

DVAM 2015

In October, the Golden State Turns Purple.



Themes	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Week 1: Social Norms Contributing to Domestic Violence					1 Start the month with our kickoff images!	2 Fact check: Share our DYK images!	3 Take a selfie with your pet and share it on Facebook, Twitter & Instagram!
Week 2: Social Norms Contributing to Domestic Violence (continued)	4 Fact check: Share our DYK images!	5 Share our DVAM social media campaign with a friend or colleague!	6 Periscope Chat with Kathy Moore, Molly Heck & Michelle Coleman	7 Get to know the movement: view & share our YouTube videos (debuting soon on our channel!)	8 Organizations: Media Advocacy Day (Members Only)	9 Take a selfie with your colleagues and share it on Facebook, Twitter & Instagram!	10 Volunteer for your local DV organization!
Week 3: Domestic Violence at the Intersections: Race & Immigration	11 Fact check: Share our DYK images!	12 Fact check: Share our DYK images!	13 Periscope Chat with Zakia Afrin, Gabriela Villareal & Laia Gasas-Pons	14 Get to know the movement: view & share our YouTube videos (debuting soon on our channel!)	15 Organizations: Media Advocacy Day (Members Only)	16 Join our week-long license plate challenge! Help us reach 500 license plates for domestic violence & sexual assault prevention! 	17 Watch Crime After Crime on Google Play
Week 4: Domestic Violence in the 21st Century: Tech and Financial Abuse	18 Fact check: Share our DYK images!	19 Fact check: Share our DYK images! 	20 Periscope Chat with Nilda Valmores and Beth Hassett	21 Get to know the movement: view & share our YouTube videos (debuting soon on our channel!)	22 Wear purple! Members: Turn your community purple and light up our map in real time!	23 Organizations: Media Advocacy Day (Members Only) 	24 Write an email to your legislator & tell them why it's important to address domestic violence.
Week 5: Prevention & Intervention Approaches	25 Fact check: Share our DYK images!	26 Take a selfie with your family & share it on Facebook, Twitter & Instagram!	27 Periscope Chat with Paul Bancroft, Emily Martin, and Youth Leaders from Tahoe SAFE Alliance	28 Get to know the movement: view & share our YouTube videos (debuting soon on our channel!)	29 Organizations: Media Advocacy Day (Members Only)	30 Talk to your school board	31 Fact check: Share our DYK images!

#CAturnsPurple



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These are big days for the Partnership's Purple Purse Challenge! Allstate will provide bonuses to DV organizations that can reach top donation totals. Click the Purple Purse icon to donate to the Partnership through CrowdRise—you'll get fashionable perks for it!