

#1 Thing

Action Guide

Inspiring Action Through
a Unified Message

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DOMESTIC
VIOLENCE
AWARENESS
PROJECT

A project of the National Resource Center on Domestic Violence

Introduction

About the Domestic Violence Awareness Project

In 1995, the National Resource Center on Domestic Violence (NRC DV) convened several national domestic violence organizations to launch a new effort to support domestic violence programs' awareness and education efforts for Domestic Violence Awareness Month (DVAM), observed annually in October. This collaborative effort became the [Domestic Violence Awareness Project](#) (DVAP).

Today, the DVAP is a [diverse and unique partnership of local, tribal, state and national domestic violence organizations and networks](#). The Domestic Violence Awareness Project collaborates to collect, develop and distribute resources and ideas relevant to advocates' ongoing public awareness, prevention and education efforts during DVAM, and beyond.

What is the #1Thing Action Guide?

The #1Thing Action Guide includes templates, recommendations, strategies, and tools for incorporating this message into your public awareness activities and campaigns during DVAM, and beyond. It also provides links to resources available on the [Domestic Violence Awareness Project website](#). These tools and resources were developed to support your efforts to spread the word in your community.

In this action guide, you will find:

1. Why #1Thing?: An introduction to the #1Thing message
 - a. The power of sharing your #1Thing
 - b. #1Thing Community Pledge
2. Communicating #1Thing
 - a. Determining your goals
 - b. Determining your target audience
 - c. Choosing the right communication channels
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1. Why #1Thing?

An introduction to the #1Thing message

Domestic violence impacts millions of people each year, but it can be prevented. It requires the collective voice and power of individuals, families, institutions, and systems – each whose “one thing” adds a valuable and powerful component to transforming our communities.

In 2015, the Domestic Violence Project Advisory Group (DVAP) developed the [Awareness + Action = Social Change campaign](#) to acknowledge and promote the importance of “being part of the equation” to end domestic violence by engaging in proactive efforts to shift our culture. The Awareness + Action = Social Change concept originated from the [Transforming Communities: Technical Assistance, Training and Resource Center](#). It is a framework that offers the opportunity to engage in critical conversations about the importance of awareness plus Action to create real social transformation.

For 2018, the DVAP decided to expand upon this campaign by developing a unified message for inspiring action during DVAM and beyond. The group intentionally created a message that is easy to say, easy to remember, and easy to personalize and adapt; making it easier for *the movement* to get involve and feel connected to the movement.

Every day, we all have the opportunity to educate others about the impact of domestic violence and encourage them to take action.

The #1Thing message helps individuals and communities to articulate and understand how our collective “one things” can lead to the social transformation we all desire to see. Many people care and understand that domestic violence is a serious public health problem, but they don’t take action. They want to do something but believe their actions can’t make a difference, but imagine if 7.4 billion individuals each commit to doing one thing – this collective action will definitely create real social transformation. Change can start with only #1Thing.

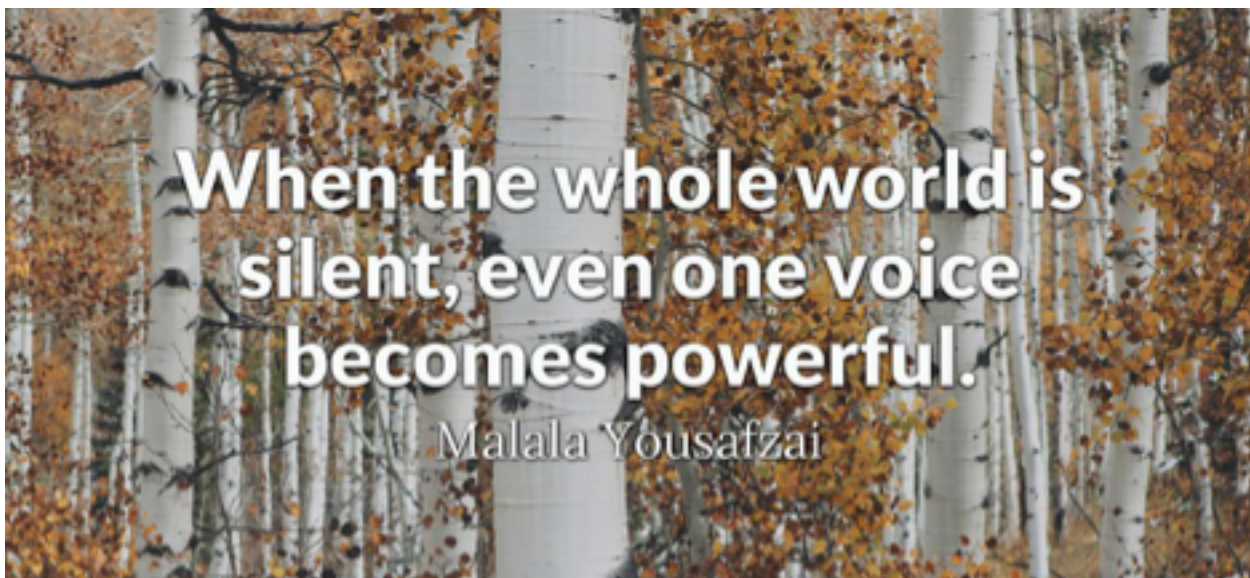
“The #1Thing message unites our individual voices while highlighting the power of our collective action.”

The Power of Sharing your #1Thing

There is so much value and power in everyone's one thing when sharing our story. The survivor's story. The advocate's story. Each community's story. The story of the movement to end domestic violence. People's behaviors and attitudes are shaped when they listen to the inspiring stories of those around them. When one person inspires a few others, there is a ripple effect that over time broadens and can continue to have an impact on future generations.

Sharing your #1Thing, can help shed 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 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.



#1Thing Community Pledge

The pledge is a tangible tool that can be used at trainings and events. It provides your organization a way to directly engage individuals. [Download](#), print, and hand out at events.



Community 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, _____, pledge to _____

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 listen to victims and survivors without judgment, and respect their choices.

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.

By living this pledge, I am joining with advocates across the country to end gender-based violence in my home and community.

2. Communicating #1Thing

#1Thing is about moving people from awareness to action. It inspires thinking about how they, as individuals, can take small steps that leads to real change.



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

The concept behind #1Thing is intentionally broad so that the messaging can be applied to multiple audiences and intersecting issues that relate to domestic violence. Someone's #1Thing could be just about anything. People from all backgrounds and disciplines can apply it to various parts of their lives, seeing it as something that they can do, and get behind.

While #1Thing could be applied to ANYTHING and EVERYTHING, we want to frame it within the context of eradicating domestic violence and other forms of injustices. It can be applied to the diverse, intersecting, and multi-layered experiences of gender-based violence, trauma and oppression. By helping to frame the message within this context, we can invite people to see how #1Thing is possible and can be applied to their lives.

Determining your goals

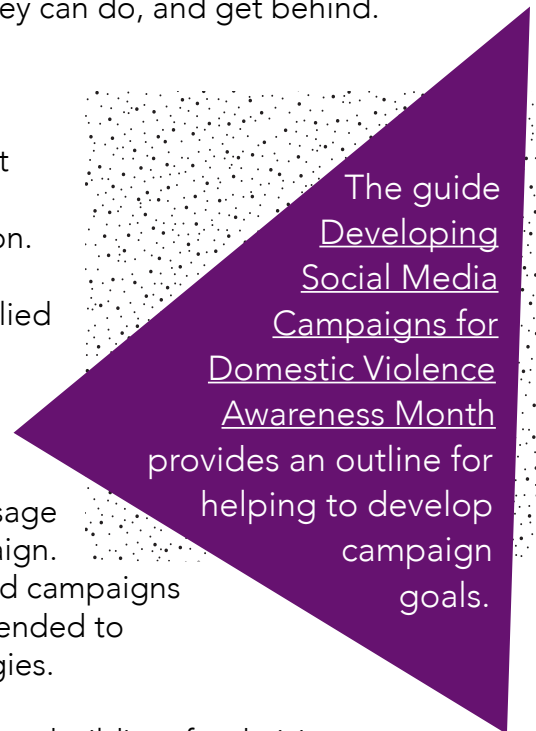
Your organization's goals for implementing the #1Thing message are the foundation for all other aspects of a successful campaign. #1Thing is not intended to replace the existing strategies and campaigns that your organization has already developed. Rather, it is intended to compliment the messaging and values of your current strategies.

Whether your goal is around engagement, awareness, audience building, fundraising, or conversation shifting, #1Thing can have a place and enhance your goals.

Determining your target audiences

Successful communication begins with knowing and understanding your intended audience. Determining who to speak to is the first step. 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."



The exciting thing about **#1Thing** is that it can be applied to many audiences such as advocates, medical professionals, educators, survivors, researchers, policy makers, law enforcement officers, and more. But do not make the mistake of trying to reach multiple audiences with one general message. Determine which audience(s) is most relevant based on the goals you established. You can then begin to work on how best to reach this/these audience(s), be it through your website, social media channels, community trainings, special events, or other outreach and communication vehicles.

Need help determining your online audience?

The [2017 Digital Outlook Report](#) provides guidance on developing user profiles - outlines of the various types of users in your audience which include demographic, social, economic and interest information. These profiles can help you to have a better understanding of your audience and what they want from their social media usage. It can also help to determine which social media channels your audience prefers. From there you can develop messaging that begins to engage.

Choosing the right communication channels

With so many ways to reach people and so many ways to communicate a message, how do you determine which way is best for you and your organization? The beauty of today's communications world is the vast variety of options that allow for opportunities to reach people where they are. The challenges of today's communications world is the vast variety of options that allow for opportunities to reach people where they are.

Technology moves quickly, and new channels of communication are being developed all the time. Here are some of the main communications channels.

Direct Channels

- Printed material through the post
- Email
- E-newsletter
- Telephone calls
- Mobile phone (texts, apps, online browsing)
- Face to face
- Events

Indirect Channels

- Press releases/PR
- Website
- Social Media – Twitter, Facebook, Instagram, SnapChat, LinkedIn, etc., etc
- Word of mouth

So how do you choose which channel(s) to use? There is no simple solution, as the best choice, or choices, should be informed by the audience you are trying to reach. Each target audience can have their own primary channel. User profiles can help with understanding your audience(s) preferences. You should choose which channel of communication to use based on these considerations:

- Who is the intended audience?
- How complex is the information? Can it be expressed in a few words (text or Twitter) or does it need a whole webpage?
- Are images required?
- Do you want a response?
- Do you want to be able to find out who has seen or read the message to measure your impact?
- Can you afford it (financially or the time commitment)?

Remember to not over do it when you are starting out, especially with social media. It is better to focus on one or two channels and stay consistent with your message and activity levels than spread your resources too thin.

Crafting your #1Thing message

The key messages of #1Thing are:

- The #1Thing that will end domestic violence is our collective power.
- Healing from domestic violence requires our collective One Things.
- We can all do #1Thing towards eradicating domestic violence.
- Sharing our stories can have a ripple effect and can inspire others to action.
- Our collective One Things are valuable for systems advocacy.
- #1Thing offers the community tangible ways to get involved in the effort to end domestic violence.
- **Awareness + Action = Social Change**

The #1Thing message is purposely broad, intended for personal application to each situation or story. Following are a series of statements that may be useful in determining how to frame your own organizational or personal message to end domestic violence.

- #1Thing I want to share about my story
- As a survivor, #1Thing I need advocates to know
- #1Thing that has inspired me to work to end gender-based violence
- #1Thing I want my children to know
- As a community leader, #1Thing I want to share about my community

- **#1Thing** I do to take care of myself
- **#1Thing** I need funders to know
- **#1Thing** that impacts my healing & resilience the most
- **#1Thing** I wish policy makers knew about gender-based violence & its impact on communities
- **#1Thing** my family could do to support my healing

Developing marketing materials

The following materials and graphics were developed to assist in the visual messaging of **#1Thing**. The full library is available for download at <https://nrcdv.org/dvam/1thing>.

#1Thing Logo

The logo was developed in collaboration with the DVAP to be used in materials, print and digital, in connection with your **#1Thing** messaging.



Color scheme

The color scheme is provided to allow for flexibility in your own adaptation implementation of **#1Thing**, while still maintaining a consistent visual impact.



Graphics

These are a few examples of graphics developed for #1Thing. More graphics are available for download at <https://nrcdv.org/dvam/1thing>.

Facebook & Twitter banner



Conversation Starter images

These images can be used to start conversations about different topics that intersect with domestic violence. They could be customized for print or electronic with your own statements or questions.



Sample Social Media Posts (Twitter, Facebook, Instagram)

- **#1Thing** I will do to address **#DV** is to speak out when I see microaggressions.
- Do **#1Thing** to make a difference to a survivor of **#DV**. Learn more.
- What is your **#1Thing**?
- I will write a Letter to the Editor about the need to support **#DV** services in my community. That's my **#1Thing**. What's yours?
- A simple act can change a feeling, someone's day, someone's life. What **#1Thing** will you do to make a difference?
- There is value and power in your **#1Thing**. Speak it loud & proud.
- **#1Thing** I want to share about my story....
- **#1Thing** that has inspired me to work to end domestic-violence...
- **#1Thing** my family could do to support my healing...
- This **#DVAM2018**, do **#1Thing** to show that violence & abuse have no place in your world.
- **#1Thing** I want my children to know about [love, race, justice, safety, privilege, equity].
- Social Change starts with **#1Thing**
- My **#1Thing** intersects with your **#1Thing**. Change happens. That's cool.
- What's the **#1Thing** you want policymakers to know about domestic violence and the needs of survivors? Share it with us!
- How are you getting engaged in your community to improve policy and system level responses to **#DV**? **#1Thing** can make a difference!
- **#1Thing** you can do this **#DVAM2018** is talk to policymakers about the importance of funding for programs that provide services to domestic violence survivors.
- Meaningful collaboration is **#1Thing** that advances our shared vision of social justice. Who can you reach out to today?
- One of the most important things we can do to help advance policies that benefit survivors is to VOTE in federal, state, and local elections. **#1Thing** you can do now is make sure you're registered and commit to voting in November!
- **#1Thing** to remember this **#DVAM2018** is that **#safehousing** is consistently rated as survivors' most urgent need. As DV advocates, advocacy for safe, affordable housing is our work too!

- Believing victims of domestic violence is **#1Thing** you can do to be a catalyst for change on both an individual and societal level.
- Survivors can often name **#1Thing** that opened the door to their healing and resilience. How can you help open that door?
- 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, equality, and peace in your relationships is **#1Thing** you can do to help end domestic violence.
- Exploring the impact of institutional racism and white supremacy culture at your organization is **#1Thing** you can do to dismantle the oppressive systems that perpetuate domestic violence and other injustices.
- Community connectedness is **#1Thing** that promotes the prevention of multiple forms of violence, including child maltreatment, domestic violence, sexual violence, youth violence, and suicide. What's **#1Thing** you can do to help foster connectedness in your community?
- Working together to rebuild our neighborhoods with greener, cleaner spaces is **#1Thing** we can do to create protective environments that foster safety and well-being.
- Investing in trauma-informed social-emotional learning programs for young people is **#1Thing** we can do to foster healthy growth and resilience in our communities.
- Your story can be the **#1Thing** that is a catalyst to help, inspire, or motivate others to help end domestic violence.
- What is **#1Thing** you can do today to share your power or leverage your privilege in order to center the voices and experiences of those who are marginalized and oppressed?
- What's the **#1Thing** you want policymakers to know about domestic violence and the needs of survivors? Share it with us!
- How are you getting engaged in your community to improve policy and system level responses to **#DV? #1Thing** can make a difference!
- **#1Thing** you can do this **#DVAM2018** is talk to policymakers about the importance of funding for programs that provide services to domestic violence survivors.

3. Integrating #1Thing into your work

#1Thing & Advocacy

The #1Thing messaging can also be integrated into your organization's policy and systems-level advocacy. Internally, it can prompt your organization to commit to developing a deeper understanding of how a particular system (for example, the criminal legal system, housing system, TANF, child welfare system, etc.) is or is not working to meet the needs of survivors in your community. Or your #1Thing could be identifying an issue where you want to improve the systems and policy response and then reaching out to new partners who work on that issue to engage in collaborative advocacy. You can also use the #1Thing messaging in your external communications to your organization's members, supporters and the general public to share the importance of key policies and legislative priorities, or the need for increased funding for DV/SA programs.

This DVAM is also a unique opportunity to promote voter registration and engagement, and to connect the importance of voting to the policy issues that will help improve survivors' lives.

#1Thing & Education

There are multiple ways to integrate the #1Thing message into your community education program. When developing your training curricula, make room for participants to learn about the importance of community and bystander engagement and its impact on the efforts to end domestic violence. Mobilizing communities to prevent domestic violence involves engaging communities in supporting, developing, and implementing action-oriented strategies that target change in individuals, as well as in the community and society.

An easy way to include the #1Thing can be:

What is my One Thing? Group Activity

Post this question at the beginning of your training and tell participants to think about the one thing they are currently doing to end domestic violence. Is not necessary to share their answer, but feel free to ask if anyone would like to share. At the end of the training, ask participants again but reframe the question as, What is the One Thing I am committing to do to end domestic violence? Ask participants to fill out #1Thing Pledge and share with the group.

Not only will this help motivate participants to take action, but it will demonstrate a measurable impact of your training efforts over time.

4. #1Thing Beyond DVAM

The #1Thing Action Guide is a living document to be used during DVAM, and beyond. As the DVAP Advisory Group and diverse individuals and communities integrate #1Thing into their campaigns and messaging, this guide will grow to include case studies, best practices, and additional resources. We welcome submissions from individuals and organizations on your approach to implementing #1Thing with your community. Send your campaign outlines, graphics, sample messages, partnership ideas, advocacy strategies, training activities, and any other #1Thing related items to nrcdvTA@nrcdv.org.

Acknowledgments

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