

#1 Thing



DOMESTIC
VIOLENCE
AWARENESS
PROJECT

A project of the National Resource Center on Domestic Violence

Domestic Violence
Awareness Month

DVAM Readiness Checklist:

Getting ready for DVAM can be overwhelming. The Domestic Violence Awareness Project's DVAM Readiness Checklist will ensure you stay organized, focused and on schedule by reminding you to take care of tasks that have priority and providing you with ideas and resources that will ensure that your event is a success.



Have you sent out press releases?

Distributing press releases and informing the media about your events provide an excellent way to spread awareness about Domestic Violence Awareness Month. It is recommended that you distribute press releases a month or two in advance if you want your event to be included in community calendars. It also gives editors a heads-up on what's coming, so they can pencil your event into their schedule.

You can find a sample press release, **#1Thing Can Make All the Difference**, by [downloading Sample Press Release](#). You can also check out the Asian Pacific Institute on Gender-Based Violence (APIGBV) press release titled [Advocates Release Nationwide Survey On Domestic Violence, Sexual Assault Reporting by Immigrants](#).



Have you requested a proclamation?

A proclamation is a way for local government leaders to make an official announcement; it helps increase public awareness about a specific cause or movement.

The purpose of requesting a proclamation for DVAM is to increase public awareness about domestic violence. It's also a great way to educate decision-makers about the importance for survivors to receive life-saving services and the support they need to live lives free from fear and violence. A proclamation also helps advocates develop relationships across movements, with local businesses, culturally specific organizations, potential funders, and can shed light on the needs of marginalized groups in your community.

A proclamation may be requested via email, online or postal mail. Be sure to visit your local government's webpage to learn about their preferred process. It is recommended that you submit your request four to six weeks before it is needed to allow adequate time for your request to be

considered. Once you receive confirmation that the proclamation has been signed, contact local media to suggest a news item, interview or photo with the mayor or governor and affiliate representatives.

The 4-Step Process

1. **Write:** Outline what you would like the proclamation to say or adapt the #1Thing template provided (see below).
2. **Contact:** Contact your Mayor, Governor, or other local government official's office to request the proclamation.
3. **Sign:** Meet with the official for the signing of the proclamation and a photo.
4. **Promote:** Post the photo on social media and send a press release to the local newspaper.

The [Domestic Violence Awareness Project](#) (DVAP) has developed a customizable mayoral proclamation. You can access this sample by clicking [here](#). You may also want to reach out to your state coalition for sample language that will resonate with public officials and constituents in your community.



Have you talked to local partners about potential collaborations?

Movement-building is a collective effort that lives at the heart of social change work. Our efforts to mobilize communities and create sustainable action during Domestic Violence Awareness Month and beyond gain strength and power when we work together with key partners across sectors and allied movements. These collaborations must be reciprocal and meaningful, engaging partners at every stage of the process to further your shared goals and vision for your community. Efforts to build authentic relationships with local government agencies, businesses, schools and universities, social service agencies, health care providers, community service groups, culturally-specific organizations, anti-poverty agencies, grassroots activist groups, community organizers, youth-serving organizations, faith communities, and others help to create the unified front that is critical to making real change.

Five steps to build new collaborations across allied movements:

1. Identify potential partners; make sure to include those that represent marginalized communities and reach out to them
2. Invite your partners to your program and get to know each other
3. Seek commonality and a shared vision
4. Be clear about what your needs are and how this collaboration can be beneficial for both
5. Plan the event!

For resources to help build and strengthen local partnerships, see:

[PreventIPV Engagement: Making the Case and Building a Movement for Prevention](#)

[Moving from the Mainstream to the Margins: Lessons in Culture and Power](#) by Ruby White Starr for the Journal of Family Violence

Here is just a sampling of helpful resources specific to building partnerships with:

[Runaway & Homeless Youth Programs](#)

[Anti-Poverty Organizations](#)

[Home Visiting Programs](#)

[Housing Providers](#)

[Moving Companies](#)



Have you reached out to faith organizations?

Faith organizations such as churches, temples, mosques and synagogues are uniquely positioned to partner with victim advocates and community organizers to champion efforts to end domestic violence. Survivors and perpetrators alike turn to religious leaders for spiritual guidance and support in addressing domestic violence. Often, faith organizations have strong relationships with traditionally marginalized groups that mainstream domestic violence organizations struggle to reach in their awareness efforts, including communities of color, older adults, individuals with disabilities, and immigrant communities. Because of the reach of these organizations within their communities, they are well-positioned to share information on offender accountability and advocacy resources available to survivors. They also a great partner to help spread the word about Domestic Violence Awareness Month and upcoming community events.

For tools and resources to support ongoing collaboration and cross training between faith organizations and victim advocates, see VAWnet's special collection, [Domestic Violence and Religion. Resources](#) for raising community awareness can also be accessed from [FaithTrust Institute](#), a national, multi faith, multicultural training and education organization working to end sexual and domestic violence.



Have you connected with your state/territory domestic violence coalition?

Whether you need help promoting your organization's DVAM event, you are looking for advice on how to coordinate an awareness campaign in your community, or you simply want to know what events are already being planned in your area, your state/territory domestic violence coalition should be your go-to resource. While planning your DVAM 2019 activities, consider connecting with your coalition to find out key information, such as:

- What opportunities might be available to collaborate with other organizations in your area?
- Will there be a state-specific theme for DVAM that your organization can take part in?
- Are there any pending pieces of legislation or current events in your state/community that you should address as part of your DVAM activities?

Your state/territory domestic violence coalition is well-positioned to offer support for your local DVAM activities. To find contact information for your coalition, see the National Network to End Violence's [State & U.S. Territory Coalitions](#) page.