

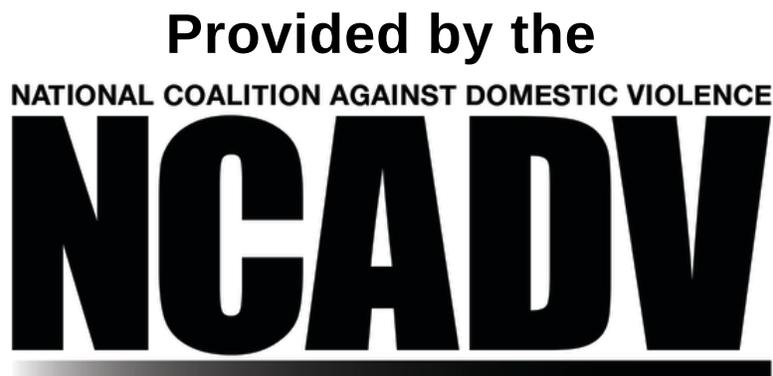


#POWERUP TOOLKIT



For Survivors, Advocates and Allies
Domestic Violence Awareness Month, October 2020

**FREE | FOR WIDE USE AND AUDIENCE |
ALL USAGE PERMISSIONS GRANTED**



www.ncadv.org

#PowerUp with NCADV on Social Media!



Contact: Lynn Brewer, Communications Director
lbrewer@ncadv.org

THANK YOU FOR BEING A PART OF #POWERUP!

Thank you for being a part of Domestic Violence Awareness Month (DVAM) this October!

In this toolkit, you'll find information, background, messaging, templates, and content that you'll find helpful when promoting #DVAM2020 and your commitment to seeing a national culture where we are all safe, empowered and free from domestic violence.

WHAT YOU'LL FIND IN THIS TOOLKIT

- ⚡ Details about **NCADV** and **DVAM** (*pages 2-4*)
- ⚡ Ideas and suggestions for **DVAM in the Time of COVID-19** (*pages 5-6*)
- ⚡ Information about **Domestic Violence** (including **graphics**, links to **blog posts** and **fact sheets**) (*pages 7-14*)
- ⚡ **Samples and Templates** (*pages 15-19*)
- ⚡ **More Ways to #PowerUp** with NCADV (*pages 20-21*)



About NCADV

Since 1978, the National Coalition Against Domestic Violence (NCADV) has led the national grassroots response to domestic violence. Our focus on policy is complemented by our projects and programs to educate, raise awareness, and ultimately prevent domestic violence.

[Check Out NCADV's 40+ Year History](#)

Our Vision

NCADV envisions a national culture in which we are all safe, empowered and free from domestic violence.

Our Mission

Our mission is to lead, mobilize and raise our voices to support efforts that demand a change of conditions that lead to domestic violence such as patriarchy, privilege, racism, sexism, and classism. We are dedicated to supporting survivors and holding offenders accountable and supporting advocates.

As the only national grassroots organization focused solely on domestic violence who does not receive government funding, NCADV is uniquely situated to address the issue of domestic violence with independence and freedom from conflicts of interest.

About Domestic Violence Awareness Month (DVAM)

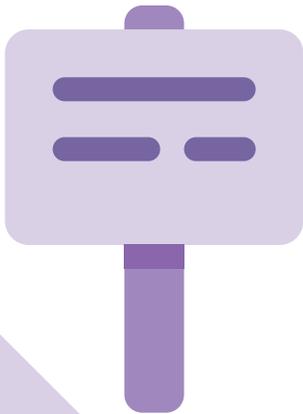
History and Origins

“Domestic Violence Awareness Month (DVAM) evolved from the “Day of Unity” in October 1981 observed by the National Coalition Against Domestic Violence. The intent was to connect advocates across the nation who were working to end violence against women and their children. The Day of Unity soon became an entire week devoted to a range of activities conducted at the local, state, and national levels. The activities conducted were as varied and diverse as the program sponsors but had common themes: mourning those who have died because of domestic violence, celebrating those who have survived, and connecting those who work to end violence.” -- From “Domestic Violence Awareness Month History” by NRCDV, who adapted it from NCADV’s 1996 Domestic Violence Awareness Month Resource Manual

#PowerUp for #DVAM2020

For #DVAM2020, NCADV encourages advocates and allies to use the #PowerUp hashtag. #PowerUp is the official hashtag for NCADV’s DVAM activities, including our 19th national conference on domestic violence, *Recognizing (Y)Our Power*, taking place at the end of October.

DVAM RESOURCES



RESOURCE: Print a Placard, Snap a Selfie with Your Placard, and Share on Social Media!

Show the world what it looks like to be ...

[A SURVIVOR](#)
[AN ADVOCATE](#)
[AN ALLY](#)



RESOURCE: Add a Twibbon to Your Twitter Profile!

Show the world what it looks like to be ...

[A SURVIVOR](#)
[AN ADVOCATE](#)
[AN ALLY](#)



RESOURCE: Add a Frame to Your Facebook Profile!

Show the world what it looks like to be ...

[A SURVIVOR](#)
[AN ADVOCATE](#)
[AN ALLY](#)

RESOURCE: More Awareness Materials are Available!

To order materials, [free](#) and [for-purchase](#) items can be found at the Domestic Violence Awareness Project's [website](#).



DVAM IN THE TIME OF COVID-19

A New Normal

The COVID-19 has had a unique impact on victims of domestic violence and by extension, the work we all do to address domestic violence.

New Conversations

What if we treated domestic violence as a public health crisis? What if we approached it every day, like we are collectively approaching COVID-19, today? What if we had a plan for emergency response but also developed models to “flatten the curve” by addressing the needs of programs? Advocates and systems that need to respond to survivors? If we are to see a society that has mostly eliminated domestic violence, we must have a long-term, systemic and capacity-building discussion, acknowledging this public health crisis. We must:

- ...address the root causes, like patriarchy, privilege, oppression, and intersecting “isms” (e.g. racism, classism, etc.)
- discuss how we can respond better and work toward a “vaccine” (aka prevention)
- acknowledge our work thus far and recognize that to date, the bandages have barely stopped the bleeding; the infection that rages underneath must still be addressed

This will take a great amount of effort, but we know until we do that work, all we will be able to offer are bandages to victims without looking towards any kind of solution or resolution.

DVAM IN THE TIME OF COVID-19

What DVAM May Look Like This October

Virtual Events

RESOURCE: ["How to Host a Successful Virtual Event: Tips and Best Practices"](#)

RESOURCE: Post your event to [NCADV's Event Calendar](#)

Online Fundraising

RESOURCE: ["20 Virtual Fundraising Ideas During COVID-19"](#)

COVID-19 Resources

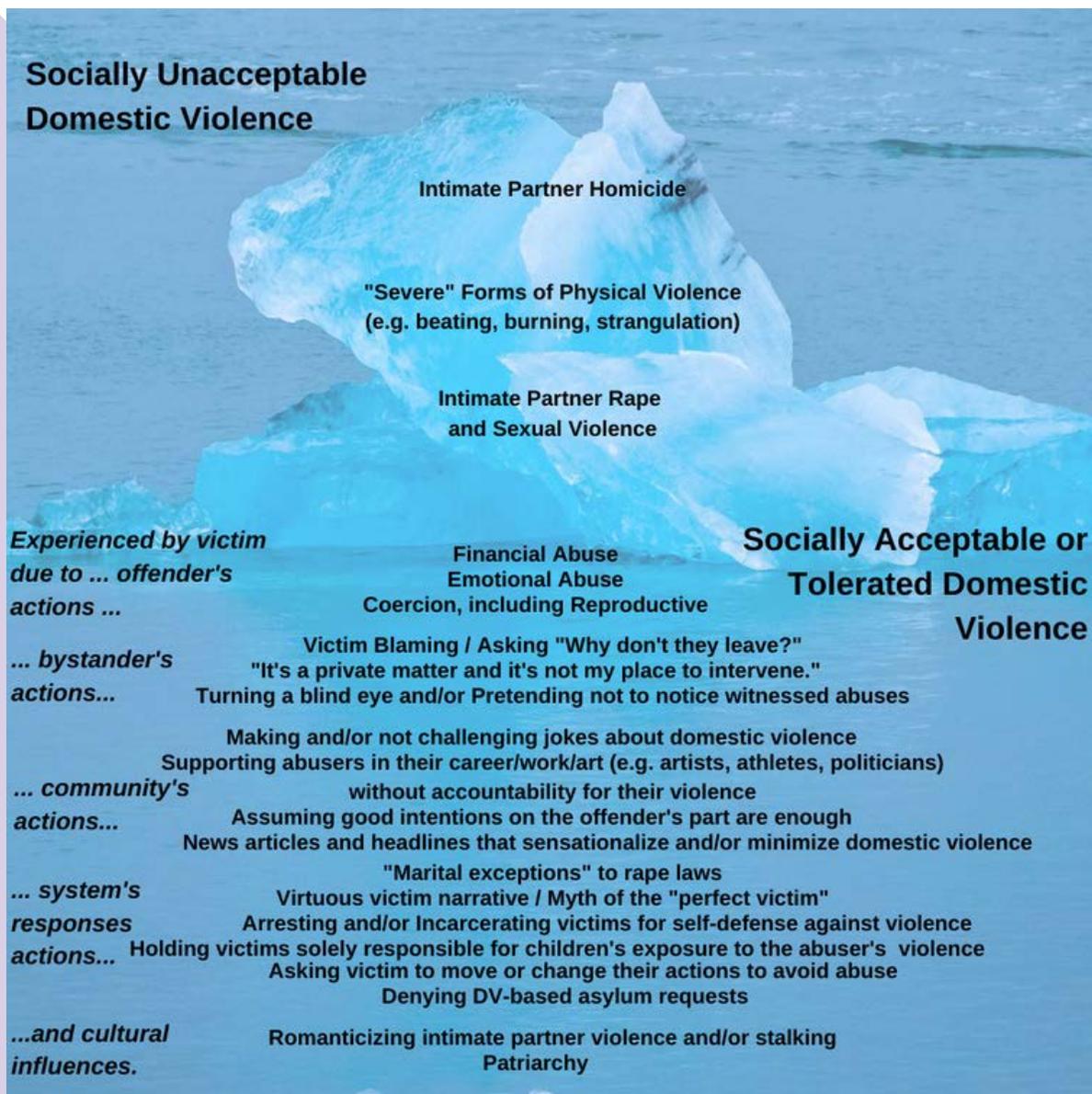
From NCADV

RESOURCE: [COVID-19 and Domestic Violence](#)

ABOUT DOMESTIC VIOLENCE

The Iceberg of Domestic Violence

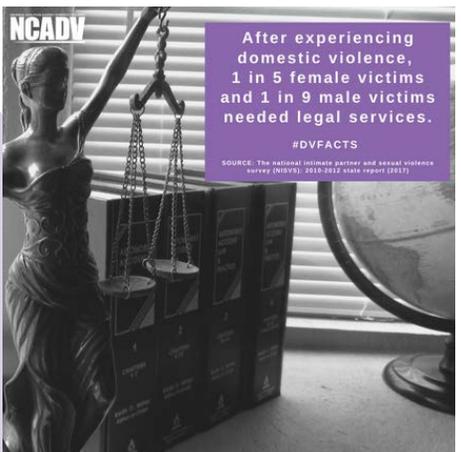
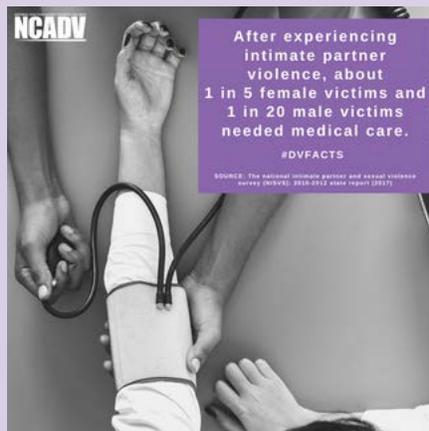
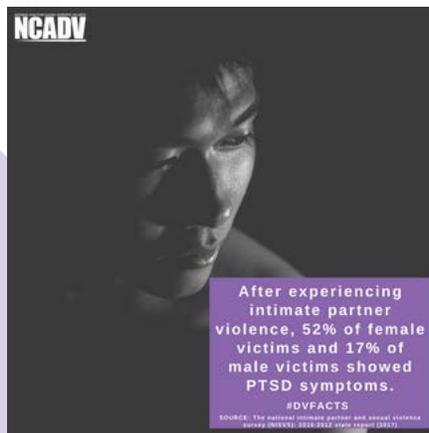
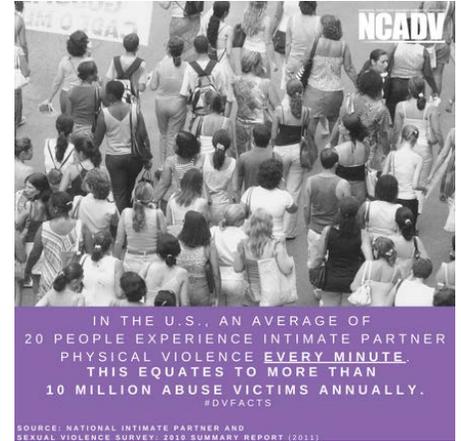
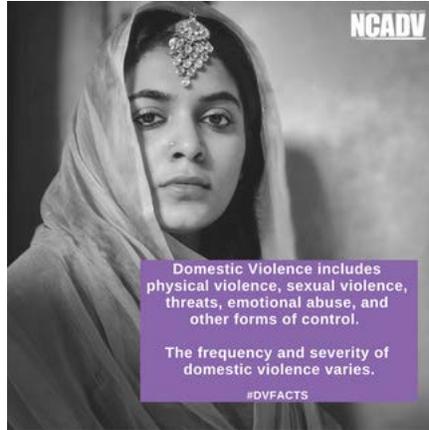
One of the most dangerous and insidious truths about domestic violence is it's easy to ignore if it's not visible. Like an iceberg, there's a lot more than what is visible above the surface, and that's true for individuals, communities, and cultures. **In the depiction below, we've listed outward acts that society doesn't accept, where survivors are supported and the offenders are held accountable. Ask yourself: WHY don't we do the same with acts found below the water's surface?**



[Download Iceberg of Domestic Violence](#)

DVAM RESOURCES

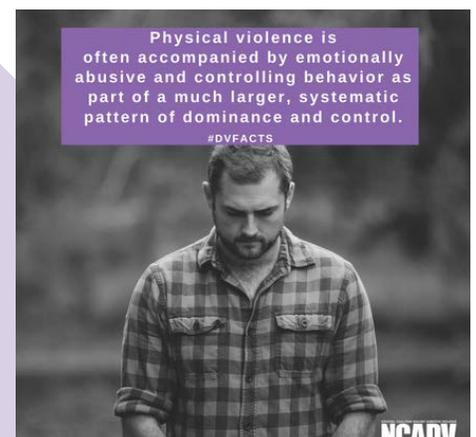
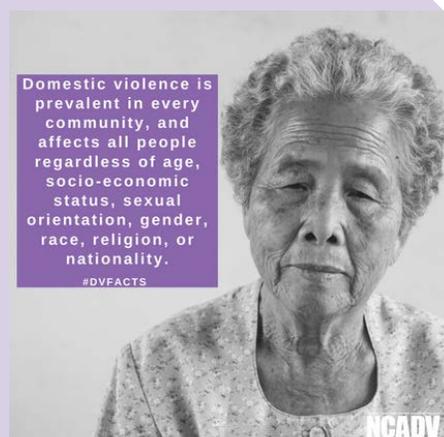
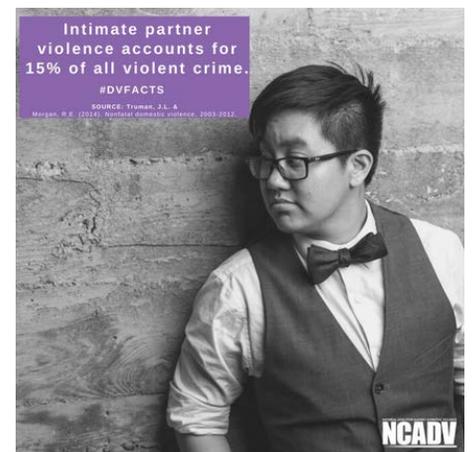
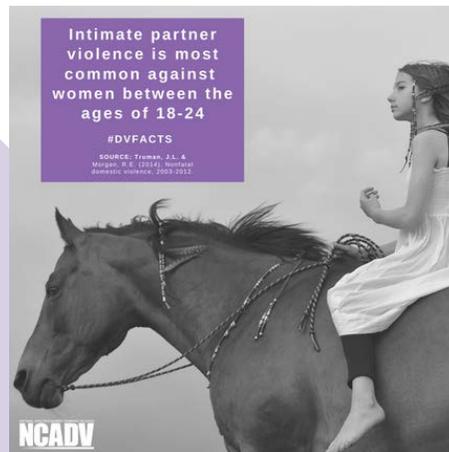
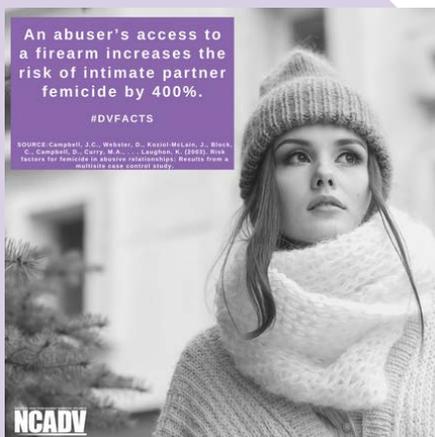
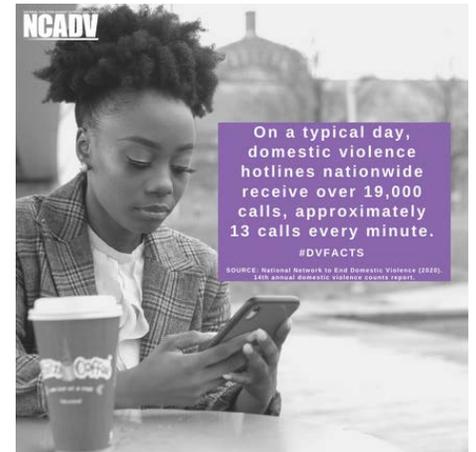
Shareable #DVFacts Graphics



[Download #DVFacts](#)

DVAM RESOURCES

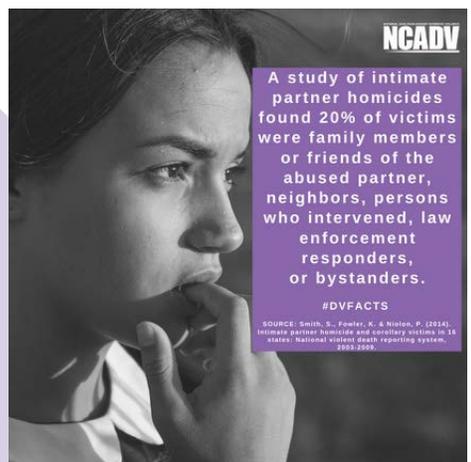
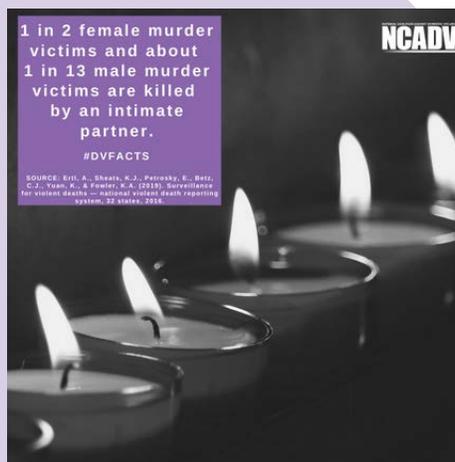
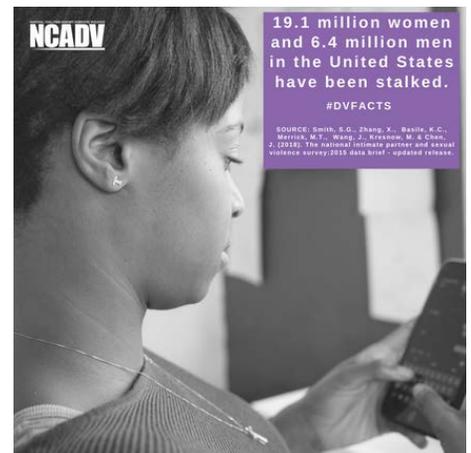
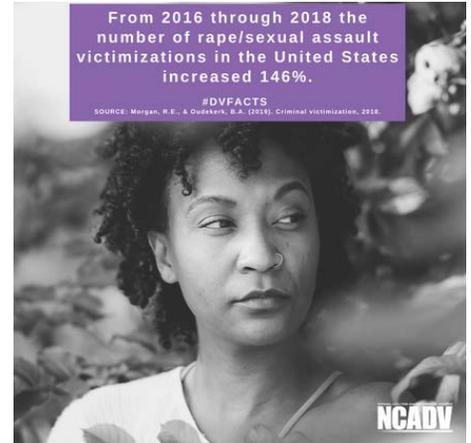
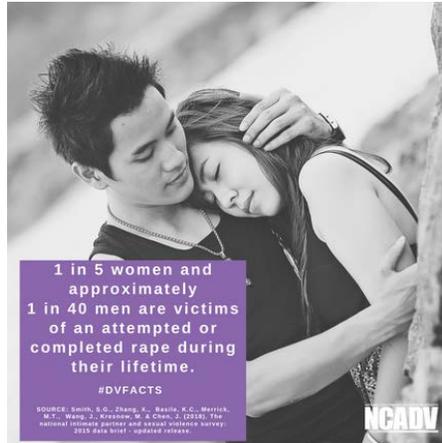
Shareable #DVFacts Graphics



[Download #DVFacts](#)

DVAM RESOURCES

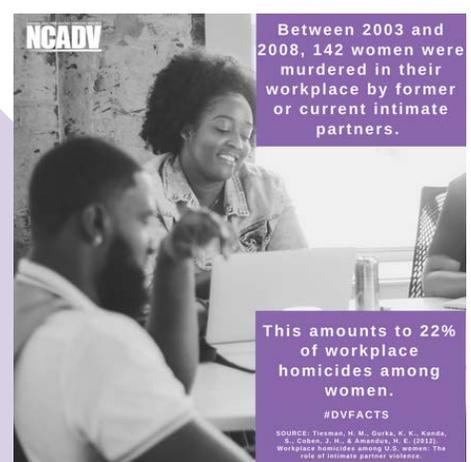
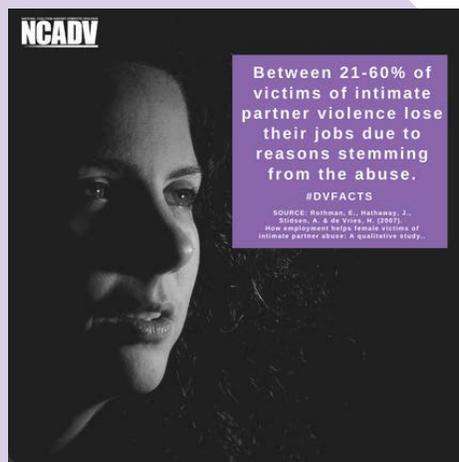
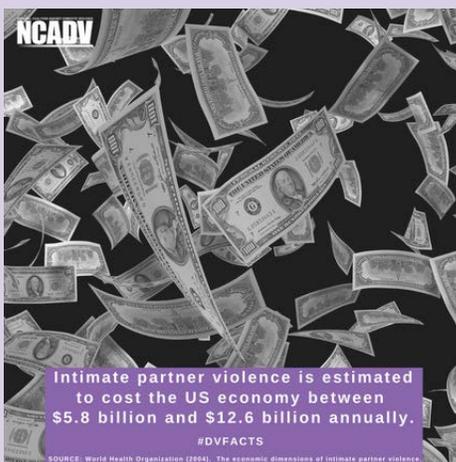
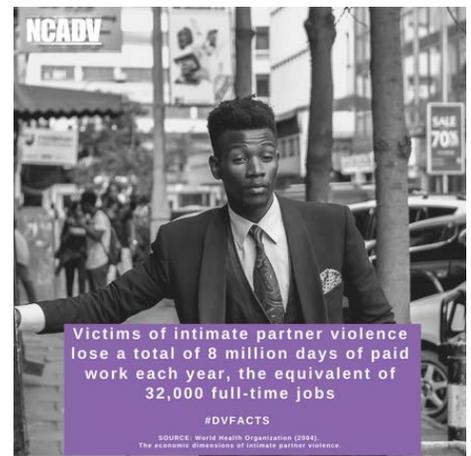
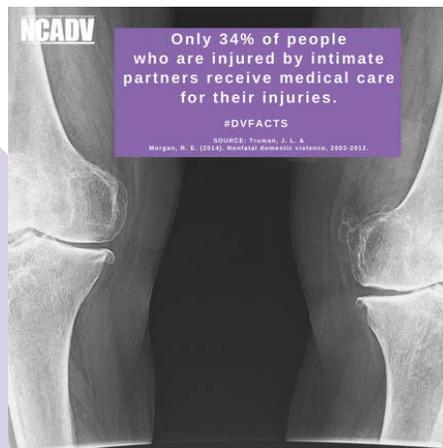
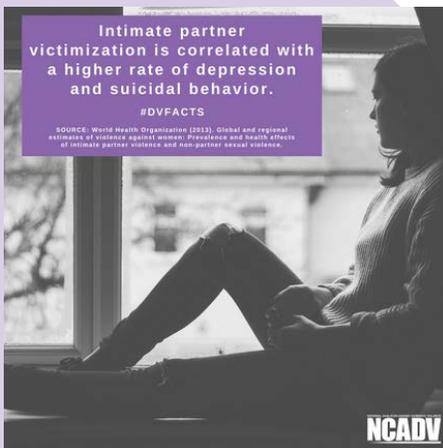
Shareable #DVFacts Graphics



[Download #DVFacts](#)

DVAM RESOURCES

Shareable #DVFACTS Graphics



[Download #DVFACTS](#)

DVAM RESOURCES

Fact Sheets

Statistics

[National Statistics](#)

[State by State Statistics](#)

Tools of Abuse and Violence

[Economic Abuse](#)

[Domestic Violence and Guns](#)

[Physical Abuse](#)

[Psychological Abuse](#)

[Domestic Violence and Sexual Assault](#)

[Stalking](#)



Domestic Violence in Specific Populations

[Domestic Violence and the Impact on Children](#)

[American Indian/Alaskan Native Women and Domestic Violence](#)

[Domestic Violence in the Black Community](#)

[Male Victims of Intimate Partner Violence](#)

[Dating Violence and Teen Domestic Violence](#)

[Domestic Abuse in Later Life](#)

DVAM RESOURCES

Blog Posts

By NCADV

[Quick Guide: What is Domestic Violence?](#)

[Why Increasing Federal Funding to Domestic Violence Programs Matters](#)

[Quick Guide to Stalking: 16 Important Statistics and What You Can Do About It](#)

[Quick Guide: Teen Dating Violence](#)

[Quick Guide: Economic and Financial Abuse](#)

[Domestic Violence and People with Disabilities: What to Know, Why It Matters, and How to Help](#)

[Quick Guide: Domestic Violence and Sexual Abuse](#)

[When #MeToo Isn't Enough: Why Domestic Violence Needs Its Own Hashtag](#)

[Domestic Violence and the LGBTQ Community](#)

[Quick Guide: Domestic Abuse in Later Life](#)

By Guest Bloggers ...

...on surviving domestic violence / #SurvivorSpeaks

[Poem: A Daughter's Perspective](#)

[The Power of Speaking Up](#)

[I Don't Know About You, but Lately I'm Feeling Violated](#)

[Officer-Involved Domestic Violence: A Survivor's Story](#)

[Red Flags: A Domestic Violence Awareness Guest Blog Post](#)

[What Everyone Ought to Know about Domestic Violence](#)

...on self-care

[Believe It or Not, Coloring is Therapeutic!](#)

[Be Good to Yourself!](#)

...on working with survivors

[Working with Survivors: Equipping Survivors with Their Voice](#)

[Using Creativity as a Tool for Transformation with Survivors](#)

...on other topics

[What Most People Missed When They Watched "Lorena"](#)

[The Revictimization Game](#)



DVAM RESOURCES

Domestic Violence and Firearms

Nearly one million women alive today have reported being shot or shot at by intimate partners, and 4.5 million women have reported being threatened with a gun.

At NCADV and Everytown for Gun Safety, the intersection of domestic violence and firearms is a top priority when it comes to policy and education. Here you'll find a curated collection of resources related to this lethal combination.

[\(FACT SHEET\) Guns and Domestic Violence](#)

[\(BLOG POST\) Domestic Violence and Firearms: A Lethal Combination](#)

[\(WEBSITE\) Disarm Domestic Violence](#)

More Resources are Available!

[Guns and Violence Against Women: America's Uniquely Lethal Intimate Partner Violence Problem](#)

[Domestic Violence and Firearm Surrender in Rhode Island Moments that Survive](#)

Stories of survivors of gun violence, including domestic violence, in their own words.

[A Nation of Survivors: The Toll of Gun Violence in America EveryStat](#)

State and county level gun violence data, including intimate partner homicides

[Gun Law Navigator](#)

A database of state gun laws, including those that work to keep guns out of the hands of domestic abusers.

[How COVID-19 Has Made a Federal Background Check Loophole Even Deadlier](#)

[Gun Violence and COVID-19](#)



DVAM RESOURCES

SAMPLES AND TEMPLATES

Social Media Messages for Survivors

This is what a survivor of DV looks like! [Share what you want others to know about being a survivor.] Join me this October and #PowerUp! Because when a #SurvivorSpeaks, it's powerful. #PowerUp with @NCADV and survivors like me this October to raise awareness about domestic violence! Learn more at [NCADV.org/2020DVAM](https://www.ncadv.org/2020DVAM)

Social Media Messages for Advocates

This is what an advocate looks like! [Share what you want others to know about being an advocate/why you chose this path.] Join me this October and #PowerUp! #PowerUp with @NCADV and advocates like me this October to raise awareness about domestic violence! Learn more at [NCADV.org/2020DVAM](https://www.ncadv.org/2020DVAM)

Join [your organization] for our #DVAM2020 [name of event] to #PowerUp this October! [insert event URL]

Social Media Message for Allies

This is what an ally against DV looks like! [Share what you want others to know about being an ally/what inspired you to take action.] Join me this October and #PowerUp!

#PowerUp with @NCADV and allies like me this October to raise awareness about domestic violence! Learn more at [NCADV.org/2020DVAM](https://www.ncadv.org/2020DVAM)

DVAM RESOURCES

SAMPLES AND TEMPLATES

Social Media Messages for Everyone

What @NCADV started in October 1981 as a Day of Unity has grown into a national month of awareness for domestic violence. This October, we will #PowerUp and we need your help.

Join us at [NCADV.org/2020DVAM](https://www.ncadv.org/2020DVAM)

Create your own #PowerUp profile to show everyone you're ready to raise awareness about domestic violence for #DVAM2020!

[NCADV.org/2020DVAM](https://www.ncadv.org/2020DVAM)

This #DVAM2020, I will #PowerUp with @NCADV by
[add your own DVAM plans]!

If you or someone you love is a victim of DV, reach out to the National DV Hotline at 1-800-799-7233 or chat online at thehotline.org.

You are not alone! #PowerUp

Domestic violence harms more than victims. It harms communities and our nation as a whole. Join me this October and #PowerUp!

[NCADV.org/2020DVAM](https://www.ncadv.org/2020DVAM)

Raise awareness and educate others about domestic violence statistics using #DVFacts. #PowerUp this October and all year!

#DYK up to 99% of domestic violence experience economic abuse while with an abusive partner? Learn more #DVFacts with the "Quick Guide: Economic and Financial Abuse" [insert blog URL]

DVAM RESOURCES

SAMPLES AND TEMPLATES

Social Media Messages for Everyone

Every day, over 20,000 calls are placed to DV hotlines in the U.S. Help shrink this number by joining @NCADV and sharing #DVFacts to raise awareness! NCADV.org/2020DVAM

Everybody recognizes physical violence as a potential sign of domestic violence, but what about name-calling? Controlling a bank account? Refusing to use birth control? #PowerUp and teach others all the ways DV can look with the Iceberg of DV.

Learn more #DVFacts with NCADV's fact sheet on [Fact Sheet Topic].
[Fact Sheet URL] #PowerUp

Domestic violence + firearms = a lethal combination. Learn more with @NCADV's blog post, "Domestic Violence and Firearms" [insert blog URL]

COVID-19 has impacted everyone, and it's impacted victims and survivors of DV in unique ways. Learn more and support NCADV's efforts to #KeepDVSurvivorsSafe at [insert URL].

Domestic violence doesn't end when October does, and neither will our efforts to raise awareness about domestic violence by sharing #DVFacts!

#DVAM2020 is coming to a close, but our commitment to #PowerUp and raise awareness about DV remains strong year round!

DVAM RESOURCES

SAMPLES AND TEMPLATES

Templates

[Sample Proclamation Template](#)

[Sample Press Release Template](#)

Talking Points for Key Questions on Domestic Violence

[How prevalent is domestic violence?](#)

[How are children impacted by domestic violence?](#)

[What types of services and supports are offered to victims of domestic violence?](#)

[How does the economy affect domestic violence incidents and reporting by victims?](#)

[What are the personal and societal costs of domestic violence?](#)

[Does domestic violence lead to homicide?](#)

[How prevalent is domestic violence within LGBTQ communities?](#)

[How can faith or spirituality be a resource for domestic violence survivors?](#)

[What is the connection between firearms and domestic violence?](#)

[What do we know about domestic violence within immigrant communities?](#)

[What are the connections between domestic violence and human trafficking?](#)

[How and why are domestic violence and animal abuse related?](#)

[Is domestic violence preventable?](#)

[Create Your Own](#)



MORE WAYS TO GET INVOLVED

Looking to get more involved in the movement against domestic violence? There's lots of ways to support NCADV and its vision of a national culture in which we are all safe, empowered and free from domestic violence. Here's some ideas for different ways to make it happen:

Contact Congress using NCADV's Action Alerts

Sign up below to receive "Public Policy Emails and Action Alerts" and get ready to take action!

These blog posts will teach you how to effectively lobby on behalf of domestic violence victims and survivors!

[Lobbying 101](#)

[The Art of Lobbying](#)

[Lobbying for Domestic Victims and Survivors](#)

Sign up for NCADV Emails

Choose what information you'd like to receive:

- Annual Conference
- General News and Information
- Public Policy Emails and Action Alerts
- Webinars, Trainings and Events

[Sign Up for NCADV's Emails](#)

Follow NCADV on Social Media



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Looking to get more involved in the movement against domestic violence? There's lots of ways to support NCADV and its vision of a national culture in which we are all safe, empowered and free from domestic violence. Here's some ideas for different ways to make it happen:

Donate to NCADV

[Donate Funds to NCADV](#)

[Donate Cell Phones to Support NCADV](#)

[Host a Cell Phone Collection in Your Community](#)

[Host a Facebook Fundraiser for NCADV](#)

Become a Member of NCADV

NCADV offers memberships for individuals and organizations.

[Learn More](#)

[Join Now](#)