

WEEK WITHOUT VIOLENCE 2019: GUIDE FOR PARTNERS



YWCA's annual [Week Without Violence](#) campaign is part of a global movement to end violence against women and girls powered by our Associations and partners across the country and around the world. For more than 20 years, YWCA has set aside the third week in October as a Week Without Violence. This year, Week Without Violence is taking place October 14-18.

Through our Week Without Violence campaign and our work as the largest network of domestic and sexual violence service providers, we are focused on ending gender-based violence. At YWCA, we know that not all violence is acknowledged or responded to equally, and that some victims go unrecognized altogether. Our focus on gender-based violence — which recognizes a spectrum of violence, including but not limited to, intimate partner violence, sexual assault, trafficking, and harassment — allows us to address, educate, and take action around myriad issues that impact our communities.

Throughout this week-long campaign, we encourage you to join us in sharing information and highlighting ways that your members and constituencies can elevate stories, support survivors, talk with federal, state, and local decision makers, and to take action, all with a common goal in mind: together, we can end gender-based violence.

Thank you for joining us on this immensely important mission. Please use this guide as a resource and starting point as you prepare for and participate in Week Without Violence.

NATIONAL PARTNERS

Our Week Without Violence campaign has historically been focused on our national YWCA network. YWCA USA provides resources and tools for our local associations across the country. Once again, we are encouraging our YWCAs, as well as any other interested local organizations and institutions, to [get involved](#) by hosting an event(s) during this year's week of action and/or by participating digitally. In 2018, we expanded the campaign to other national organizations and were thrilled by the incredible support and enthusiasm that we received with over 25 national partners participating. This year we hope to further Week Without Violence's national footprint by providing even more opportunities to engage with this campaign. We couldn't be more excited to have your support as an official [Week Without Violence partner](#)!

As an official national partner, we ask that you promote, share, and support Week Without Violence in at least one (if not more!) of the following ways:

Pre-Event Activities

- **Announce your participation and share your excitement about Week Without Violence.** Tell your network that you are participating in Week Without Violence as an official partner for the campaign and the many reasons you decided to join us (see sample social media at the end of this partner guide)! Express enthusiasm for the campaign and share why it is important to your organization. If you are hosting an event(s), share information and logistical details. Use the sample social media language in this partner guide to get started.
- **Encourage your members/audience to join** the campaign by inviting them to visit the campaign website and [join us](#), [sign up to hold their own event\(s\)](#), find and attend an [existing event](#), [contact their members of Congress about VAWA and FVPSA](#), and/or participate in any of our national [Week of Action](#) activities, including taking a campaign selfie.

During the Week of Action (October 14 - 18)

- **Promote Week Without Violence's Week of Action everyday** between October 14 - 18 on social media. Schedule a tweet(s) to go out at 3 PM ET every day of the Week of Action to help us create sustained attention on eliminating gender-based violence and our national Week Without Violence campaign.

Each day of our Week of Action we will be releasing a podcast in YWCA's Organize Your Butterflies series. We'll address a gender-based violence topic each day with a team of experts.

In addition, each day of our Week of Action will have a social media spotlight. Here is how you can support our social media spotlight each day:

- **Monday, October 14: Missing and Murdered Indigenous Women.** The first day of our Week Without Violence campaign falls on Indigenous People's Day. To honor the importance of this day for Native and Indigenous peoples, YWCA USA invites you to engage with the crisis of [Missing and Murdered Indigenous Women](#) on social media. YWCA USA will provide sample messages and social media graphics for this social media spotlight closer to our Week of Action. #MMIW
- **Tuesday, October 15: Reauthorization of VAWA and FVPSA.** This Capitol Hill Call-In Day, we invite you to engage your Members of Congress by [taking action online](#); calling your legislators; and engaging with these discussions on social media, using the hashtag #WWV19 and tweeting at your Member of Congress.
- **Wednesday, October 16: Imagine a World Without Violence. Share your selfie or group photo on social media.** Use the [Week Without Violence photo guide](#) to take a group photo or have your staff take selfies with one of these [fillable signs](#). Challenge your networks to take their own pictures and share them with us on Twitter/Instagram by tagging @YWCAUSA and using the hashtag #WWV19!
- **Thursday October 17: Make the Local Focal.** Call on your local and state elected officials to sign the [Week Without Violence Pledge](#) to engage in ending gender-based violence. Spotlight issues of gender-based violence that are important to your community! Use the hashtag #WWV19 and tag @YWCAUSA to join the conversation about making the local focal!
- **Friday, October 18: Ending Gun Violence: Disarming Domestic Abusers. Promote and participate in YWCA USA's Twitter chat.** We'll be hosting an online chat about the intersections between gender-based violence and gun violence on Friday, October 18 from 2:00 to 3:00 p.m. ET. Please join the conversation using the hashtag #WWV19 and tag @YWCAUSA! Questions and schedule will be released to partners on Friday, October 11.

If your organization has interest and capacity in participating in Week Without Violence other ways, we encourage you to:

- **Attend YWCA USA's Briefing on Capitol Hill.** Join us on the Hill to raise awareness about the effects of gender-based violence and engage legislators in the important work of ending gender-based violence. More information about the briefing will be available on our website, so be sure to check back soon!!
- **Support or participate in an event near you** — and encourage your network to do the same! You can view a current list of Week Without Violence events around the country [here](#).
- **Hold your own Week Without Violence event(s).** [Register your event\(s\)](#) on the campaign website to access other promotional tools and resources to plan an event. [A Week Without Violence event](#) can be big or small, and take place anywhere, even online! For example, a webinar, a town hall, a community dinner, a film or book discussion, an issue education Facebook Live, or a “thanking survivors” letter-writing event are just a few ideas.
- **Participate in a Partner Event in Washington DC.** YWCA USA is excited to host an event to celebrate and thank our national partners. More details about this event coming soon!
- **Write a Letter to the Editor or Blog** about your involvement in the Week Without Violence campaign. Public issue education about the importance of ending gender-based violence and the multiple forms gender-based violence can take is one of the most important ways to engage

in Week Without Violence. If you are interested in co-writing a piece with YWCA USA, please email weekwithoutviolence@ywca.org.

- **Share information with your network** about important gender-based violence issues and efforts. Use YWCA gender based violence fact sheets, updated for most recent data in 2019, available in [this folder](#).

HASHTAGS AND TAGGING

- **#WWV19** — please use this hashtag for anything on social media related to Week Without Violence. Feel free to also add on hashtags like #WorkAgainstViolence, #endGBV, #endDV, as well as #DVAM, #VAWA4ALL, and #FVPSA.
- **@YWCAUSA** — space permitting, please tag us in your social media posts and feel free to also tag and interact with other national partners. We will post an ongoing, rolling list of national partners on the [Week Without Violence homepage](#).

PROMOTIONAL SHARE GRAPHICS

We encourage all of our partners to utilize the promotional shareable graphics created for Week Without Violence to enhance their social media and other external communications. Posts with photos are more likely to capture the attention of stakeholders, receive retweets, or get liked by changemakers. A sample can be found [here](#) and more will be available soon!

SAMPLE PROMOTIONAL SOCIAL MEDIA

We encourage all Week Without Violence National Partners to utilize the following, pre-prepared language on social media to announce their involvement:

Facebook and Instagram: [insert/use [share graphics](#)]

We are excited to share that we are a national partner for YWCA USA's annual Week Without Violence campaign, taking place October 14 to 18. Ending gender-based violence once and for all is imperative, and in order for that to happen, we must all take part in the effort. Join us: <http://ywcaweekwithoutviolence.org/>

We believe that everyone deserves to be safe and free from violence. Unfortunately, not all survivors of violence are given the same access to resources and support. Some violence is ignored altogether. So, as we work to end gender-based violence, it is crucial that we address the unique challenges many women and girls may face, including racial inequity, immigration status, housing, or health concerns. That is why we've signed on as a national partner with YWCA USA's Week Without Violence campaign. Join us! <http://ywcaweekwithoutviolence.org/>

The numbers are staggering. One in four women will become a victim of domestic violence in her lifetime. Every two minutes someone is sexually assaulted. One in three women experiences gender-based violence. It is time we change this — and, together, we can help

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eliminating racism
empowering women
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create a culture where gender-based violence is no longer a reality. That is why we are proud to be a national partner for YWCA USA's Week Without Violence campaign. We hope you join us in participating — online, at an event, and/or by hosting your own event!

<http://ywcaweekwithoutviolence.org/>

In the U.S., one in four women will be impacted by domestic violence in her lifetime. One in three girls is a victim of physical, verbal or emotional abuse. Every two minutes, another person is sexually assaulted. It's clear that we have work to do to change our national culture and end gender-based violence. That's why we are proud to join YWCA USA for their annual Week Without Violence, a campaign aimed at ending violence against women and girls. Join us:

<http://ywcaweekwithoutviolence.org/>

Twitter: [insert/use [share graphics](#)]

We're excited to be a national partner for @YWCAUSA Week Without Violence campaign focused on ending gender-based violence. It's time take a stand and change our national culture. Join us! #WWV19 <http://ywcaweekwithoutviolence.org/>

Until a world without violence exists, we will keep working to ensure that survivors have access to the resources they need to get and stay safe and to heal. We're excited to partner with @YWCAUSA for Week Without Violence. Learn more & join us:

<http://ywcaweekwithoutviolence.org/> #WWV19

.@YWCAUSA's Week Without Violence Campaign is October 14-18 & we are a national partner! Join us & many others in highlighting the work that needs to be done to end to gender-based violence for women and girls. #WWV19 <http://ywcaweekwithoutviolence.org/>

Tell us: What does a world without violence look like to you? Join us for @YWCAUSA's Week Without Violence campaign and let us know! #WWV19 <http://ywcaweekwithoutviolence.org/>

We're joining @YWCAUSA for a Week Without Violence campaign! Want to get involved? Attend an event or sign up to host your own! <http://ywcaweekwithoutviolence.org/> #WWV19

We must all commit to eradicating sexual assault, domestic violence, stalking, trafficking, and dating violence. Join us and @YWCAUSA for Week Without Violence this week, as we work to raise awareness about these important issues. #WWV19

<http://ywcaweekwithoutviolence.org/join-us>

Our mission is bold: to end gender-based violence. But we believe that it is urgent and necessary. That's why we're partnering with @YWCAUSA for Week Without Violence. Join us. Together, let's work to make this a reality! #WWV19 <http://ywcaweekwithoutviolence.org/>

Women of color experience disproportionately high rates of violence and face greater challenges in leaving abuse. The statistics paint a stark picture. That's why we're proud to join

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@YWCAUSA this week for a Week Without Violence campaign. Join us:
<http://ywcaweekwithoutviolence.org/> #WWV19

This week, join us and @YWCAUSA as we raise awareness and work to end gender-based violence for women and girls. There are so many ways to get involved. Visit the site and find out how: <http://ywcaweekwithoutviolence.org/join-us> #WWV19

75% of women strongly support renewing the Violence Against Women Act. Congress still hasn't taken action. This is why we're joining @YWCAUSA for a Week Without Violence campaign. Join us: <http://ywcaweekwithoutviolence.org/join-us> #VAWA4ALL #WWV19