #GiveForDV</p>	<p>Media Monday</p>	<p>NNEDV.org/MediaGuide</p> <p>OR: Your organization's own media guide, or other media tips you prefer to share.</p>
Instagram	<p>Los medios de comunicación a menudo perpetúan mitos peligrosos sobre la violencia doméstica, como:</p> <ul style="list-style-type: none"> ✗ Culpar a las víctimas ✗ Usar palabras e imágenes sensacionalistas ✗ Explotar los traumas <p>Los sobrevivientes merecen algo mejor. Vea la Guía de Medios de Comunicación del @nnedv para más información: NNEDV.org/MediaGuide</p> <p>#DVAM #TodosConocemosAlguien #GiveForDV</p>	<p>Lunes de Medios de Comunicación</p>	<p>NNEDV.org/MediaGuide</p> <p>O: La guía para medios de comunicación de su organización, u otros consejos para medios de comunicación que usted prefiera compartir.</p>

Post #3 / Publicación #3			
Facebook, Twitter	<p>“Why didn’t she leave?” ➡ “His abuse made it impossible for her to leave.”</p> <p>Media must tell domestic violence stories correctly: supporting survivors and holding abusers accountable. More in @nnedv’s Media Guide: https://nnedv.org/content/media-guide/</p> <p>#DVAM #Every1KnowsSome1 #GiveForDV</p>	<p>Media Monday</p> <p>OR</p> <p>image from link</p>	<p>https://nnedv.org/content/media-guide/</p> <p>OR: Your organization’s own media guide, or other media tips you prefer to share.</p>
Facebook, Twitter	<p>“¿Por qué ella no se fue?” ➡ “El maltrato de él hizo imposible que ella se fuera.”</p> <p>Los medios de comunicación deben contar las historias de violencia doméstica correctamente: apoyando a los sobrevivientes y responsabilizando a los agresores. Vea la Guía para Medios de Comunicación del @nnedv para más información: https://nnedv.org/content/media-guide/</p> <p>#DVAM #TodosConocemosAlguien #GiveForDV</p>	<p>Lunes de Medios de Comunicación</p> <p>O</p> <p>imagen del enlace</p>	<p>https://nnedv.org/content/media-guide/</p> <p>O: La guía para medios de comunicación de su organización, u otros consejos para medios de comunicación que usted prefiera compartir.</p>
Instagram	<p>“Why didn’t she leave?” ➡ “His abuse made it impossible for her to leave.”</p> <p>Media must tell domestic violence stories correctly: supporting survivors and holding abusers accountable. More in @nnedv’s Media Guide: NNEDV.org/MediaGuide</p> <p>#DVAM #Every1KnowsSome1 #GiveForDV</p>	<p>Media Monday</p>	<p>NNEDV.org/MediaGuide</p> <p>OR: Your organization’s own media guide, or other media tips you prefer to share.</p>
Instagram	<p>“¿Por qué ella no se fue?” ➡ “El maltrato de él hizo imposible que ella se fuera.”</p> <p>Los medios de comunicación deben contar las historias de violencia doméstica correctamente: apoyando a los sobrevivientes y responsabilizando a los agresores. Vea la Guía para Medios de Comunicación del</p>	<p>Lunes de Medios de Comunicación</p>	<p>NNEDV.org/MediaGuide</p> <p>O: La guía para medios de comunicación de su organización, u otros consejos para medios de comunicación que</p>

	<p>@nnedv para más información: NNEDV.org/MediaGuide</p> <p>#DVAM #TodosConocemosAlguien #GiveForDV</p>		usted prefiera compartir.
Other Suggestions / Otras sugerencias			
<p><i>Please feel free to create your own content! Suggestions:</i></p> <ul style="list-style-type: none"> • DV “mythbusting” about why certain words, phrases, and ways of reporting are harmful • Media quick tips (i.e. “say this instead of that”) • Past or current media stories your org has responded to or called out for creating negative coverage • Lifting up your favorite outlets or reporters that have created positive, respectful coverage 			
<p><i>¡Por favor siéntase en la libertad de crear su propio contenido! Sugerencias:</i></p> <ul style="list-style-type: none"> • Un “acabando con los mitos” (“myth busting”) de la violencia doméstica sobre el por qué ciertas palabras, frases, y formas de denunciar son perjudiciales • Consejos prácticos para los medios de comunicación (ej. “diga esto en vez de aquello”) • Historias pasadas o actuales de los medios de comunicación a las que su organización ha reaccionado o expuesto por hacer una cobertura negativa • Resaltar sus medios de comunicación o reporteros favoritos que hayan hecho coberturas positivas y respetuosas 			
Twitter Chat Tuesday / Martes de Charla por Twitter			
<p>Join us from 3:00-4:00 PM ET as we explore the National Resource Center on Domestic Violence (NRC DV)’s DVAM theme (“No Survivor Justice Without Racial Justice”) in both English and Spanish. More info here.</p>			
<p>Acompáñenos de 3:00-4:00 PM ET mientras exploramos el tema del Mes de Concientización sobre la Violencia Doméstica del Centro Nacional de Recursos para la Violencia Doméstica (“No Hay Justicia para las Personas Sobrevivientes sin Justicia Racial”) en inglés y español. Puede obtener más información aquí.</p>			
DVAM Day of Giving (Wednesday) / Día para Dar del DVAM (miércoles)			
Post #1 / Publicación #1			
Facebook, Twitter, Instagram	<p>#DVAM Week of Action, Day 3 Give For DV</p> <p>Domestic violence survivors, advocates, and programs urgently need support. #GiveForDV</p>	<p>DVAM Day of Giving</p>	Your org’s donation page on GiveGab

	and help us continue our essential work: [link to your org's GiveGab page] #Every1KnowsSome1	OR image from link	
Facebook, Twitter, Instagram	#DVAM Semana de Acción, Día 3 Día para Dar del DVAM Los sobrevivientes, intercesores y programas de violencia doméstica necesitan su apoyo urgentemente. #GiveForDV y ayúdenos a continuar nuestra labor esencial: [enlace a la página GiveGab de su organización] #TodosConocemosaAlguien	Día para Dar del DVAM O imagen del enlace	Página de donaciones de su organización en GiveGab
Post #2 / Publicación #2			
Facebook, Twitter, Instagram	Will you commit to giving \$10 or more to support survivors? Your gift of any size helps us build a better, safer world for everyone: [link to your org's GiveGab page] #DVAM #Every1KnowsSome1 #GiveForDV	DVAM Day of Giving OR image from link	Your org's donation page on GiveGab
Facebook, Twitter, Instagram	¿Se comprometería a donar \$10 o más para ayudar a los sobrevivientes? Con su donación de cualquier cantidad nos ayuda a construir un mundo mejor y más seguro para todos: [enlace a la página GiveGab de su organización] #DVAM #TodosConocemosaAlguien #GiveForDV	Día para Dar del DVAM O imagen del enlace	Página de donaciones de su organización en GiveGab
Post #3 / Publicación #3			
Facebook, Twitter, Instagram	Domestic violence programs need support all year long. Can you commit to becoming a monthly donor today? [link to your org's GiveGab page]	DVAM Day of Giving OR	Your org's giving page on GiveGab

	#DVAM #Every1KnowsSome1 #GiveForDV	image from link	
Facebook, Twitter, Instagram	Los programas de violencia doméstica necesitan apoyo todo el año. ¿Podría usted comprometerse hoy a ser un donante mensual? [enlace a la página GiveGab de su organización] #DVAM #TodosConocemosAlguien #GiveForDV	Día para Dar del DVAM O imagen del enlace	Página de donaciones de su organización en <i>GiveGab</i>

Other Suggestions / Otras sugerencias

Please feel free to create your own content! Suggestions:








- Highlight your organization's volunteer opportunities or recognize/thank volunteers and donors
- Encouraging creative giving: Facebook fundraisers, text-to-give, Instagram story buttons, etc.
- Sharing a "where does my donation go?"-type page on your website
- Spelling out what donations "buy" i.e. "your gift of \$30 covers one hotline call for a survivor in need," etc.
- Survivors' stories (shared with consent) showing how they benefited from donations to your org
- Spotlighting individual donors, why they give to your org, what it means to them, etc.
- Recognizing your org's corporate, foundation, local business, etc. supporters

¡Por favor siéntase en la libertad de crear su propio contenido! Sugerencias:

- Resaltar las oportunidades de trabajo voluntario que ofrece su organización o reconocer/agradecer a sus voluntarios y donantes
- Fomentar formas creativas de donar: recaudaciones de fondos en Facebook, donaciones por mensajes de texto, botones de historias de Instagram, etc.
- Compartiendo una página de "¿Qué se hace con mi donación?" en su sitio web
- Explicar lo que las donaciones "compran", por ejemplo "su donación de \$30 cubrirá los costos de la llamada de un sobreviviente necesitado a la línea informativa" etc.
- Historias de sobrevivientes (compartidas con consentimiento) que muestren cómo se beneficiaron de las donaciones hechas a su organización
- Destacar donantes individuales, por qué donan a su organización, el significado que tiene para ellos, etc.
- Reconocer los colaboradores corporativos, de la fundación, de negocios locales, etc.

Purple Thursday / Jueves Púrpura			
Post #1 / Publicación #1			
Facebook, Twitter, Instagram	<p>#DVAM Week of Action, Day 4</p> <p>#PurpleThursday</p> <p>It's time for a DVAM tradition. 💜 We're wearing purple today to show our support for domestic violence survivors and our commitment to ending abuse.</p> <p>#Every1KnowsSome1 #GiveForDV</p>	Pics of staff in purple	N/A
Facebook, Twitter, Instagram	<p>#DVAM Semana de Acción, Día 4</p> <p>#JuevesPúrpura</p> <p>Es momento de una tradición del DVAM. 💜 Hoy usamos púrpura para mostrar nuestro apoyo a los sobrevivientes de violencia doméstica y nuestro compromiso para acabar con el maltrato.</p> <p>#TodosConocemosAlguien #GiveForDV</p>	Fotos del personal usando púrpura	N/A
Post #2 / Publicación #2			
Facebook, Twitter, Instagram	<p>Purple is the color of domestic violence awareness and it ties together survivors and advocates across the country in our work to end abuse. 💜 Join us and share a #PurpleThursday selfie today!</p> <p>#DVAM #Every1KnowsSome1 #GiveForDV</p>	Pics of staff in purple	N/A
Facebook, Twitter, Instagram	<p>El púrpura es el color de la concientización sobre la violencia doméstica y une a sobrevivientes e intercesores de todo el país en nuestra labor para acabar con el maltrato. 💜 ¡Acompáñenos y comparte hoy un selfi de #JuevesPúrpura!</p> <p>#DVAM #TodosConocemosAlguien #GiveForDV</p>	Fotos del personal usando púrpura	N/A

Post #3 / Publicación #3			
Facebook, Twitter, Instagram	No matter where we are across the country, we're united in wearing purple today. Join us and share a #PurpleThursday pic to raise awareness and support survivors of domestic violence. 💜 #DVAM #Every1KnowsSome1 #GiveForDV	Pics of staff in purple	N/A
Facebook, Twitter, Instagram	No importa en qué lugar del país nos encontremos, hoy nos une nuestra vestimenta púrpura. Acompáñenos y comparte una foto de #JuevesPúrpura para crear conciencia y apoyar a los sobrevivientes de violencia doméstica. 💜 #DVAM #TodosConocemosAlguien #GiveForDV	Fotos del personal usando púrpura	N/A
Other Suggestions / Otras sugerencias			
<p><i>Please feel free to create your own content! Suggestions:</i></p> <ul style="list-style-type: none"> • Pics of pets in purple • Purple clothing, nail polish, hats, shoes, jewelry, etc. if you prefer not to show your face • Zoom screenshots (or old in-person pics) of staff wearing purple if you're still remote • Encourage Peer-to-Peer Purple Thursday Fundraisers through GiveGab Page 			
<p><i>¡Por favor siéntase en la libertad de crear su propio contenido! Sugerencias:</i></p> <ul style="list-style-type: none"> • Fotos de sus mascotas usando púrpura • Ropa, esmalte de uñas, sombreros, zapatos, joyería, etc. color púrpura si prefiere no mostrar su rostro • Capturas de pantalla de Zoom (o fotos viejas en persona) del personal usando púrpura si aún están trabajando a distancia • Fomentar las Campañas de Recaudación de Fondos de Jueves Púrpura entre pares a través de la página GiveGab 			
Pay It Forward Friday / Viernes de Cadena de Favores			
Post #1 / Publicación #1			
Facebook, Twitter,	#DVAM Week of Action, Day 5 Pay It Forward Friday	Pay It Forward	Your org's GiveGab page, newsletter signup

Instagram	<p>There are many ways to support domestic violence survivors and advocates. Here are just a few:</p> <p> #GiveForDV: [link to your org's GiveGab page]</p> <p> Follow us: [your org's social media @s]</p> <p> Get our newsletter: [link to your org's newsletter signup page]</p> <p>#Every1KnowsSome1</p>	<p>Friday</p> <p>OR</p> <p>image from links</p>	page, and social handles
Facebook, Twitter, Instagram	<p>#DVAM Semana de Acción, Día  Viernes de Cadena de Favores</p> <p>Hay muchas formas de apoyar a los sobrevivientes y a los intercesores de violencia doméstica. Aquí tiene algunos:</p> <p> #GiveForDV: [enlace a la página GiveGab de su organización]</p> <p> Síguenos: [las @s de las redes sociales de su organización]</p> <p> Reciba nuestro boletín informativo: [enlace a la página de registro del boletín informativo de su organización]</p> <p>#TodosConocemosAlguien</p>	<p>Viernes de Cadena de Favores</p> <p>O</p> <p>imagen de los enlaces</p>	La página de GiveGab de su organización, la página de suscripción a su boletín informativo, y sus identificadores de redes sociales
Post #2 / Publicación #2			
Facebook, Twitter	<p>We can all work to end domestic violence and create a safer world. Check out @nnedv's Get Involved Toolkit and take action today: https://nnedv.org/resources-library/get-involved-toolkit/</p> <p>#DVAM #Every1KnowsSome1 #GiveForDV</p>	<p>Pay It Forward Friday</p> <p>OR</p> <p>image</p>	<p>https://nnedv.org/resources-library/get-involved-toolkit/</p>

		from links	
Facebook, Twitter	<p>Todos Podemos trabajar para acabar con la violencia doméstica y crear un mundo más seguro. Vea las Herramientas para Involucrarse del @nnedv y tome acción hoy mismo:</p> <p>https://nnedv.org/resources-library/get-involved-toolkit/</p> <p>#DVAM #TodosConocemosAlguien #GiveForDV</p>	<p>Viernes de Cadena de Favores</p> <p>O</p> <p>imagen de los enlaces</p>	<p>https://nnedv.org/resources-library/get-involved-toolkit/</p>
Instagram	<p>We can all work to end domestic violence and create a safer world. Check out @nnedv's Get Involved Toolkit and take action today: NNEDV.org/GetInvolved</p> <p>#DVAM #Every1KnowsSome1 #GiveForDV</p>	<p>Pay It Forward Friday</p>	<p>NNEDV.org/GetInvolved</p>
Instagram	<p>Todos Podemos trabajar para acabar con la violencia doméstica y crear un mundo más seguro. Vea las Herramientas para Involucrarse del @nnedv y tome acción hoy mismo: NNEDV.org/GetInvolved</p> <p>#DVAM #TodosConocemosAlguien #GiveForDV</p>	<p>Viernes de Cadena de Favores</p>	<p>NNEDV.org/GetInvolved</p>
Post #3 / Publicación #3			
Facebook, Twitter, Instagram	<p>On Pay It Forward Friday, we challenge every member of our community to get involved in our work to end domestic violence. How will you take action? [link to your org's "get involved"-type page]</p> <p>#DVAM #Every1KnowsSome1 #GiveForDV</p>	<p>Pay It Forward Friday</p> <p>OR</p> <p>image from links</p>	<p>Your org's "get involved"-type page</p>
Facebook,	El Viernes de Cadena de Favores, retamos a	Viernes	Página estilo

Twitter, Instagram	<p>cada miembro de la comunidad a involucrarse en nuestra labor para acabar con la violencia doméstica. ¿Cómo tomará usted acción? [enlace a la página estilo “involúcrese” de su organización]</p> <p>#DVAM #TodosConocemosAlguien #GiveForDV</p>	<p>de Cadena de Favores</p> <p>O</p> <p>imagen de los enlaces</p>	“involúcrese” de su organización
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Other Suggestions / Otras sugerencias

Please feel free to create your own content! Suggestions:

- Information about volunteering with your org
- Linking to your org’s wishlists (Amazon, etc.)
- Teasers for your org’s upcoming events, giving campaigns, social content, etc.
- Spotighting a volunteer about why they support you
- A survivor’s story (shared with consent) about how a volunteer at your org helped them

¡Por favor siéntase en la libertad de crear su propio contenido! Sugerencias:

- Información sobre el trabajo voluntario en su organización
- Enlaces a las listas de deseos de su organización (Amazon, etc.)
- Adelantos de los próximos eventos, campañas de donaciones, contenido de redes sociales, etc. de su organización
- Resalte algún voluntario y por qué apoya a su organización
- La historia de un sobreviviente (compartida con consentimiento) sobre cómo un voluntario de su organización le ayudó

Speak Up Saturday / Sábado de Decir lo que Piensas

Post #1 / Publicación #1

Facebook, Twitter, Instagram	<p>#DVAM Week of Action, Day 6 Speak Up Saturday</p> <p>Local, state, and federal policy is crucial to our work to end domestic violence. We need YOUR voice to join us and make a difference. Sign up to receive our action alerts today: [link to your org’s action alert, newsletter, etc. sign-up page]</p>	<p>Speak Up Saturday</p> <p>OR</p> <p>image from link</p>	Link to your org’s action alert, newsletter, etc. sign-up page
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	#Every1KnowsSome1 #GiveForDV		
Facebook, Twitter, Instagram	<p>#DVAM Semana de Acción, Día 6 Sábado de Decir lo que Piensas</p> <p>La política local, estatal y federal es crucial en nuestra labor para acabar con la violencia doméstica. Necesitamos que una SU voz a la nuestra para hacer la diferencia. Suscríbase para recibir nuestras alertas de acción hoy: [Enlace a las páginas de suscripción a las alertas de acción, al boletín informativo, etc. de su organización]</p> <p>#TodosConocemosAlguien #GiveForDV</p>	<p>Sábado de Decir lo que piensas</p> <p>O</p> <p>imagen del enlace</p>	Enlace a las páginas de suscripción a las alertas de acción, al boletín informativo, etc. de su organización.

Post #2 / Publicación #2

Facebook, Twitter, Instagram	<p>This past year, we celebrated the #VOCAFix and the #VAWA reauthorization, and there's still more to do to ensure survivors can access the support and resources they deserve. Learn what's next for us and how you can help: [link to your org's policy page]</p> <p>#DVAM #Every1KnowsSome1 #GiveForDV</p>	<p>Speak Up Saturday</p> <p>OR</p> <p>image from link</p>	Your org's policy page
Facebook, Twitter, Instagram	<p>El pasado año, celebramos la reautorización de #VOCAFix y de #VAWA, y aún queda más por hacer para asegurar que los sobrevivientes puedan tener acceso al apoyo y a los recursos que merecen. Vea nuestros próximos pasos y cómo puede ayudar: [enlace a la página de políticas de su organización]</p> <p>#DVAM #TodosConocemosAlguien #GiveForDV</p>	<p>Sábado de Decir lo que piensas</p> <p>O</p> <p>imagen del enlace</p>	Página de política de su organización

Other Suggestions / Otras sugerencias

Please feel free to create your own content! Suggestions:

- 2022 midterm election content: priorities for your org, specific actions you're asking people

to take, etc.

- Policy pages or other content on your org's website
- "Policy 101"-type content (i.e. "what is VAWA?")
- Celebrating recent policy wins like the VAWA reauthorization and the VOCA Fix
- Pictures of your team in action on Capitol Hill, in meetings with local and state legislators, etc.
- Survivors' stories (shared with consent) about how a policy has impacted them

¡Por favor siéntase en la libertad de crear su propio contenido! Sugerencias:

- Contenido de elecciones de mitad de mandato 2022: prioridades para su organización, acciones específicas que esté pidiendo de las personas, etc.
- Páginas de la política u otro contenido del sitio web de su organización
- Contenido estilo "Política 101" (ej. "¿Qué es la VAWA?")
- Celebrar triunfos recientes de política como la reautorización de la VAWA y VOCA Fix
- Fotos de su equipo en acción en el Capitolio, reunidos con legisladores locales y estatales, etc.
- Historias de sobrevivientes (compartidas con consentimiento) sobre cómo la política les ha impactado

Support Survivors Sunday / Domingo de Apoyo a los Sobrevivientes

Post #1 / Publicación #1

Facebook, Twitter	<p>#DVAM Week of Action, Day 7 Support Survivors Sunday</p> <p>#Every1KnowsSome1 who has been impacted by domestic violence, and every survivor deserves safety and support. Check out @nnedv's 10 Tips to Have an Informed Conversation about DV: https://nnedv.org/content/10-tips-informed-conversation/</p> <p>#GiveForDV</p>	<p>Support Survivors Sunday</p> <p>OR</p> <p>image from link</p>	<p>https://nnedv.org/content/10-tips-informed-conversation/</p>
Facebook, Twitter	<p>#DVAM Semana de Acción, Día 7 Domingo de Apoyo a los Sobrevivientes</p> <p>#TodosConocemosAlguien que ha sido impactado por la violencia doméstica, y cada sobreviviente merece seguridad y apoyo. Vea los 10 Consejos para Tener una Conversación</p>	<p>Domingo de Apoyo a los Sobrevivientes</p> <p>O</p>	<p>https://nnedv.org/content/10-tips-informed-conversation/</p>

	<p>Informada sobre la Violencia Doméstica del @nnedv: https://nnedv.org/content/10-tips-informed-conversation/</p> <p>#GiveForDV</p>	imagen del enlace	
Instagram	<p>#DVAM Week of Action, Day 7 Support Survivors Sunday</p> <p>#Every1KnowsSome1 who has been impacted by domestic violence, and every survivor deserves safety and support. Check out @nnedv's 10 Tips to Have an Informed Conversation about Domestic Violence: NNEDV.org/10Tips</p> <p>#GiveForDV</p>	Support Survivors Sunday	NNEDV.org/10Tips
Instagram	<p>#DVAM Semana de Acción, Día 7 Domingo de Apoyo a los Sobrevivientes</p> <p>#TodosConocemosAlguien que ha sido impactado por la violencia doméstica, y cada sobreviviente merece seguridad y apoyo. Vea los 10 Consejos para Tener una Conversación Informada sobre la Violencia Doméstica del @nnedv: NNEDV.org/10Tips</p> <p>#GiveForDV</p>	Domingo de Apoyo a los Sobrevivientes	NNEDV.org/10Tips
Post #2 / Publicación #2			
Facebook, Twitter, Instagram	<p>Some things to say when a domestic violence survivor shares their story with you:</p> <ul style="list-style-type: none"> ✓ "I believe you." ✓ "You deserve to be treated with respect." ✓ "I'm glad you shared that with me." ✓ "How can I support you right now?" <p>#DVAM #Every1KnowsSome1 #GiveForDV</p>	Support Survivors Sunday	N/A
Facebook,	Algunas cosas que puede decir cuando un	Domingo	N/A

Twitter, Instagram	<p>sobreviviente de violencia doméstica comparta su historia con usted:</p> <ul style="list-style-type: none"> ✓ “Te creo.” ✓ “Mereces que te traten con respeto.” ✓ “Me alegro de que hayas compartido eso conmigo.” ✓ “¿Cómo te puedo ayudar en este momento?” <p>#DVAM #TodosConocemosAlguien #GiveForDV</p>	de Apoyo a los Sobrevivientes	
Post #3 / Publicación #3			
Facebook, Twitter	<p>As the pandemic continues, it's smart to think about how you can support survivors in your life, whether nearby or far away. Check out these tips from @nnedv:</p> <p>https://nnedv.org/resources-library/tips-helping-friend-experiencing-domestic-abuse-covid-19/</p> <p>#DVAM #Every1KnowsSome1 #GiveForDV</p>	<p>Support Survivors Sunday</p> <p>OR</p> <p>image from link</p>	<p>https://nnedv.org/resources-library/tips-helping-friend-experiencing-domestic-abuse-covid-19/</p>
Facebook, Twitter	<p>Mientras continúa la pandemia, es buena idea pensar en cómo podría apoyar a los sobrevivientes que le rodean, ya sea que estén cerca o lejos. Vea estos consejos del @nnedv:</p> <p>https://nnedv.org/resources-library/tips-helping-friend-experiencing-domestic-abuse-covid-19/</p> <p>#DVAM #TodosConocemosAlguien #GiveForDV</p>	<p>Domingo de Apoyo a los Sobrevivientes</p> <p>O</p> <p>imagen del enlace</p>	<p>https://nnedv.org/resources-library/tips-helping-friend-experiencing-domestic-abuse-covid-19/</p>
Instagram	<p>As the pandemic continues, it's smart to think about how you can support survivors in your life, whether nearby or far away. Check out these tips from @nnedv:</p> <p>NNEDV.org/COVIDHelpAFriend</p> <p>#DVAM #Every1KnowsSome1 #GiveForDV</p>	Support Survivors Sunday	NNEDV.org/COVIDHelpAFriend

Instagram	<p>Mientras continúa la pandemia, es buena idea pensar en cómo podría apoyar a los sobrevivientes que le rodean, ya sea que estén cerca o lejos. Vea estos consejos del @nnedv: NNEDV.org/COVIDHelpAFriend</p> <p>#DVAM #TodosConocemosAlguien #GiveForDV</p>	Domingo de Apoyo a los Sobrevivientes	NNEDV.org/COVIDHelpAFriend
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Other Suggestions / Otras sugerencias

Please feel free to create your own content! Suggestions:

- “How to respond to a disclosure”-type pages on your org’s website
- Quick tips for supporting a friend who has experienced (or is currently experiencing) abuse
- Tips for supporting other people (family members, coworkers, neighbors, strangers...)
- Reminders that survivors deserve to be supported, believed, and connected with resources
- Links to your organization’s supportive services for survivors and/or loved ones

¡Por favor siéntase en la libertad de crear su propio contenido! Sugerencias:

- Páginas estilo “Cómo responder a una confesión” en el sitio web de su organización
- Consejos prácticos para apoyar a un amigo que haya sufrido (o esté sufriendo) maltrato
- Consejos para apoyar a otras personas (familiares, compañeros de trabajo, vecinos, desconocidos...)
- Recordatorios de que los sobrevivientes merecen ser apoyados, que les crean y les conecten con los recursos correspondientes
- Enlaces a los servicios de apoyo para sobrevivientes y/o seres queridos que su organización ofrece

Week 4: Monday, 10/25 - Sunday, 10/31

Semana 4: lunes, 25/10 - domingo, 31/10

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

Tema: ¡Manténgase involucrado después que termine el DVAM –continúe la conversación!

Channel(s) Canal(es)	Post Caption Texto de la publicación	Visuals Visuales	Links & Suggestions Opciones de enlaces
Facebook, Twitter	Domestic violence can feel like a tricky topic to talk about. We, along with NNEDV, are here to	Link Post	NNEDV “10 Tips to Have an Informed

	help you navigate the discussion. Here are 10 tips to have an informed conversation about #DomesticViolence. #Every1KnowsSome1 #DVAM		Conversation about DV
Facebook, Twitter	La violencia doméstica puede parecer un tema difícil de discutir. Nosotros, junto con la Red Nacional para Eliminar la Violencia Doméstica (NNEDV), estamos aquí para ayudarle a manejar la discusión. Aquí tiene 10 consejos para tener una conversación informada sobre la #ViolenciaDoméstica. #TodosConocemosAlguien #DVAM	Enlace a publicación	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	NNEDV “10 Tips to Have an Informed Conversation about DV”
Facebook, Twitter, Instagram	La violencia doméstica crece en el silencio. Al no hablar de la violencia doméstica y no eliminar el estigma, nosotros como sociedad le estamos fallando a las víctimas y sobrevivientes. #DVAM #TodosConocemosAlguien	wk4-b	NNEDV “10 Tips to Have an Informed Conversation about DV”
Facebook, Twitter Instagram	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/territorial coalition or local program. #Every1KnowsSome1 #DVAM	wk4-c	Link to GiveGab donate page IG Option: Could do this post as instagram story and add donate button #GiveForDV
Facebook, Twitter Instagram	Las personas sobrevivientes no están solas; merecen apoyo y recursos, sin importar qué. Usted puede ayudar a asegurar que las personas sobrevivientes puedan tener acceso a las ayudas haciendo una donación a su coalición estatal/territorial o programa local. #TodosConocemosAlguien #DVAM	wk4-c	Enlace a la página de GiveGab Opción de IG: Podrías hacer esta publicación como una historia de Instagram y agregar un botón de donación #GiveForDV
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. #Every1KnowsSome1 #DVAM	wk4-b	Link to your get involved page.

Facebook, Twitter, Instagram	La violencia doméstica nos afecta a todos; las víctimas son nuestros familiares, vecinos, compañeros de trabajo, y amigos. Todos – mujeres, niños y hombres – debemos ser parte de la solución. #TodosConocemosAlguien #DVAM	wk4-b	Enlace a su página estilo “involúcrese”
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Keep scrolling for #GiveForDV resources!

GiveForDV & GivingTuesday Resources

Key Messages

November 29, 2022 is GivingTuesday, a global day of generosity. This year marks 10 years since the creation of Giving Tuesday!

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 year-round 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 our voices and take action in support of a violence-free world.

Social Media

This year, GiveForDV is moving to GiveGab – an online giving platform created specifically for Giving Days. Through GiveGab, GiveForDV will have a central place for fundraising, allowing programs to easily set up individual pages to attract donations and attract new donations.

Website Landing Page: <https://givefordv.nnedv.org/>

Hashtags

#GiveForDV

#Every1KnowsSome1

#GivingTuesday

Sample Social Media Assets


[GiveForDV logos](#)

[GiveForDV/GivingTuesday Cover Images](#)

[GiveForDV Social Media Visual Assets](#)

Sample Emails (*use [link](#) or scroll down)

Sample Social Media Posts

Post Caption	Visuals	Link Options
Mark your calendar! Nov 29 is #GivingTuesday. You can help survivors by making a donation.  #GiveForDV #Every1KnowsSome1	Visual Assets	Link to a custom calendar invitation for Nov 29 that includes your organization's donate 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 #Every1KnowsSome1	Visual Assets	Link to your organization's donation page
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 #Every1KnowsSome1	Visual Assets	Link to your organization's donation page
Did you know that you can support our work with your very own GiveGab Peer-to-Peer fundraiser? Get your friends, family, and community involved to make a difference today #GiveForDV #Every1KnowsSome1	Link Post	Peer-to-Peer Fundraising #GiveForDV (nnedv.org)
Save the Date: #GivingTuesday is November 29! We're proud to be a part of this global celebration of giving. #GiveForDV #Every1KnowsSome1	Visual Assets	Link to a custom calendar invitation for Nov 29 that includes your organization's donate link
Curious to know how your #GivingTuesday donation helps? Here are a few ways that you can make a difference. #GiveForDV #Every1KnowsSome1		Share a link to information about your organizations initiatives and programs, or share a story
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 #Every1KnowsSome1	Visual Assets	Link to your organization's donation page

A small donation goes a long way. This #GivingTuesday, make a difference for a survivor of domestic violence. #GiveForDV #Every1KnowsSome1	Visual Assets	Link to your organization's donation page
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 #Every1KnowsSome1	Visual Assets	Link to your organization's donation page
Together we heal. Together we stand. Together we give. Learn how your generosity makes a difference on #GivingTuesday when you #GiveForDV #Every1KnowsSome1	Visual Assets	Link to your organization's donation page
Together we give. Make a big difference with a small act. #GiveForDV #GivingTuesday #Every1KnowsSome1	Visual Assets	Link to your organization's donation page
Everyone can have an impact on #GivingTuesday! Join [ORG NAME] on November 29 by pledging your time, skills, voice, dollars to support domestic violence victims and survivors. #GiveForDV! Learn more at [LINK] #Every1KnowsSome1	Visual Assets	Link to how to get involved with your organization Link to a custom calendar invitation for Nov 29 that includes your organization's donate 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 #Every1KnowsSome1	Visual Assets	Link to your organization's donation page Link to how to get involved with your organization
Let's build a more just and equitable world for survivors through generosity. Together we give. #GiveForDV #Every1KnowsSome1	Visual Assets	Link to your organization's donation page
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. 💜		Share a link to information about your organizations initiatives and programs, or share a story

Sample Giving Day Emails

Please note these samples are customizable and you can use these sample emails for either or both giving days. GivingTuesday also has excellent sample content which can be found [here](#).

Email #1 - Save The Date for #GiveForDV

Send one month out from DVAM

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

Dear [NAME]

Save the date for GiveForDV!

Created in 2020 for GivingTuesday, GiveForDV is a cause-based giving community, encouraging organizations and people to come together to support survivors and domestic violence organizations. In 2021, GiveForDV was linked with Domestic Violence Awareness Month (DVAM) to create a season of giving, community, and awareness for domestic violence.

The goal of these two joint initiatives is to raise awareness, increase donations and volunteer efforts, and deepen community engagement by connecting our work nationwide. 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.

We’ll be in touch soon with more information about how you can help survivors in [City/State/Territory]. In the meantime, mark your calendars for October 1!

We’re excited to have you join our community!

[Insert donation button/link]

Email #2 - Join Us for #GivingTuesday

Send one month out from Giving Tuesday

Use this email provided by [Giving Tuesday](#) as a “Save The Date” for #GiveforDV on 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]

On November 29, 2022, people all around the world are coming together to tap into the power of human connection and strengthen communities and change our world. Will you be one of them?

[Insert Coalition name] will be participating in GivingTuesday and we need your help! By joining the GivingTuesday movement, you’re proving that in times of uncertainty, generosity can bring the whole world together.

Here is how you can get ready to give:

1. **Mark your calendar** [Link to a custom calendar invitation for Nov 29 that includes your organization’s donate link]
2. **Give.** On November 29, go to [insert your organization URL or #GiveForDV landing page] and give. You can also support our organization in these ways [if applicable, insert link to a blog post that outlines other needs like a wishlist, virtual volunteer opportunities, etc.]
3. **Spread the word.** Encourage your friends and family to join you in creating real impact on November 29 by sharing what our mission means to you and why you support our organization ([here are some ideas](#)). Make sure to use hashtag #GiveForDV and #GivingTuesday!

Let’s rally together to build stronger communities!

Learn more at [insert your organization URL]

[Insert donation button/link]

Email #3 - Reminder Message

(Send one week out)

Use this email to remind supporters about DVAM Day of Giving AND/OR Giving Tuesday. Remember these days are about a month apart from each other. 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],

[DVAM Day of Giving/GivingTuesday] is only a week away! I hope you will keep [ORG NAME] in mind on [October 19/November 29] 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 [DVAM Day of Giving/GivingTuesday] [ORG NAME] will:

Name some of the quantifiable impacts of the donations raised.

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 DVAM/GivingTuesday activities that are planned]

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

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

[Insert donation button/link]

Email #4 - Day Of Giving Message

(Send early morning)

Use this email to remind supporters about DVAM Day of Giving AND/OR Giving Tuesday. Remember these days are about a month apart from each other. Use your first 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. Find content provided by GivingTuesday [here](#).

Dear [NAME],

Today's the day! GiveForDV! [ORG NAME] is joining thousands of other charities to celebrate [DVAM Day of Giving/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/territory]. This [DVAM Day of Giving/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/territory] 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 DVAM/GivingTuesday activities]

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

Email #5 - Day Of GivingTuesday Message

(Send in the evening)

This is the final email for either/both giving days, 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 [DVAM Day of Giving/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 [DVAM Day of Giving/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 and ask them to make a gift.
- Go check out our #GiveForDV site and posts on [insert website and 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. Before [DVAM Day of Giving/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 #6 - Thank You Email

(Send by October 26 and/or December 6 - a week following each giving day)

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/territory].

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 [DVAM Day of Giving/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!

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 29, 2022 and be sure to use the hashtags (#GiveForDV, #GivingTuesday, #Every1KnowsSome1).
- Communicate with your audiences about your GivingTuesday activity(s) within the week before November 29.

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) Host a [peer-to-peer \(P2P\) fundraiser through GiveGab](#) or on Facebook for

your organization on November 29 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 29. Ask your Board of Directors to pledge a dollar amount to match GiveForDV and GivingTuesday donations dollar for dollar. Use the [GiveGab Guide to Building Board Support](#).
- 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.

GiveGab Peer-to-Peer Fundraiser Guide

Watch GiveGab's Peer-to-Peer Training [Video](#).

What is a P2P Fundraiser?

A P2P Fundraiser is a supporter who rallies around your cause to fundraise on your behalf. These supporters create their own fundraising page as a spin off of your main #GiveForDV profile. Your Fundraisers will share that page with their network to expand the reach of your cause and bring in new donors. These individuals are passionate about the work you do, and use their voice to make a difference!

Who are Your Potential Fundraisers?

- Board Members
- Volunteers
- Dedicated Supporters
- Lower Capacity Donors
- Major Donors
- Staff Members
- Friends & Family

How Does it Work?

Step 1: Head to your Admin Dashboard through your GiveGab Account

If your home page is not your Admin Dashboard, click on the drop down box at the bottom of the screen next to "Viewing Dashboard For" to view a list of organizations that you are an administrator for. Click on the name of your organization you'd like to access.

Step 2: Navigate to your #GiveForDV Dashboard

Click the #GiveForDV banner at the top of your Admin Dashboard to navigate to your #GiveForDV Dashboard.

Step 3: Add Peer-to-Peer Fundraisers to your #GiveForDV Dashboard

From your Giving Day Dashboard, expand the tab that says "Add Fundraisers" to recruit P2P Fundraisers for your cause. Click the "Add Fundraisers" button to start inviting them. You can also upload your P2P Fundraisers en masse via CSV by clicking the "Upload Fundraisers" button. Check out this support article for step-by-step instructions on uploading your P2P Fundraisers as a CSV.

Step 4: Customize and Send Your Invitation

You'll be able to compose a custom message that your Fundraisers will receive in their invitation email. You can customize the email subject and message before sending it off to your supporters. Once your message is ready, click the "Send" button.

After clicking the "Send" button, your new P2P Fundraisers will receive an email with your customized message. This email will also contain information on logging in, as well as a link to their Fundraising Dashboard (pictured below), where they'll manage

and customize their page. You'll be able to view and manage your new Fundraisers from the "Add Fundraisers" tab of your Giving Day Dashboard.


Step 5: Share the #GiveForDV Fundraiser Guide with your P2P Fundraisers

The Fundraiser Guide is a great resource to share with your P2P Fundraisers to help them learn about all the features they can utilize when customizing their page. Within this Fundraiser Guide, they have access to communication templates, downloadable graphics, and P2P strategies.

Your supporters can also start fundraising without being recruited by clicking the "Fundraise" button on your #GiveForDV profile. Those Fundraisers will be directed to their Fundraising Dashboard where they can start customizing their page and reaching out to their network immediately!

GiveForDV Facebook Fundraiser Guide

Need directions for your donors on how to start a Facebook Fundraiser? [Here](#) are directions 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

GiveGab Guide to Building Board Support

Watch GiveGab's Engaging Your Board [training](#).

You can take your #GiveForDV success to new heights on November 29 by leveraging your board members and their passion for your cause! Organizations with engaged board members raise approximately 2-3 times more than those that don't involve their board in the planning process. This not only helps you raise more on #GiveForDV, but paves the way towards a stronger relationship with your organization's board members. So how can you get your board excited for #GiveForDV? We've got you covered!

Ten Steps to Board Success

1. Have a #GiveForDV Kickoff at your next board meeting
2. Include your board in your #GiveForDV goals
3. Share regular updates throughout the planning process
4. Provide your board members with clear opportunities and steps to help your organization reach its #GiveForDV goals
5. Leverage your board members as Peer-to-Peer Fundraisers to help raise more and expand your reach on #GiveForDV
6. On #GiveForDV update your board on your progress from beginning to end
7. Encourage your board members to support you on #GiveForDV with matching funds, social sharing, and promotion of your participation with their networks
8. Invite your board members to attend an in-person event during #GiveForDV
9. Ask your board members to help you personally thank and steward your #GiveForDV donors
10. Don't forget "Thank You" to your board members for their help and hard work on #GiveForDV and celebrate a job well done

Board Resources for Your Organization

#GiveForDV Board Kickoff [Guide](#)

#GiveForDV Sample Board Newsletter [Template](#)

#GiveForDV Sample Board [Responsibilities](#)

Resources for Your Board Members

Storytelling [Template](#) and Downloadable [Worksheet](#)

Social Media [Guide](#) and Sample Posts

#GiveForDV Suggested Email [Templates](#)

[Peer-to-Peer](#) Fundraising Toolkit

#GiveForDV Downloadable [Graphics](#)

Additional Training Videos

[Matching Challenges](#)

[The Power of Peer-to-Peer Fundraising](#)