



## Beyond DVAM

Easy Ways to Actively Engage your Communities in Domestic Violence Awareness after October

Rebecca De León & Joe Ostrander

January 22, 2020




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About Us

Rebecca De León

- Communications Manager for Planned Parenthood of the Greater Northwest and Hawai'i
- Owner, Lion Heart Consulting, LLC
- 8+ years in nonprofit marketing and communications, past nearly four years in DV/SA



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About Us

Joe Ostrander

- Communications Manager for NRCDV
- 25 years in communications marketing

celebrating  
**25** years



National Resource Center on Domestic Violence

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Today we are going to talk about

- Awareness efforts for gender-based violence
- Expanding awareness beyond Domestic Violence Awareness Month
- Tools you can use to keep your message going
- Examples of successful campaigns
- Tips on enhancing your social media presence

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Poll Question

**#1Thing**

How familiar are you with the #1Thing campaign?

☐ I have been very involved with the campaign, and I love it.

☐ I've heard of it, but haven't done anything with the campaign, yet.

☐ I haven't heard of it.

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#UnaCosa

#1Thing

Domestic Violence Awareness Month

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### What makes DVAM stand out?

- Graphics readily available by NRCDV, NNEDV, API-GBV, The National DV Hotline, NO MORE, Casa de Esperanza
- United under one color
- Recognized by other large organizations, city governments, etc.

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### What are the goals outside October?

The same!

- Raise awareness
- Honor victims and survivors
- Provide community for other advocates
- Enhance education around DV – center communities on the margins

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### #TeenDVMonth

10 YEARS OF AWARENESS  
IT'S TIME FOR REAL CHANGE

**Break the Cycle – Outrage into Action**  
Toolkit, themed events, social media  
[breakthecycle.org/teendvmonth](http://breakthecycle.org/teendvmonth)

**loveisrespect – #1Thing**  
Action Guide, webinar, social media events  
[loveisrespect.org/teendvmonth/](http://loveisrespect.org/teendvmonth/)

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## #1Thing

Poll Question

What are the most helpful parts of this type of toolkit?

- ☐ Graphics for social media
- ☐ Media preparedness resources
- ☐ Campaign ideas
- ☐ Training materials

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DOMESTIC VIOLENCE AWARENESS PROJECT

A project of the National Resource Center on Domestic Violence

[National](#)
[Training](#)
[Resources](#)
[Contact](#)
[Store](#)

[About](#)
[Get Involved](#)
[Resources](#)
[Awareness Blog](#)
[For Survivors](#)
[Store](#)

### #1Thing Graphics

Social Media Banners

Teen Dating Violence Awareness 2020

Domestic Violence Awareness Images - 2019

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## Year-round Opportunities

- ✓ Human Trafficking Awareness Month & National Stalking Awareness Month - January
- ✓ Teen Dating Violence Awareness Month – February
- ✓ NO MORE week – March
- ✓ Mental Health Awareness Month – May
- ✓ World Elder Abuse Day – June
- ✓ National Hispanic Heritage Month – September
- ✓ National Runaway Prevention Month – November

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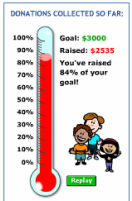
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## Year-round Opportunities

- Advocacy and policy work
- Fundraising
- Community engagement
- Trainings
- Media relations
- Website
- Newsletter
- Digital & traditional correspondence



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## How do you build on the momentum?

It's OK to copy!

- Don't re-invent the wheel. Resources already exist!
- Build on other organization's ideas
- Build it into what you already have



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## How do you build on the momentum?

**Toolkits & marketing guides**

- National Indigenous Women's Resource Center
- National Network to End Domestic Violence
- Break the Cycle
- National Clearinghouse on Abuse in Later Life
- love is respect
- NO MORE



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Examples

Community Chest Nevada, Virginia City



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Examples

Hennepin County, Minnesota



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Examples

Idaho Coalition Against Sexual and Domestic Violence & Indigenous Idaho Alliance

DVAM and Indigenous People's Day



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### Poll Question

Do you usually focus awareness resources into digital efforts or non-digital?

- ☐ More digital
- ☐ More in the community
- ☐ What do you mean?

## #1 Thing

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## Moving People into Action

By calling people to specific and direct collective action, no matter how small, we can build our communities' capacity to take the lead in changing social and cultural norms that support gender-based violence.



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## Moving People into Action


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

AWARENESS + Action = Social Change

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## Moving People into Action

- Community organizing: Human rights demonstrations, gatherings, or protests
- Healing together: Community healing circles and spaces
- Learning through storytelling and the arts, supporting women- and POC-owned businesses
- Discussion groups



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## Moving People into Action

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



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## Forming your organization's approach

- What is your organization's expertise?
- Who is your target audience?
- What resources do you have? (Time and money)
- What is your message/call to action?
- What will your message look like?

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Awareness Goals

- Raise awareness about domestic violence
  - Target audience: **People outside the DV field**
  - How do we reach this audience?

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Awareness Goals

- Honor victims and survivors of DV
  - Target audience: **Victims, survivors, and their families**
  - How do we reach this audience?

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Awareness Goals

- Provide community for advocates and encourage self-care
  - Target audience: **Advocates in the field**
  - How do we reach this audience?

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## Awareness Goals

- Enhance education around DV while centering the most vulnerable
  - Target audience: **Advocates, attorneys, coalition leaders, nonprofits, faith-based workers, consultants, people wanting to help victims and survivors**
  - How do we reach this audience?

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## Awareness Goals

- Social media
  - 43% of people attend or participate in charitable events because of social media
  - 55% of Twitter users who engage with a non-profit are moved to some type of action



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## Graphics



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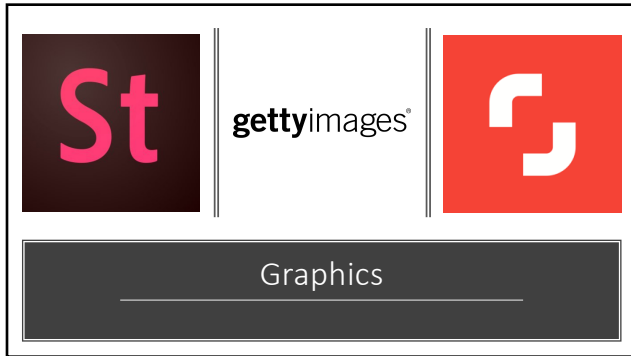
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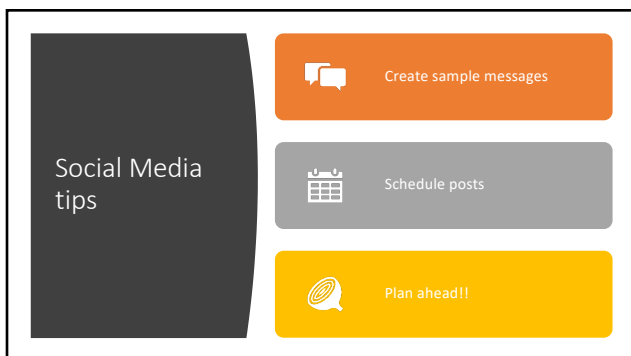
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## Social Media tips

Create sample messages

Make it easy for your audience to participate.

Provide #hashtags to help your posts grow and easier to find.

Tag organizations and individuals that are relevant to your message.

Link to resources – your own or others – that bring value to your audience

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## Social Media tips

Schedule posts

Timing matters

Post published between 12 – 3pm Monday thru Friday and 12 – 1pm Saturday & Sunday get more views and clicks.

Analytics can tell you when your audience is active on social media

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## Social Media tips

Plan ahead!!

Use the many resources available from others – remember that we love recycling!

Let your audience know what's coming.

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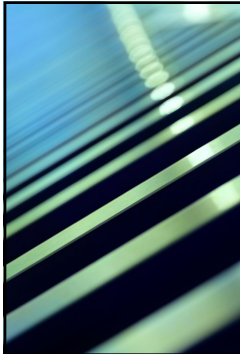
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Raising awareness in your community

Get	The news involved
Get	Government involved
Get	Law enforcement involved

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NRCOV's 3 Questions & a Song videos offer tips for engaging with these audiences

[dvawareness.org/videos](http://dvawareness.org/videos)



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Contact Us

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celebrating  
**25** years



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We Need  
your  
feedback.

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

We invite you to 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.



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**National Resource Center  
on Domestic Violence**

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.

 Call: 1-800-537-2238

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

 Follow: @NRCDV

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 Blog: [nationaldvam.tumblr.com](http://nationaldvam.tumblr.com)

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

You can access our publications online at [VAWnet.org](http://VAWnet.org)

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