Outline

• Tools from the Partnership
• Partnership's campaign
• Share what has worked best for you
• Share what your plans are for the month
Share your fabulous Domestic Violence Awareness Month flops!
Learnings from the DVAM survey

• Want pre-made general posts that are interactive
• Templates to connect to community leaders
• Share the campaign as early as possible
• Contact for Technical Assistance
  • Email Jessica at jessica@cpedv.org for Technical Assistance
Learnings from the DVAM survey

• Popular topics you want covered
  • Prevention
  • Homelessness
  • Gun Violence
  • Abortion access
  • Holistic responses to DV
DVAM 2022 toolkit will contain

- Launches mid-Sept and will be sent to your emails on our website
- Sample DVAM resolution for you to modify and pass in your community (available now!)
- Videos and posts for social media you can take and modify
- Templates for you to send to your local community leaders
- Media guide
Before October

• Now
  • Sign up for National Network to End Domestic Violence's Give for DV Day: https://givefordv.nnedv.org/register

• Early Sept.
  • Reach out to local lawmakers and ask about passing a DVAM resolution (template available now)

• Mid Sept.
  • Email your local leaders encouraging them to talk about DV when October begins
Before October – posts to prep and schedule

• Download the videos and schedule them onto your social media
• September 30th: share the services you offer
• October 1st: Share facts about dv (we'll provide)
• October 20th: Purple Day. We'll provide a template for you
• October 19th: Give for DV Day. Post about all the amazing work you're doing and use the hashtag.

• What other posts are you prepping for DVAM? Any wisdom to share?
During October

• Utilize the media advocacy guidebook
• Pitch a story to a local journalist about DVAM
• Invite local media to your public DVAM events
• Before purple day, reach out to community leaders asking them to share about DVAM and wear purple on Purple Day
Campaign planning

• These are tools we're creating for you, feel free to modify it any way you'd like

• Technical assistance is available for Partnership members and their staff. Interested? Email Jessica Merrill at jessica@cpedv.org.
The Partnership's campaign

• Potentially pushing prop 1
• Media briefing
• Survivor essays through ethnic media services.
• Give for DV Day
• Sending domestic violence fact sheets to our California senators and representatives.
• Purple Thursday we'll be emailing statewide lawmakers
• Publishing videos
CALLING ALL GRAPHIC DESIGNERS, ILLUSTRATORS, ARTISTS & CREATIVES WHO HAVE LIVED EXPERIENCE AS A SURVIVOR OF VIOLENCE

DESIGN OUR CAMPAIGN!

DOMESTIC VIOLENCE AWARENESS MONTH

APPLY BY AUGUST 31, 2022
What are your plans?

• What are you planning for DVAM? What has worked well in the past, especially during COVID? What are DVAM flops?

• What have you found effective from past campaigns?

• What support do you need?
Additional resources as you plan your campaign

- Resource library contains past Prevention Peer Network Webinars
  - Prevention Messaging
  - Establishing Goals and Objectives
  - Social Media Management

- National Network to End Domestic Violence's toolkit
  - Theme is #Every1KnowsSome1 to highlight how common domestic violence is and that it is more than physical violence
  - Week of action October 17-23
Questions?
Need help planning your campaign?

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