



CHAMPION OF HOPE

TOOLKIT

DOMESTIC VIOLENCE
AWARENESS MONTH

2023

The Two Sides of Me
MARIA NAPIER





**Domestic Violence
Awareness Month**

Safe Alliance’s annual Breakfast of Hope kicks off Domestic Violence Awareness Month in October. Domestic Violence Awareness Month is a way to educate others and spread awareness about the horrifying impact of domestic violence worldwide.

This year, the Breakfast of Hope will be on Thursday, October 5 from 7:45 - 9:30 AM. Safe Alliance is returning to a fully in-person breakfast at a brand new venue - The Revelry at Camp North End. The dynamic program highlights a survivor speaker and shares the many ways that Safe Alliance and our community are coming together to provide hope and healing.

We look forward to partnering with the community to collectively fulfill our mission to provide hope and healing to those impacted by domestic violence and sexual assault.

ABOUT SAFE ALLIANCE

Safe Alliance is Mecklenburg County’s only provider of domestic violence and sexual assault crisis services, **impacting more than 21,800 individuals** each year through an array of services including safety planning, crisis intervention, emergency shelter, legal advocacy, and counseling services. Our goal is to help our clients regain their physical and emotional safety and build violence-free lives for themselves and their children.



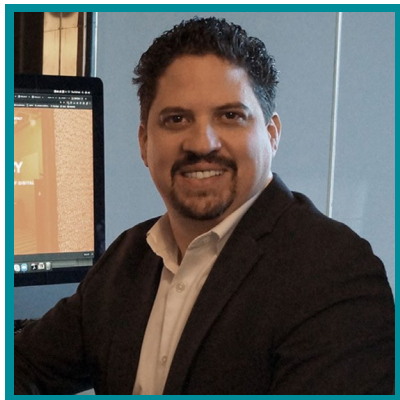
WHAT IS A CHAMPION OF HOPE?

Connect with your community and inspire hope and healing

Commit to raising funds for survivors of domestic violence and sexual assault during October's Domestic Violence Awareness Month by asking your friends, family, and colleagues for their support.

As a Champion of Hope, you will be provided with this toolkit that includes social media and email content, posting schedule, graphics, and suggested captions. You will also receive content and reminder emails on the day they are scheduled to be shared.

WHY I CHAMPION



"The more the Charlotte community can learn about domestic and sexual violence, the better we can put an end to abuse. Supporting Safe Alliance means standing up for survivors."

- Julio Colmenares, 2022 Champion of Hope

"Individuals and families who experience domestic and sexual violence have their world upended. Supporting Safe Alliance means supporting resources and services that help to restore safety and stability during a time when nothing else makes sense."

- Noellee Clarke M.D., Safe Alliance Board Member



GAME PLAN - OCTOBER 2023

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 Post today! Send email	2 Post today!	3 Post today!	4 Post today!	5 Breakfast of Hope @7:45 am Post today!	6	7
8 Post today!	9	10	11 Post today! Send email	12	13	14
15 Post today!	16	17	18 Matching Gift Challenge	19	20 Post today!	21
22	23	24	25	26 Post today!	27	28
29	30	31 Post today! Send email				



GETTING STARTED

SETTING UP YOUR PERSONAL FUNDRAISING PAGE

Set Up Your Swell Fundraising Page

1. Register to become a Champion of Hope at: <https://checkout.swell.gives/breakfastofhope2023/register>
2. Fill in the required information (name, email, etc.)
3. Click “Become a Champion of Hope”
4. Start sharing with your social network!

Set Your Goal

Set up a goal for your fundraiser. We encourage each of our Champions of Hope to aim to raise \$1,000-\$2,500 to help Safe Alliance.

Personalize Your Page

On Swell, you can personalize your page by adding a profile picture. Click “update your page” in the blue box located in the top left corner. Swell will email you a one-time usage link to upload your photo.

Jumpstart Your Campaign

To jumpstart your campaign, be the first one to donate! Showcasing that you’re not only a supporter but also a donor will encourage your network to give.

FUNDRAISING BEST PRACTICES

Peer-to-peer fundraising leverages the power of your social network to meet fundraising goals for the organization you're supporting.

The success of your fundraising campaign depends heavily on the ways you share, and how often you share your campaign with friends, family, and colleagues. Social media, email, text messaging, and word of mouth are some of the best ways to get your request noticed!

The Best Way to Share

Sharing your fundraising campaign via your Facebook page, Twitter, Instagram, or LinkedIn accounts—in addition to your own personal email list—is at the heart of every campaign. Leveraging these networks is how you'll meet—and we hope exceed—your fundraising goal.

STAY IN THE KNOW: Reference the ["Game Plan"](#) on page 3 of this document to stay up to date with the sharing schedule!

STEP 1:

- When you are ready to share with your network, use the following ["Detailed Campaign"](#) table to access the suggested caption and graphic that corresponds to the share date.

STEP 2:

- On the respective date, click the corresponding hyperlink in the "Link to Graphic" column to download the graphic.

STEP 3:

- Create a new post or email using the graphic and suggested caption or email template.
- Don't forget to include your own personal "Swell" donation link!

DETAILED CAMPAIGN

Copy, Paste & Start Fundraising!

The table below outlines the detailed campaign. It includes the share date, a link to the pre-designed graphic, and a suggested caption to make fundraising as easy as pie!

POST DATE	LINK TO GRAPHIC	SUGGESTED CAPTION
SUN 10/1	10/1 Graphic	<p>Did you know that October is #DomesticViolenceAwarenessMonth? This month, I will be raising awareness and money for Safe Alliance, an organization in Charlotte that provides hope and healing for survivors of #domesticviolence.</p> <p>Please consider supporting me and survivors in our community this DVAM! Click the link to donate today: *insert Swell page link</p>
MON 10/2	10/2 Graphic	<p>A study from the CDC revealed that 1 in 2 female murder victims are killed by their intimate partner.</p> <p>This #DomesticViolenceAwareness Month, support survivors by joining me in raising funds for Safe Alliance. Your donation supports resources like the Victim Assistance Court Program, which helped 1,758 clients receive legal protection last year. *insert Swell page link</p>
TUE 10/3	10/3 Graphic	<p>#BelieveSurvivors Last Year, Safe Alliance provided 1,761 counseling sessions to clients through the Sexual Trauma Resource Center.</p> <p>Wondering how to show your support for survivors this #DomesticViolenceAwarenessMonth? Donating just \$100 to Safe Alliance provides an hour of trauma counseling for survivors. *insert Swell page link</p>
WED 10/4	10/4 Graphic	<p>Join me in donating to Safe Alliance this #DomesticViolenceAwarenessMonth! Just \$50 allows Safe Alliance to respond to six Greater Charlotte Hope Line callers. Last year, the Hope Line helped create 6,049 safety plans with clients. *insert Swell page link</p>
THU 10/5	10/5 Graphic	<p>The economic impact of #DomesticViolence is staggering. Safe Alliance provides both economic and emotional support services to survivors of domestic violence and sexual assault. Join me in donating to Safe Alliance this month, in honor of #DomesticViolenceAwarenessMonth! *insert Swell page link*</p>

DETAILED CAMPAIGN

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POST DATE	LINK TO GRAPHIC	SUGGESTED CAPTION
SUN 10/8	10/8 Graphic	Did you know that there were 8,977 domestic violence incidents reported to CMPD last year? Wondering how to support our neighbors this #DomesticViolenceAwarenessMonth? Donating to Safe Alliance helps provide hope and healing to survivors through five community-centered programs. Join me! <i>*insert Swell page link</i>
WED 10/11	10/11 Graphic	There is a real need for #DomesticViolence and #SexualAssault resources in the Charlotte-Mecklenburg area. Help provide life-saving services to survivors with me this month by donating to Safe Alliance. Your gift will be doubled and make twice the impact. <i>*Insert Swell link*</i>
SUN 10/15	10/15 Graphic	#DomesticViolence impacts the entire home. Supporting survivors means supporting our community. Join me in supporting survivors this #DomesticViolenceAwarenessMonth by donating to Safe Alliance! <i>*Insert Swell link*</i>
FRI 10/20	10/20 Graphic	In the US, more than 10 million adults experience #DomesticViolence annually. Join me and Safe Alliance in providing hope and healing to survivors this #DomesticViolenceAwarenessMonth by making a gift to my fundraising page and your gift will be matched by an anonymous donor: <i>*Insert Swell link*</i>
THU 10/26	10/26 Graphic	#DomesticViolence kills. Here's why I am a #ChampionOfHope for Safe Alliance this #DomesticViolenceAwarenessMonth: <i>*insert your own reason why you champion here*</i> Support survivors this DVAM by making a gift to Safe Alliance: <i>*insert link*</i>
TUE 10/31	10/31 Graphic	Today is the last day of #DomesticViolenceAwarenessMonth! Thank you to everyone who supported me in being a Champion of Hope for Safe Alliance. The money we raised will go towards providing hope and healing to survivors of domestic violence and sexual assault all year long. It's not too late to make a gift: <i>*Insert Swell link*</i>

EMAIL TEMPLATES

SEND DATE	EMAIL TEMPLATE
<p>SUN 10/1</p>	<p>Subject Line: Domestic Violence Awareness Month begins today – will you show your support?</p> <p>Hi <i>*insert name*</i>,</p> <p>October 1st marks the start of Domestic Violence Awareness Month!</p> <p>This year, I chose to be a Champion of Hope for Safe Alliance because <i>*insert your own reason why you champion here.*</i></p> <p>Safe Alliance serves more than 8,400 clients each year as they heal from domestic violence and sexual assault.</p> <p>And although October is a great time to give back and support our community of survivors, Safe Alliance provides hope and healing to survivors all year long. Last year, 852 survivors stayed at the domestic violence emergency shelter.</p> <p>I will be campaigning all month long, so join me in raising awareness about the reality of domestic violence in our community! Click the link to support <i>*insert Swell page link*</i> or share my email with your network.</p> <p>Thank you for supporting me as I raise funds for survivors of domestic violence and sexual assault!</p>
<p>WED 10/11</p>	<p>Subject Line: CMPD received 37,000+ calls for service for domestic violence last year – can you provide hope and healing?</p> <p>Did you know that last year, CMPD recieved 37,000+ calls for service for domestic violence in the Charlotte area?</p> <p>Our neighbors need our support this Domestic Violence Awareness Month, which is why I am a Champion of Hope for Safe Alliance. I am raising awareness and funds to provide hope and healing to survivors of sexual assault or domestic violence.</p> <p>Want to help? Here’s how: share with your network, repost for your followers, and donate through my Swell page! <i>*insert Swell page link*</i></p> <p>Every gift, no matter the size, makes a difference.</p> <p>Thank you for your support!</p>

EMAIL TEMPLATES

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SEND DATE	EMAIL TEMPLATE
TUE 10/31	<p>Subject Line: Your gift is doubled on the last day of Domestic Violence Awareness Month.</p> <p>Today is the last day of Domestic Violence Awareness Month and an anonymous donor has challenged us to raise \$15,000! We've almost made the match, but would you consider giving today to support survivors in the Charlotte-Mecklenburg community?</p> <p>Every gift makes an impact, and with the match challenge, your impact is doubled. Please give today! <i>*insert Swell page link.</i></p> <p>I want to thank you for supporting me as a Champion of Hope for Safe Alliance. The funds donated this month will offer emergency shelter, crisis services, legal representation, trauma counseling, case management, advocacy and more to over 8,400 people this year.</p> <p>And if you haven't given yet, it is not too late to show your support! <i>*insert Swell page link.</i></p> <p>Thank you,</p>

Thank you for being a Champion of Hope!

You are making an investment in the hope and healing of survivors in Mecklenburg county.

CONTACTS:

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