



THE
CENTER
FOR
WOMEN
AND
FAMILIES

DVAM 2022 Peer-to-Peer Toolkit

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DVAM 2022 Peer-to-Peer Toolkit Overview

October is Domestic Violence Awareness Month, and The Center is asking you to join our online peer-to-peer fundraising campaign. Help us shed light on the increase in Domestic Violence related homicides this year.

Gifts to the DVAM 2022 fundraising campaign help keep services, including individualized counseling, housing, meals, and personal supplies, FREE for the thousands of individuals and families each year. Show your support for survivors of sexual and domestic violence as a DVAM 2022 Fundraiser and Supporter.

Being a fundraiser for the DVAM 2022 campaign is easy, it helps us get the message out in the community, and it goes a long way towards helping The Center raise funding for domestic and sexual violence programs.

The DVAM 2022 campaign is all month long and our **week of fundraising is October 16 through 22, 2022.**

DVAM 2022 Fundraiser Instructions

- Go to: <https://secure.givelively.org/donate/the-center-for-women-families-inc/domestic-violence-awareness-month-2022-fundraiser>
- Create your personal Fundraising Page - Input your **Name**, **Email**, and a **Password** to begin.
- Personalize your Page - Add a **Profile Image**, a **Note** why you are passionate about this campaign, and a **Fundraising Goal**. (Select an amount that is attainable but still challenging. Your friends and family will want your fundraiser to succeed!)
- Add a **“Hero” Image** or **Video** (record yourself on your phone telling why you support the campaign) or choose the default image provided.
- Click **Save** and view your page.
- Click **Donate** to make your gift and get your campaign started.
- Click **Copy Link** or **Share this Page** (below the **Donate** button) and begin sharing with your contacts through email and social media. (See Sample Communications).
- Check back to your Fundraising Page and monitor the progress towards your goal!
- Remember to THANK your supporters for helping you reach your goal and raise money for The Center. The Center will also send Thank You letters/tax receipts to every donor to the #EverydayAdvocate campaign.

Questions? Please contact Jenny Kuerzi jenny.kuerzi@cwfempower.org or 502-581-7235.

DVAM 2022 Fundraiser Tips & Stats

Helpful Tips

- People give to PEOPLE not organizations. Personalize your webpage and communications to reflect you – your photos, your stories and why you support The Center.
- Donate to your own campaign and set an example.
- Create a list of contacts – colleagues, friends, family, etc. Think about all of your spheres of influence, i.e., kids' sports teams, people from your faith community, etc.
- Line up gifts from family and friends that can come in early to boost your fundraiser, if possible.
- Emails get the most donations. Be sure to send updates after your first email. (See Sample Communications).
- Personalize emails and ask for a specific amount. Research shows, if you ask for \$50, donors are more likely to give \$50 rather than a smaller amount.
- Share on social media – Facebook, Twitter, others (See Sample Communications).
- Keep a list of who you ask and who has given so that you can track and thank.
- Don't forget to thank your donors!

Stats

- 1 out of 3 women and 1 out of 4 men in Kentucky will experience intimate partner violence in their lifetime.
- The Center is the only organization in the region (including 7 KY counties and Clark and Floyd, IN) that provides comprehensive domestic violence and sexual assault services.
- The Center's programs include 24/7 Crisis Response, Hospital and Legal Advocacy, Emergency Shelter, Sexual Assault Forensic Exams, Counseling, Group Sessions, and Children's Services.
- The Center serves nearly 7,000 individuals and their families each year.
- The Center emergency shelter has 79 beds, and each year we shelter nearly 750 individuals.
- The crisis response and information hotline handles nearly 10,000 calls each year.

Here's how your support helps:

- \$25 Boarding a client family's furry best friend in safety for one night.
- \$50 Emergency shelter for one night, including bed, meals, basic needs care.
- \$100 Crisis response, advocacy, counseling, and support for one client.
- \$250 Materials for Choices group sessions for one month.
- \$500 New Baby supplies, including a car seat, diapers, wipes, and formula.
- \$1,000 One forensic exam including rape kit for a survivor of sexual assault.

DVAM 2022 Fundraisers SAMPLE Communications

EMAIL*

Send BEFORE Oct. 16:

1.

Subject: Join me in supporting The Center for Women and Families

[Insert Artwork]

Dear **[First Name]**,

Will you help me make a difference for individuals and families experiencing violence? October is Domestic Violence Month, and this year we have seen an increase in domestic violence related homicides, already surpassing the number in 2021. I'm supporting The Center for Women and Families during the DVAM 2022 campaign by being a fundraising champion. My fundraising will help The Center keep services, counseling, housing, and meals, FREE for thousands of affected by intimate partner violence each year.

[Fundraiser Story: Why are you supporting this organization? What impact has this organization had on you/your family/your friends/your community?]

The DVAM 2022 Week of Giving is a 7-day giving challenge to the community, and I hope you will join me by contributing to my fundraiser **October 16 through 22.**

Thank you for supporting me and The Center for Women and Families!

2.

Subject: I Need Your Help!

[Insert Artwork]

Dear **[First Name]**,

The Center for Women and Families' DVAM 2022 Week of Giving challenge is only days away. I am supporting them as a fundraising champion **October 16-22,** and I need your help to make a difference!

Your contribution will help keep services, counseling, housing, and meals, FREE for thousands affected by intimate partner violence each year.

Here's how you can help:

- \$25 Boarding a client family's furry best friend in safety for one night.
- \$50 Emergency shelter for one night, including bed, meals, basic needs care.
- \$100 Crisis response, advocacy, counseling, and support for one client.
- \$250 Materials for *Choices* group sessions for one month.
- \$500 New Baby supplies, including a car seat, diapers, wipes, and formula.
- \$1,000 One forensic exam including rape kit for a survivor of sexual assault.

Together we can help raise **[Your Goal Amount]** for domestic and sexual violence programs. Visit **[Link to Fundraising Page]** to support me and The Center for Women and Families.

Thank you!

Send DURING the Week of Giving Oct. 16-22:

1.

Subject: The Week of Giving is here - Support my campaign!

[Insert Artwork]

Dear **[First Name]**,

TODAY is the day! The time to give is now. My goal is to raise **[\$Your Goal Amount]** in for The Center for Women and Families, but I can't reach my goal alone.

Please join me in helping The Center keep services, counseling, housing, and meals, FREE for thousands affected by intimate partner violence each year. Visit my fundraising page at: **[Fundraising Page Link]**.

If you've already donated, thank you so much for your support! I hope you'll consider sharing my fundraising page with your friends and family on social media to get the word out about The Center and the difference they make to our community!

Thank you!

2.

Subject: Time is running out - help me reach my goal!

[Insert Artwork]

Dear **[First Name]**,

The Center for Women and Families still needs *our* help! With the recent uptick in domestic violence related homicides, we need to take a stand as a community against violence. Will you help me raise much needed funds to support our local domestic violence services?

With \$ **[Amount You've Raised]** already raised for The Center for Women and Families, I am proud of my impact as a fundraising champion! I am so thankful for the support of my community throughout this week - but the giving isn't over yet! Visit my fundraising page at **[Fundraising Page Link]** and contribute to help me reach my goal.

You can also show your support by sharing my fundraising page with your friends and family on social media!

Thank you again!

Send AFTER the Week of Giving Oct. 24-28

Subject: Thanks for helping me!

Dear **[First Name]**,

Thank you for your support during the DVAM 2022 Week of Giving. Because of you, I was able to raise \$**[Amount You Raised]** for The Center for Women and Families. Together, we made a difference in the lives of **thousands affected by intimate partner violence each year.**

Thanks, again.

SOCIAL MEDIA*

Be sure to personalize your message and give examples from your experience!

Facebook:

- Did you know that this year domestic violence related homicides have already surpassed the number of homicides in 2021? I'm taking a stand against this violence by supporting The Center for Women and Families. You can donate to my personal campaign here: **[Fundraising Page Link]**
- The DVAM 2022 Week of Giving is in less than **X** days away! My goal is to raise \$**[Your Goal Amount]** for The Center for Women and Families, but I need YOUR help to get

here. Make a long-lasting contribution here: **[Fundraising Page Link]**

- TODAY IS THE DAY! I need your help in supporting The Center for Women and Families so they can continue to help thousands affected by intimate partner violence each year. I am fundraising for The Center because **[Impact organization has had on you/why you support the organization]**. Please consider a contribution to my fundraising page here: **[Link to Fundraising Page]**. Your gift will make a huge impact on survivors!

Twitter:

- The Center for Women and Families needs YOU! Join me in supporting their mission to serve survivors of domestic and sexual violence! **[Fundraising Page Link]**
- I am fundraising for The Center for Women and Families during the #DVAM 2022 Week of Giving **October 16-22!** Check out my page here **[Fundraising Page Link]** to donate and share!
- Thank you to the donors and supporters that have helped me reach **X%** of my goal for the #DVAM 2022 Week of Giving! Help me get to 100%: **[Fundraising Page Link]**

Instagram:

- Join me in supporting @thecenteronline during Domestic Violence Awareness Month! Fundraising week is **October 16-22**. Help me reach my goal of **\$(Your Goal Amount)!** Visit @thecenteronline for more information about DVAM and becoming a fundraiser! #cfwf #Survivor #DVAM #EndDomesticViolence
- Domestic Violence Awareness Month is now! Join me in supporting @thecenteronline and the importance services they provide to our community. Visit @thecenteronline for more information about their services and ways to help! #DomesticViolence #EndTheStigma #EmotionalAbuse #PsychologicalAbuse #DVAM
- Help me support @thecenteronline by honoring Domestic Violence Awareness Month this October! I will be participating in their online peer-to-peer fundraising to raise funds to support The Center's FREE and VITAL services. Visit @thecenteronline and consider becoming a fundraiser! #DomesticAbuse #cfwf #WeBelieveYou #DVAM #DomesticViolenceAwareness

LinkedIn:

- Did you know that this year domestic violence related homicides have already surpassed the number of homicides in 2021? Now is the time to support The Center for Women and Families! Please join me in honoring Domestic Violence Awareness during their fundraising campaign. You can donate to my personal campaign October 16-22 here: **[Fundraising Page Link]**

*Be sure to personalize your message and add photos or other images to help make it your own.

Questions? Please contact Jenny Kuerzi jenny.kuerzi@cwfempower.org or 502-581-7235.