



## WEEK WITHOUT 2020: GUIDE FOR PARTNERS

### BACKGROUND

[Week Without Violence](#) is part of a global movement to end violence against women and girls powered by YWCAs 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 18 - 24.

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 encourage 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 participating digitally. In past years, 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:

#### **Before the Week of Action**

- **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 packet 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 join us for any of our national [Week of Action](#) activities, including taking a campaign selfie.

## During the Week of Action (October 18 - 24)

- **Promote Week Without Violence's Week of Action everyday** between October 18 - 24 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. Check back closer to our Week of Action for official topics, titles, and speakers. 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:

- **Sunday, October 18: Organize Your Butterflies: A Special Week Without Violence Series**  
Help us kick off Week Without Violence 2020 by tuning in to hear from partner organizations and experts working to support survivors and prevent gender-based violence. Download, listen, and share this special #WWV20 edition of Organize Your Butterflies. We will post a total of five podcasts during Week Without Violence 2020, so be sure to check back daily.
- **Monday, October 19: Ending Violence Against All Womxn Virtual Panel**  
Join us in the virtual panel discussion in which we will engage leaders of partner organizations who are working to eliminate violence against ALL womxn and their communities by providing facts and stats, debunking myths, and providing resources to help survivors thrive.
- **Tuesday, October 20: Imagine a World Without Violence**  
Help us raise awareness about gender-based violence and support for survivors by taking a Week Without Violence campaign selfie using one of our [fillable signs](#) and/or making a [donation](#)! YWCA is the largest network of domestic and sexual violence service providers in the country and your support is crucial to our work. Challenge your networks to take their own pictures and share them with us on Twitter/Instagram by tagging @YWCAUSA and using the hashtag #WWV20!

- **Wednesday, October 21: Day of Action – Capitol Hill Call In Day and Making the Local Focal**
  - Capitol Hill Call-In Day – 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 #WWV20 to tweet at your Member of Congress.
  - **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 #WWV20 and tag @YWCAUSA to join the conversation about making the local focal!
- **Thursday, October 22: Virtual Capitol Hill Briefing**

Join us for virtual site visits to hear from local service providers helping survivors and their children thrive through programs supported by the Family Violence Prevention & Services Act (FVPSA), the Violence Against Women Act (VAWA), and other federal programs. These YWCAs will provide a virtual tour of their facilities that are providing trauma-informed services that meet the housing, economic, justice, and other needs of survivors of violence and abuse.
- **Friday, October 23: #FreedomFriday Instagram Live**

Join us for an engaging Instagram Live discussion from 2 to 3 p.m. ET, hosted by YWCA in which we will have an intimate conversation about violence against womxn and how you can offer your support in the quest for freedom from abuse. Please join the conversation with us on Instagram @YWCAUSA and using the hashtag #WWV20! Questions and schedule will be released to partners on Friday, October 16.
- **Saturday, October 24: #SelfCareSaturday**

Take the time to engage in healing and self-care as a provider, advocate, activist, or survivor is an integral part of your own mental and physical well-being and will help make you an even more powerful advocate for your causes and clients.

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

- **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.

- **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](mailto: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 2020, can be [found here](#).

## HASHTAGS AND TAGGING

- **#WWV20** — 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

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

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

We are excited to share that we are a national partner for YWCA USA's annual Week Without Violence campaign, taking place October 18 to 24. Ending gender-based violence for all womxn 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 womxn 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/>

# YWCA IS ON A MISSION

eliminating racism  
empowering women  
**ywca**

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 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! #WWV20 <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/> #WWV20

.@YWCAUSA's Week Without Violence Campaign is October 18-24 & 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. #WWV20 <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! #WWV20 <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/> #WWV20

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. #WWV20 <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! #WWV20 <http://ywcaweekwithoutviolence.org/>

**YWCA IS ON  
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eliminating racism  
empowering women  
**ywca**

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 @YWCAUSA this week for a Week Without Violence campaign. Join us: <http://ywcaweekwithoutviolence.org/> #WWV20

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> #WWV20

75% of women strongly support renewing the Violence Against Women Act. Congress still hasn't taken action. This is #YWomensVote — and why we're joining @YWCAUSA for a Week Without Violence campaign. Join us: <http://ywcaweekwithoutviolence.org/join-us> #WWV20