

**DOMESTIC
VIOLENCE
AWARENESS
MONTH
TOOL KIT**

2020

For Survivors, Advocates and Allies.

**eliminating racism
empowering women**

ywca

Kalamazoo



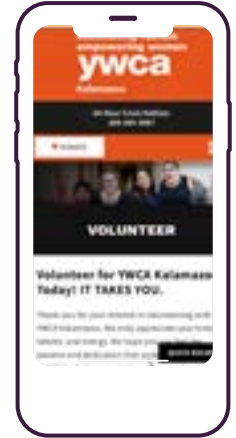
**YWCA KALAMAZOO
DOMESTIC VIOLENCE
AWARENESS MONTH
(DVAM) AMBASSADORS
CHECKLIST**

- 1. Received, reviewed and signed a copy of our Memorandum of Understanding.**
- 2. Submitted a completed W-9 Form: [CLICK HERE FOR W-9 FORM.](#)**
- 3. Reviewed the DVAM Toolkit and have access to graphics, hashtags and captions.**
- 4. Received your unique ambassador code.**
- 5. Social Media Ambassadors have their social media platforms set to public mode. (between October 1st-31st).**
- 6. Social Media Ambassadors are following YWCA Kalamazoo on its social media platforms.**
- 7. Social Media Ambassadors will promote excitement around domestic violence awareness and engage their followers.**

For questions or concerns with W-9 or MoU, contact Meg Hughey at mhughey@ywcakalamazoo.org
For questions or concerns with toolkit, social media help or marketing questions
please contact Nijja Bouie at nbouie@ywcakalamazoo.org

GAIN FOLLOWERS SUPPORT

BRING AWARENESS AROUND DOMESTIC VIOLENCE BY EDUCATING, EMPOWERING AND ENGAGING YOUR FOLLOWERS TO:



Donate

Encourage your followers to visit ywcakalamazoo.org/how-you-can-help/donate and make a donation using your ambassador code!

Volunteer

Let your followers know that they can sign up to become a volunteer at YWCA by visiting ywcakalamazoo.org/how-you-can-help/volunteer.



Become a member

Bring awareness to YWCA's membership program, have your followers visit ywcakalamazoo.org/how-you-can-help/membership.

Don't forget to add your ambassador code to your post, encouraging followers to take actions so that we know who sent them!



ABOUT DVAM

YWCA Kalamazoo

is dedicated to eliminating racism, empowering women, standing up for social justice, helping families and strengthening communities. Each October, YWCA Kalamazoo participates in Domestic Violence Awareness Month, which is a national movement to discuss and share information about domestic violence, work to create meaningful change in the fight against domestic violence, and lift up the voices and stories of survivor and victims. In October 2020, YWCA Kalamazoo will utilize social media ambassadors on various platforms (Facebook, Twitter, and Instagram) to educate the public, challenge the narrative, and to highlight the issues of domestic violence and how it disproportionately impacts Black women, women of color, individuals who identify as LGBTQIA+, along with the intersections of gun violence and domestic violence.



DVAM 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

Domestic Violence in Specific Populations

Domestic Violence and the Impact on Children

American Indian/Alaskan Native Women and Domestic Violence

Domestic Violence and the Impact on the Black Community

Dating Violence and Teen Domestic Violence

Male Victims of Intimate Partner Violence

Domestic Abuse in Later Life

Source: National Coalition Against Domestic Violence (NCADV)

DVAM GRAPHICS

Graphics and captions will be added periodically throughout October.

To view all shareable Instagram graphics
[CLICK HERE](#)



**To view all shareable Facebook, Twitter,
and LinkedIn graphics
[CLICK HERE](#)**

DOMESTIC VIOLENCE AWARENESS MONTH



Domestic violence incidents involving firearms are twelve times more likely to result in death than incidents of other weapons or bodily force.

Source: National Coalition Against Domestic Violence, 2016.

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DOMESTIC VIOLENCE AWARENESS MONTH



Victims of intimate partner violence lose a total of 8 million days of paid work each year, the equivalent of 32,000 full-time jobs.

Source: Bureau of Economic Analysis, 2016. The Bureau of Economic Analysis estimates that victims of intimate partner violence lose 8 million days of paid work each year.

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DOMESTIC VIOLENCE AWARENESS MONTH



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

Source: National Coalition Against Domestic Violence.

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DVAM SAMPLE CAPTIONS

Social Media Captions 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 along with @YWCAKalamazoo because when a #SurvivorSpeaks, it's powerful. Help #EndDV with @YWCAKalamazoo and survivors like me this October to raise awareness about domestic violence! Learn more at ywcakalamazoo.org.

Social Media Captions 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 for Domestic Violence Awareness Month by helping to spread this important message, [Insert statistics around DVAM] Help #EndDV with @YWCAKalamazoo and advocates like me. Learn more at YWCAKalamazoo.org/DVAM

Join @YWCAKalamazoo for their #DVAM2020 [name of event] this October! [insert event info]

Social Media Captions 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 along side @YWCAKalamazoo this October to help #EndDV!

Join @YWCAKalamazoo and allies like me this October to raise awareness about domestic violence! Learn more at YWCAKalamazoo.org/DVAM

Social Media Captions For YWCA Services

Did you know @ywcakalamazoo offers free and confidential services through their Victim Services Programs which supports survivors of violence from their emergency-immediate needs to future safety plans. Contact their 24-hour crisis hotline at 269-385-3587 if you or someone you know is in need of services #EndDV.

[CLICK HERE FOR A FULL LIST OF CAPTIONS](#)

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