

July 25, 2018

# DVAM 2018 Countdown:

## Inspiring Action Through a Unified Message

### What is your

# #1 Thing



DOMESTIC  
VIOLENCE  
**AWARENESS**  
PROJECT

A project of the National Resource Center on Domestic Violence

Tonia Moultry, National Network to End Domestic Violence  
Shaina Goodman & Joe Ostrander, National Resource  
Center on Domestic Violence



# National Resource Center on Domestic Violence

NRCDV is a comprehensive source of information for those wanting to educate themselves and help others on the many issues related to domestic violence.

Primary approaches to our work:

- TA and Training
- Resource Development
- Organizing and Networking
- Key Initiatives and Special Projects

# Key Initiatives & Special Projects



DOMESTIC  
VIOLENCE  
**AWARENESS**  
PROJECT

A project of the National Resource Center on Domestic Violence



Building  
Comprehensive  
Solutions

A project of the National Resource Center on Domestic Violence



**ACE-DV**

A project of the National Resource Center on Domestic Violence



**RUNAWAY & HOMELESS YOUTH AND  
RELATIONSHIP VIOLENCE TOOLKIT**

A project of the National Resource Center on Domestic Violence



**DOMESTIC VIOLENCE  
EVIDENCE PROJECT**

A project of the National Resource Center on Domestic Violence



**VAWnet**

A project of the National Resource Center on Domestic Violence

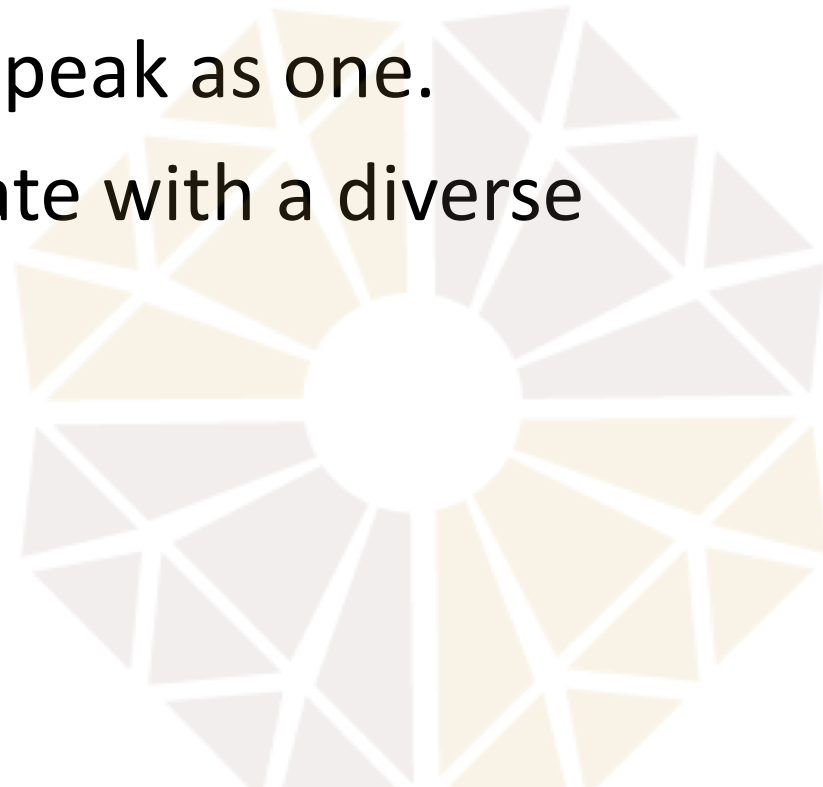
**preventIPV**  
tools for social change



**SAFE HOUSING  
PARTNERSHIPS**

# What is #1Thing?

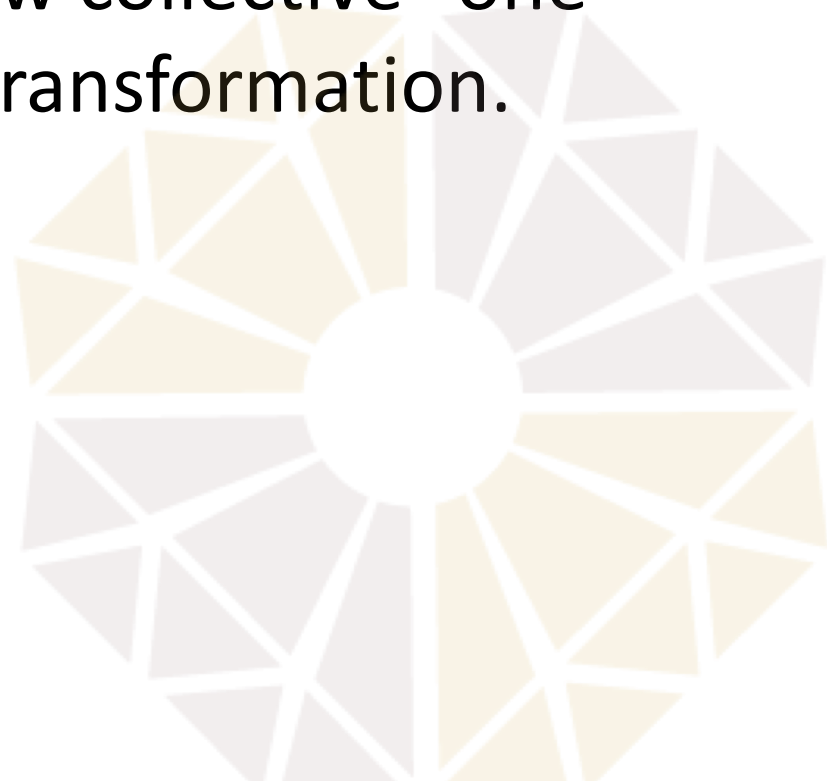
- A collaborative message developed by the Domestic Violence Awareness Project Advisory Committee.
- A way for the network to speak as one.
- A message that will resonate with a diverse audience.





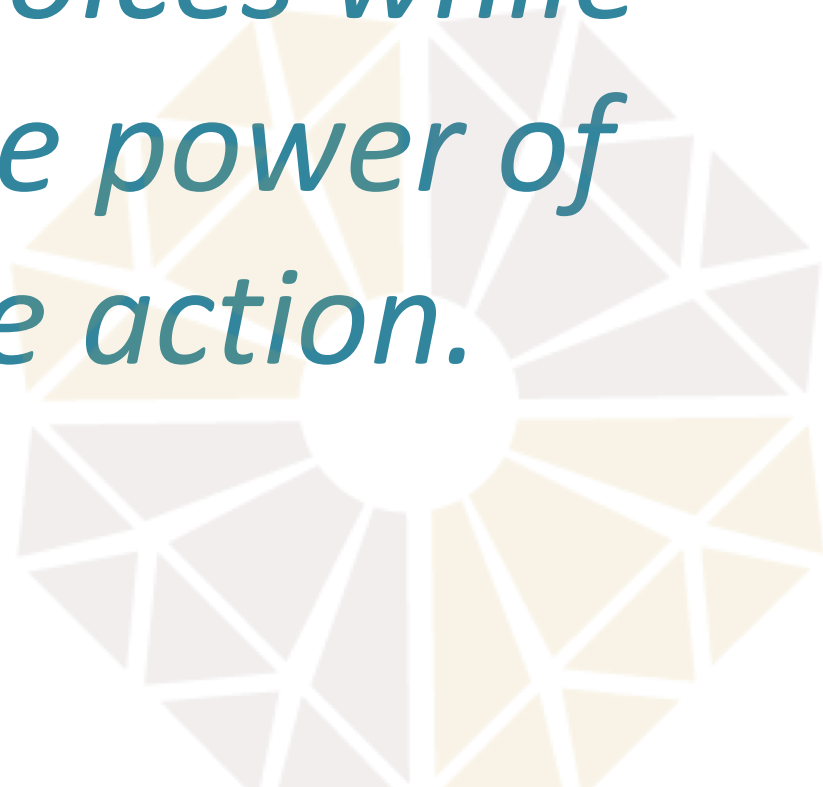
# What is #1Thing?

- Inspires action during DVAM & beyond.
- Helps communities see how collective “one things” can lead to social transformation.



Why #1Thing ?

*The #1Thing message unites  
our individual voices while  
highlighting the power of  
our collective action.*



# Why #1 Thing ?

- Awareness of the individual contribution.
- Moving people to Action.
- Inspire thinking.
- Small steps lead to real Change.

AWARENESS + Action = Social Change



# Sharing #1 Thing

Each of us has a unique story that shapes how we look at, interact with, and are viewed by those around us.

Your story has power to:

- shape behaviors and attitudes
- inspire those around you



# Sharing #1 Thing

*When one person inspires others, there is a ripple effect that over time broadens & can continue to have an impact on future generations.*



# Sharing **#1Thing**

Sharing your **#1Thing** will shed light on:

- The value of each action, no matter it's size, on impacting social change
- The strength and perseverance of change makers in the face of challenging times
- The impact we can have on both individual and community journeys of healing and resilience
- The invaluable role we all play in creating the world we wish to live in
- The power of sharing our **#1Thing** as a strategy for raising awareness and inspiring change

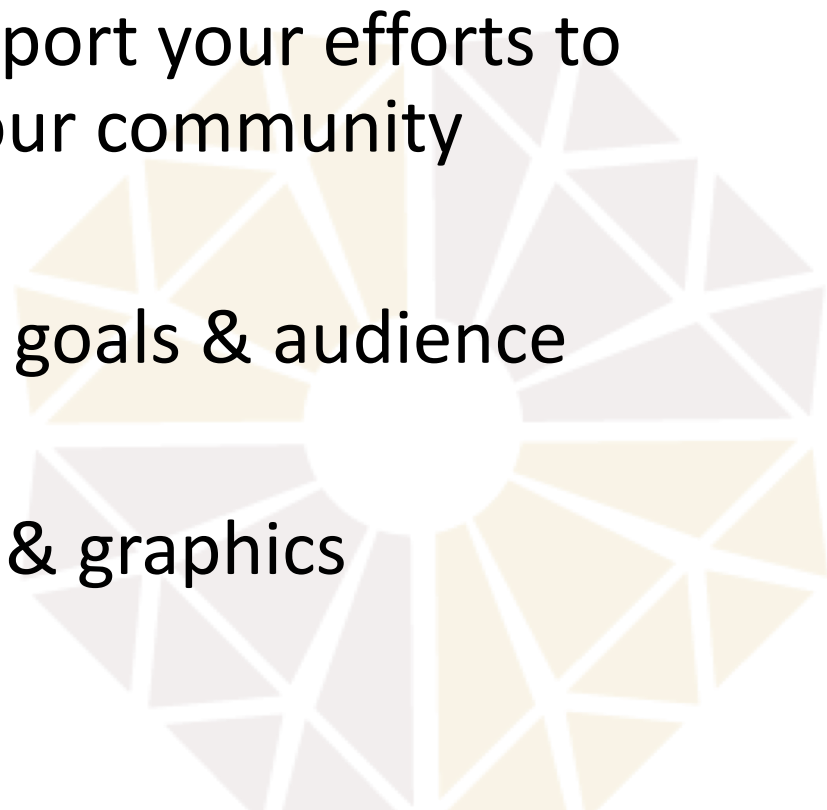
# #1*Thing* Action Guide

Templates for incorporating the message into existing communications

Tools and resources to support your efforts to spread the word in your community

Guidance in determining goals & audience

Sample messages & graphics

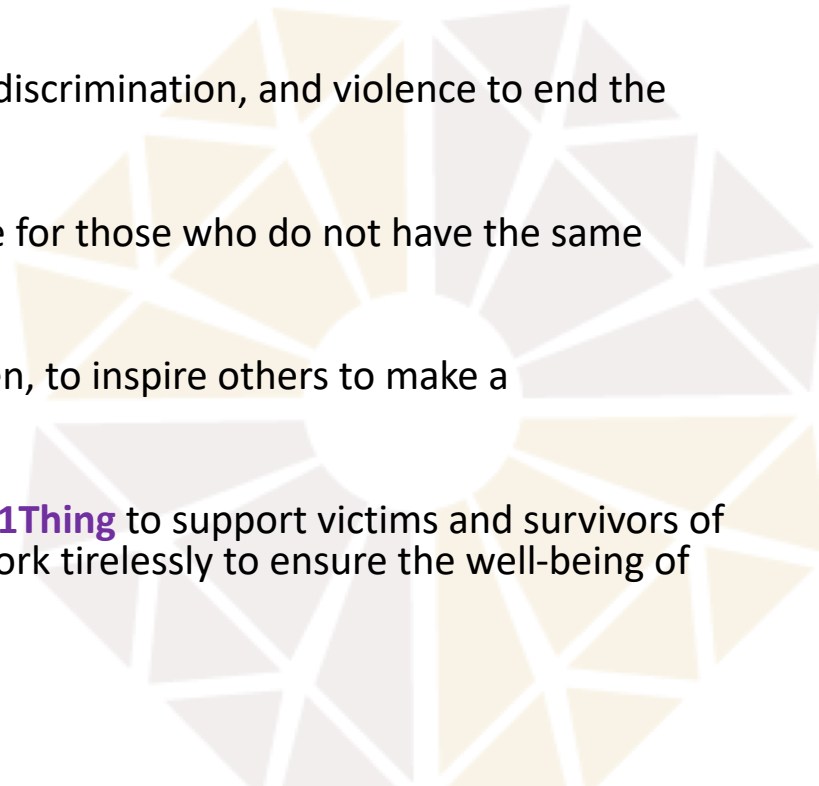


# #1Thing Pledge

The **#1Thing** Community Pledge is a call to action, an invitation; a voluntary choice and opportunity to affirm your commitment to end domestic violence. Taking the pledge says that you will help end domestic violence by pledging to do #1thing.

## MY PLEDGE

- I understand doing/changing one thing can make a difference in my community and the movement to end domestic violence.
- I will use my voice to stand against victim-blaming, discrimination, and violence to end the stigma towards victims and survivors.
- I will use my privilege to speak out and create space for those who do not have the same privilege as me.
- I will share my **#1Thing** boldly and proudly, and often, to inspire others to make a commitment to action against domestic violence.
- I will also encourage others to embrace their own **#1Thing** to support victims and survivors of domestic violence, and honor the advocates that work tirelessly to ensure the well-being of all survivors.





# Communicating #1Thing

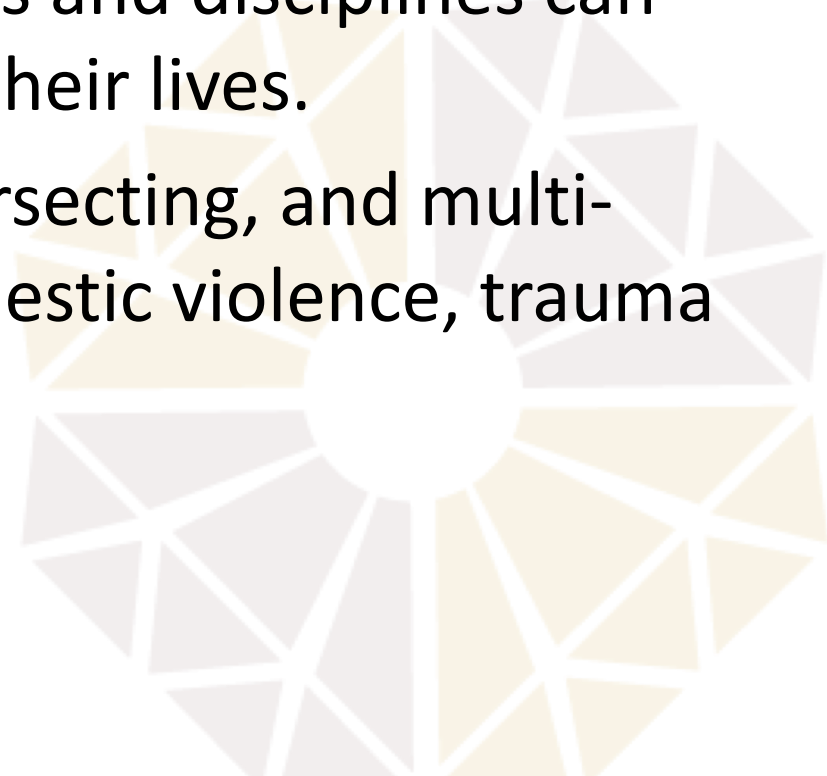
**#1Thing** is about moving people into action. It inspires thinking about how we, as individuals, can take small steps that lead to real change.

*Just as people are  
multidimensional, so is the  
application of #1Thing.*

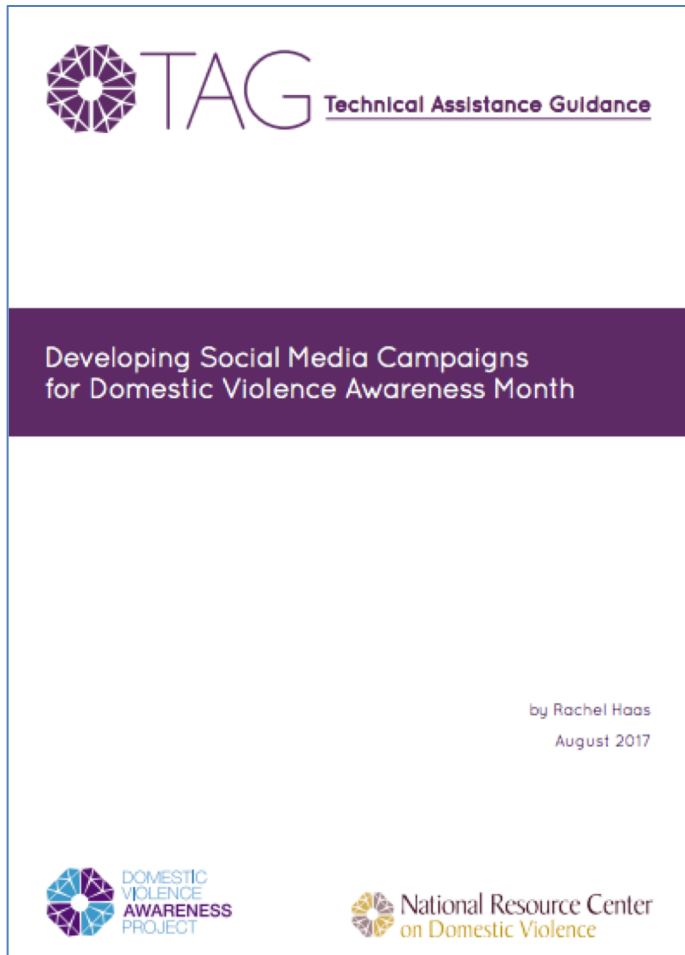


# Communicating #1Thing

- Intentionally broad so messaging can be applied to multiple audiences and intersecting issues that relate to domestic violence.
- People from all backgrounds and disciplines can apply it to various parts of their lives.
- Applied to the diverse, intersecting, and multi-layered experiences of domestic violence, trauma and oppression.



# Communicating #1Thing



## Message Goals:

engagement, awareness,  
audience building, fundraising,  
conversation shifting

**#1Thing** can have a place and  
enhance your goals.

[vawnet.org/material/developing-social-media-campaigns-domestic-violence-awareness-month](http://vawnet.org/material/developing-social-media-campaigns-domestic-violence-awareness-month)

# Communicating #1Thing

## Audience

Successful communication begins with knowing and understanding your audience.

Your audience should be based on your organization's goals in implementing the **#1Thing** message.

*An audience of everyone is an audience of no one.*



# Communicating #1Thing

- Website
- Social media channels
- Community trainings
  - Special events
- Other outreach vehicles



# Communicating #1Thing

## Key Messages

- There is no one thing that will end domestic violence, our collective power will.
- We can all do #1Thing towards eradicating domestic violence.
- Sharing our stories can have a ripple effect and can inspire others to action.
- #1Thing offers the community tangible ways to get involved in the effort to end domestic violence.



AWARENESS + Action = Social Change

# Communicating #1*Thing*

## Marketing

- Hashtag
- Logo
- Color scheme
- Graphics for social media & websites
- Sample posts & tweets



# Communicating #1Thing

## Hashtag

#1Thing using the number, not the word

## Logo

Incorporates the hashtag

#1Thing

*Add to your DVAM materials*

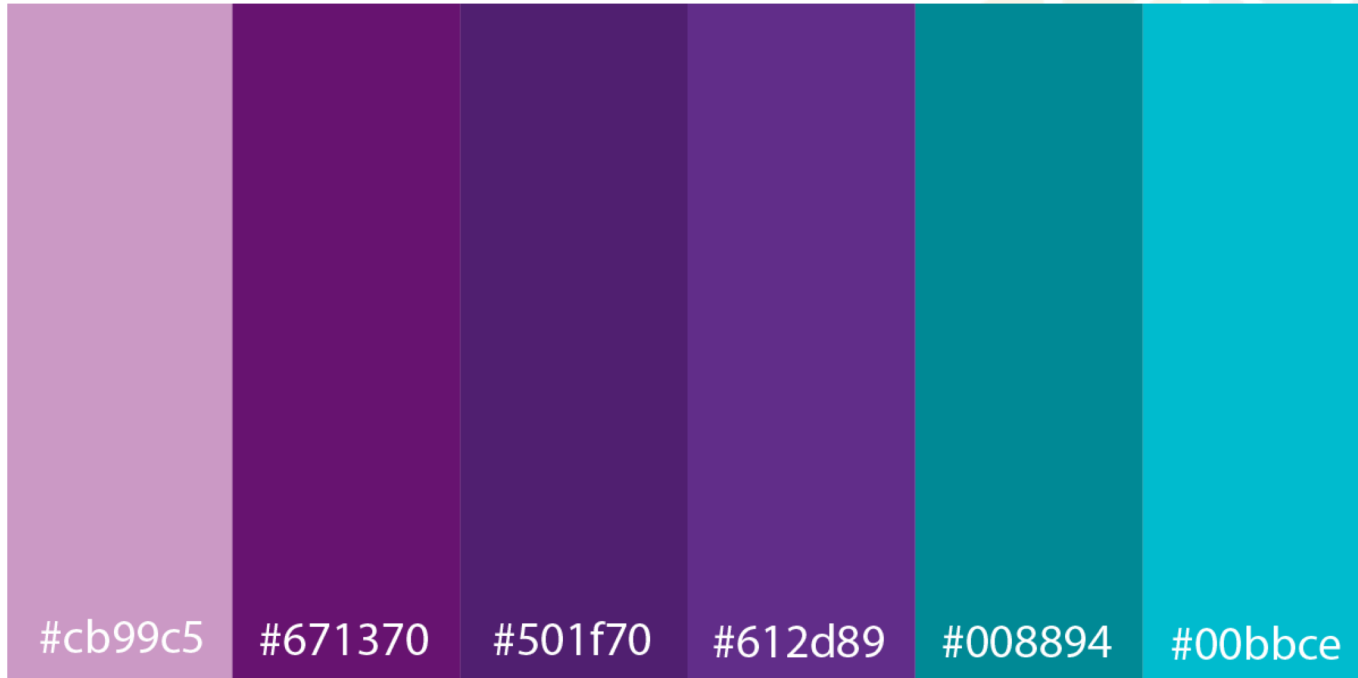




# Communicating #1Thing

## Color Scheme

- Provides a connection to the traditional colors of the domestic violence movement
- Consistency across network messaging



# Communicating #1Thing

## Graphics

Samples of having fun with the logo while maintaining the look.



# Communicating #1Thing

## Graphics

Tying into campaign & demonstrating action.



# Communicating #1Thing

## Graphics



# Communicating #1Thing

## Graphics

- Social media cards
- Facebook & Twitter banners
- Website banners
- Email signature lines
- Twibbon & Facebook overlays
- Gifs



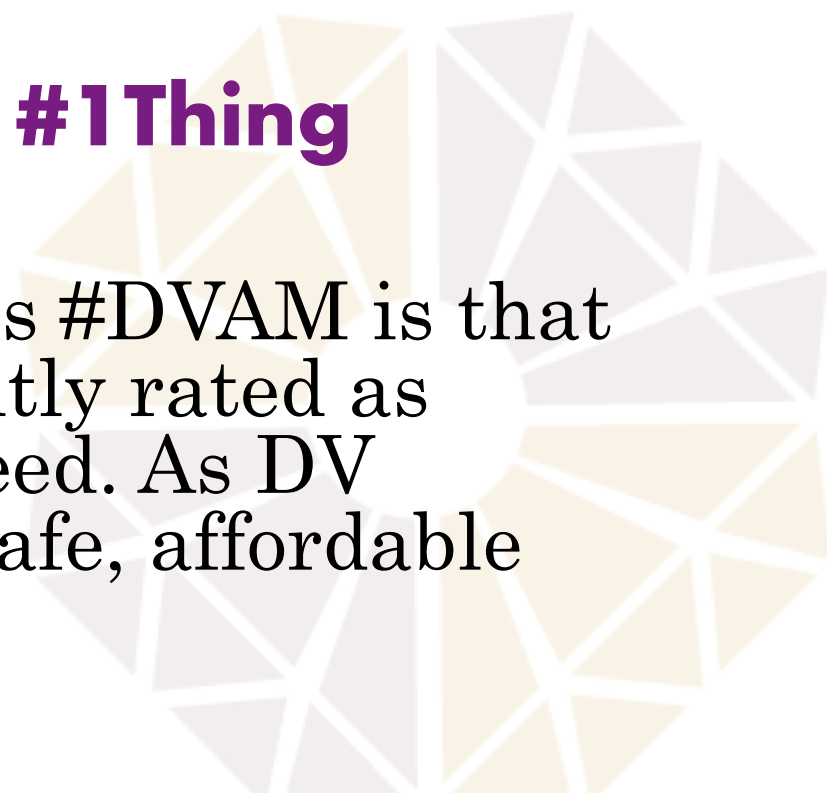
# Communicating #1Thing

## Social Media Post Samples

This #DVAM2018, do #1Thing to show that violence & abuse have no place in your world.

Social Change starts with #1Thing

#1Thing to remember this #DVAM is that #safehousing is consistently rated as survivors' most urgent need. As DV advocates, advocacy for safe, affordable housing is our work too!



# Communicating #1Thing

## Social Media Post Samples

You can be the #1Thing that makes a difference in the life of a child experiencing domestic violence by offering support, encouragement, stability, and love. Simply being there can be enough.

Modeling respect, equity, and peace in your relationships is #1Thing you can do to help end domestic violence.



# NRCDDV's Strategy for Integrating into #DVAM2018

# #1Thing



## Podcast Series

### *My One Thing:*

### Call for Stories!

*Due Friday, August 17<sup>th</sup>*

[www.nrcddv.org/dvamstories](http://www.nrcddv.org/dvamstories)



This October for Domestic Violence Awareness Month, NRCDDV Radio's *Stories of Transformation* podcast station will feature the stories of survivors and advocates and all those who are impacted by and/or are working to end gender-based violence. **We invite you to join us and share your story!**

NRCDDV is calling for submissions from individuals and groups in a variety of roles and disciplines, from diverse identities and perspectives, in response any of these prompts:

- #1Thing that inspired me to take action end gender-based violence
- #1Thing that changed my story
- #1Thing I need advocates to know
- #1Thing I want my children to know
- #1Thing I want to share about my community
- #1Thing I do to take care of myself
- #1Thing I need funders to know
- #1Thing I wish policy makers knew
- #1Thing my family could do to support my healing
- #1Thing that most impacted my healing and resilience
- Or respond to your own #1Thing prompt!

**We are seeking stories that offer "one thing" as a strategy for shedding light on:**

- The value of each action, no matter its size, on impacting social change;
- The strength and perseverance of change makers in the face of challenging times;
- The invaluable role we all play in creating the world we wish to live in;
- The power of storytelling as a strategy for raising awareness and inspiring change.

**Submissions are due Friday, August 17th in Word format via email to: [nrcddvTA@nrcddv.org](mailto:nrcddvTA@nrcddv.org) with the subject line "My One Thing." Storytellers will be notified by Friday, August 31st.**

Selected stories will be shared nationally as part of the Domestic Violence Awareness Project's efforts during Domestic Violence Awareness Month in October 2018. For more information and submission guidelines, visit [nrcddv.org/dvamstories/](http://nrcddv.org/dvamstories/). For support in crafting your narrative, contact [nrcddvTA@nrcddv.org](mailto:nrcddvTA@nrcddv.org).

This publication was made possible by Grant Number # 90EV042802 from the Administration on Children, Youth and Families and Youth Services Bureau, U.S. Department of Health and Human Services. It contents are solely the responsibility of the authors and do not necessarily represent the official views of the U.S. Department of Health and Human Services.





NRCDDV's Strategy for Integrating  
into #DVAM2018

#1Thing

## National Call of Unity: #1Thing

October 1 – video & audio call

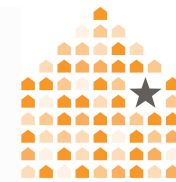
## Leveraging #1Thing in Your Community

October 10 – webinar

## What's Your #1Thing?

October 24 – Twitter chat





NNEDV

NATIONAL NETWORK  
TO END DOMESTIC  
VIOLENCE

# #1Thing: Communication Strategies

Tonia Moultry

National Network to End Domestic Violence

# Universal Theme

- #1Thing is a universal theme that can easily be incorporated into any DVAM event or communication strategy
- We encourage you to use #1Thing throughout the year

# Communication Strategies with Allies & Community Members

- At trainings
  - End with participants identifying #1Thing that they can do as community members
- At events
  - have participants sign pledge at the end of the training to do their #1Thing

# NNEDV DVAM Communication Strategy

- #31n31 – one graphic per day in Oct. focusing on Survivors' Rights
  - Share daily graphics on your agency's social media page
  - Ask your followers to share #1Thing
    - What is #1Thing survivors need to protect their rights
    - What is #1Thing they can do to actively support survivor's rights
    - Examples:
      - #1Thing survivors have a right to is seeking help from family, friends, and professionals. #31n31
      - #1Thing I can do to support survivors' rights is believe survivors when they tell me their story or ask for help. #31n31

# NNEDV DVAM Communication Strategy, Contd.

- Tuesday, October 16: Twitter Chat
  - #Safety4Survivors
- Twitter chat participants will be prompted to answer questions related to #Safety4Survivors
  - Tweets can include the #1Thing they can do to promote safety

# #1Thing for Survivors

- This universal message can be used with survivors as a way to share an aspect of their story that showcases their strength
- Survivors could come together and post around shelter: #1Thing I Have Gained...
  - Can be uplifting to others that come to shelter
  - Create a #1Thing Board that can be posted to all year
- Have survivors respond to #1Thing (keeping in mind privacy and safety)

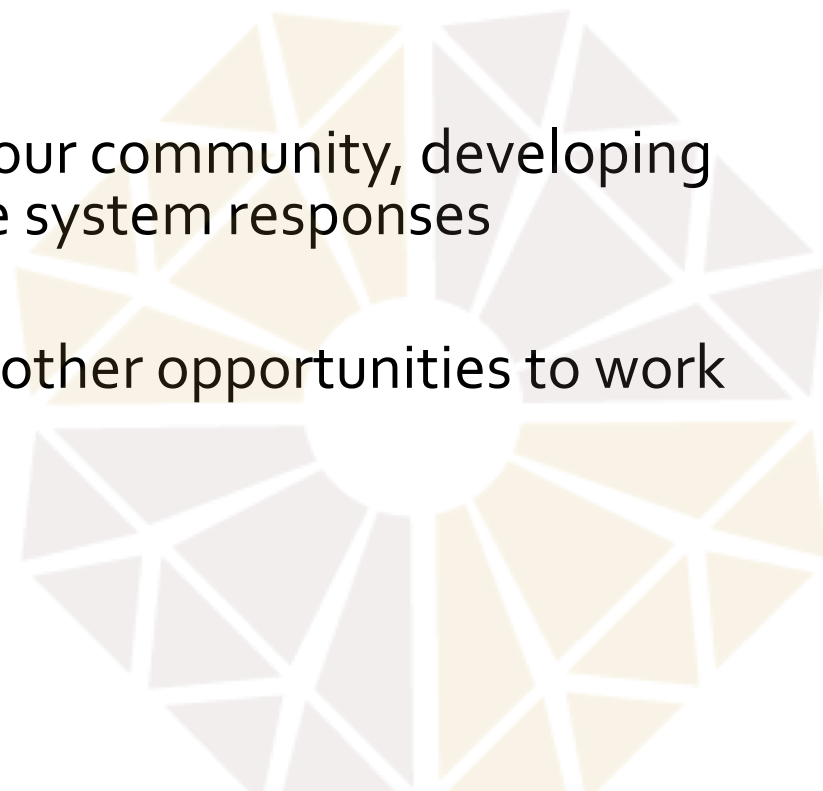
# Using the #1Thing Message to Advance Policy + Systems Responses





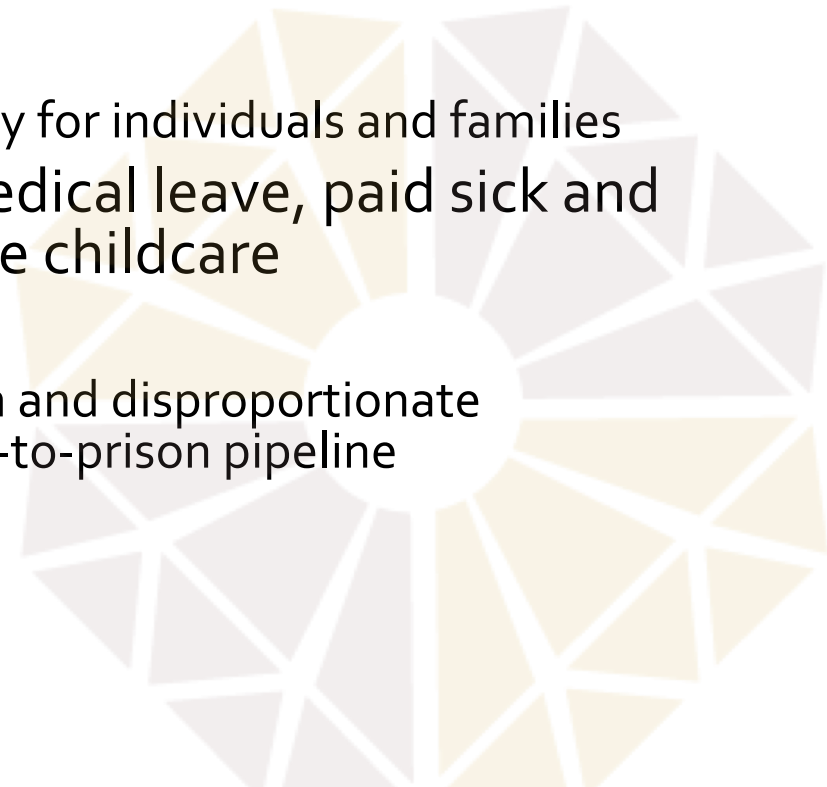
# Systems Level Work

- Take the time to do some analysis about how systems are or are not working to meet survivors' needs
  - Notice patterns in survivors' experiences, learn about the system's rules and policies
- Reaching out to new partners in your community, developing key relationships that will improve system responses
- Commit to new cross-trainings or other opportunities to work collaboratively



# Policy Priorities

- Importance of federal statutes, programs, and funding that support and address the needs of survivors:
  - FVPSA
  - VAWA
  - VOCA
- Policies that promote economic security for individuals and families
  - Equal pay, paid family and medical leave, paid sick and safe days, access to affordable childcare
- Policies that address over-incarceration and disproportionate incarceration of people of color, school-to-prison pipeline



# Policy Priorities Cont.

- Policies that close loopholes that enable abusers to have access to firearms, other measures that address gun violence
- Policies that support safety for immigrant victims of domestic violence
  - Survivors seeking asylum, pathways to legal status for victims, safety from detention/deportation when going to court or seeking healthcare or support services



# Voting

- Voting your values and to advance policies that will improve survivors' lives
- Helping the survivors that you work with register to vote
  - [Guidance](#) from NNEDV on safety considerations and voter registration
- Promoting voter participation in your community and engaging with candidates on a nonpartisan basis
  - [Guide](#) for non-profit organizations



# Contact NNEDV

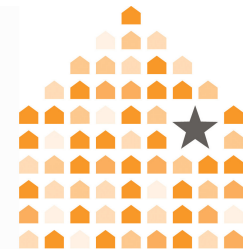


[communications@nnedv.org](mailto:communications@nnedv.org)

202-543-5566 x 126

For NNEDV DVAM updates, check

[NNEDV.org/DVAM](http://NNEDV.org/DVAM).



**NNEDV**

NATIONAL NETWORK  
TO END DOMESTIC  
VIOLENCE



# National Resource Center on Domestic Violence

## Connect with us:

The National Resource Center on Domestic Violence ([www.nrcdv.org](http://www.nrcdv.org)) provides a wide range of free, comprehensive, and individualized technical assistance, training, and specialized resource materials. Access our publications online at [VAWnet.org](http://VAWnet.org).



Call: 1-800-537-2238



Email: [nrcdvTA@nrcdv.org](mailto:nrcdvTA@nrcdv.org)



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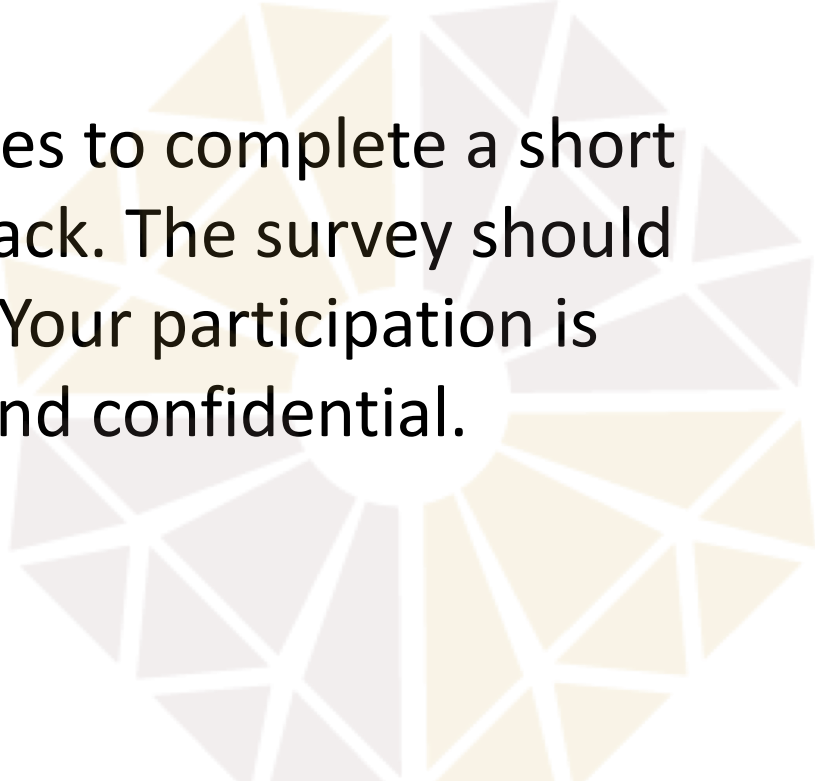


Post: [instagram.com/nrcdv/](https://www.instagram.com/nrcdv/)

# We Need Your Feedback!

Thank you for attending our session today. Your experience at this training is very important to us.

We invite you take a few minutes to complete a short survey and provide your feedback. The survey should take less than four minutes. Your participation is voluntary, anonymous and confidential.

A decorative geometric pattern in the bottom right corner, consisting of a circular arrangement of triangles in shades of yellow and grey, creating a sunburst or flower-like effect.