

Domestic & Sexual Violence Awareness Project



Overview



Purpose

Team

Purpose

Raise awareness of Women of Refined Gold and the issues of domestic and sexual violence to help end the cycle of abuse that thrives in silence

Overview



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D'Linell Finley,
Ken Roach
Alfred Cade,
T'sharin Moncrief
(WORG CEO),
Wendy Thi,
Sandra Stenger,
Kym Klass,
Sandra Jackson



Overview



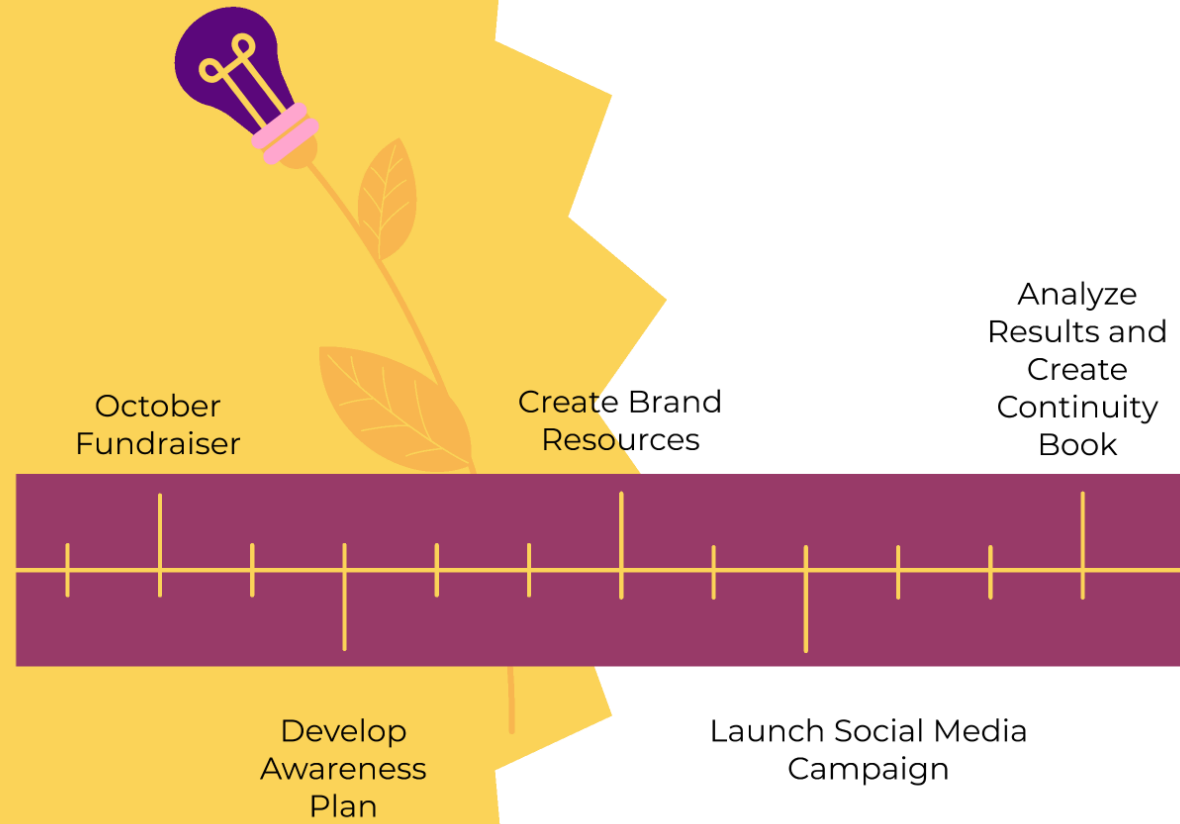
Purpose

Team

Domestic & Sexual Violence Awareness Project



Timeline



Domestic & Sexual Violence Awareness Project



Process



Step 1

Step 2

Step 3

Step 1 "No More Drama" Annual Fundraiser Event



Process



Step 1

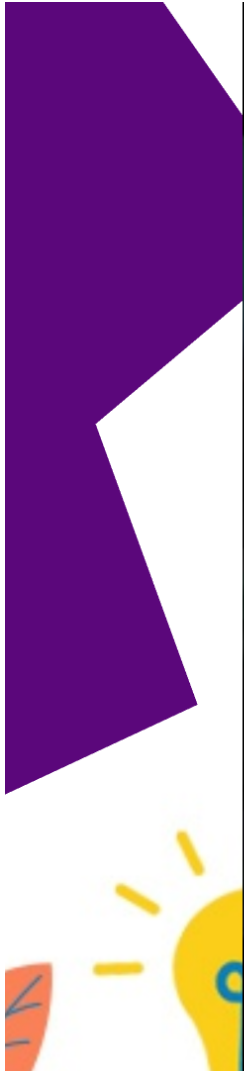
Step 2

Step 3

Step 2: Improve Brand Assets

- Redesign Logo
- Create Video to share the WORG Story





Process



Step 1

Step 2

Step 3

**Step 3:
"#30outofthedark"
Social Media
Campaign**



#30outofthedark

Creating an experience that would simulate the change we want to see happen

APRIL 30TH,
LET'S ALL
**COME OUT
OF THE
DARK.**

On April 30 we're turning off the lights for 30 seconds. When they come back on, let's have a conversation about how domestic violence thrives when we keep silent—and how together we can end the cycle by bringing it into the light.

#30outofthedark

BRINGING DOMESTIC ABUSE INTO THE LIGHT



An Initiative of **Women of Refined Gold**
and **Leadership Montgomery**

WOMENOFREFINEDGOLD.ORG | LEADERSHIPMONTGOMERY.ORG



**Step 3:
"#30outofthedark"
Social Media
Campaign**



Flier



Website



Cards

#30outofthedark

Making the experience shareable on social media



#30outofthedark

BRINGING DOMESTIC ABUSE INTO THE LIGHT

how it works



1. Turn off the lights at your home, school, or workplace for **30 seconds on Apr. 30***
2. When the lights come back on, reflect on how domestic abuse **thrives in darkness** and discuss how we can **bring it into the light together**
3. Post about your experience on social media using hashtag **#30outofthedark**

*Bad time? Just pick another date that works for you.

why it matters



- Domestic Abuse is a silent killer that thrives on silence, but we can break the cycle when we talk about it.
- Victims are often not who you would expect: The person needing help might be your friend, neighbor, or co-worker.
- Bringing abuse to light helps to heal past victims and prevent future victims as well as rescuing current victims.

Step 3: "#30outofthedark" Social Media Campaign



Flier



Website



Cards

#30outofthedark

Facilitating the conversation after the experience to motivate action

Domestic violence costs more than \$37 billion a year in law enforcement involvement, legal work, medical and mental health treatment, and lost productivity at companies.

#30outofthedark

Does our organization's human resources department inform employees and supervisors about domestic abuse?

Do our company policies encourage or discourage employees to seek help?

Into the Light

Every 9 seconds in the U.S. a woman is assaulted or beaten. One in 4 women will experience domestic violence during her lifetime.

#30outofthedark

What resources in our community would you point someone to who needed to escape a violent relationship?

Do you know if those agencies are adequately funded?

Into the Light

A boy who sees his mother being abused is at least twice as likely to abuse his female partner as an adult.

#30outofthedark

What mentoring programs are available for boys in our community?

Are we adequately supporting them?

Into the Light

**Step 3:
"#30outofthedark"
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Flier



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Process



Step 1

Step 2

Step 3

Domestic & Sexual Violence Awareness Project



Assessment

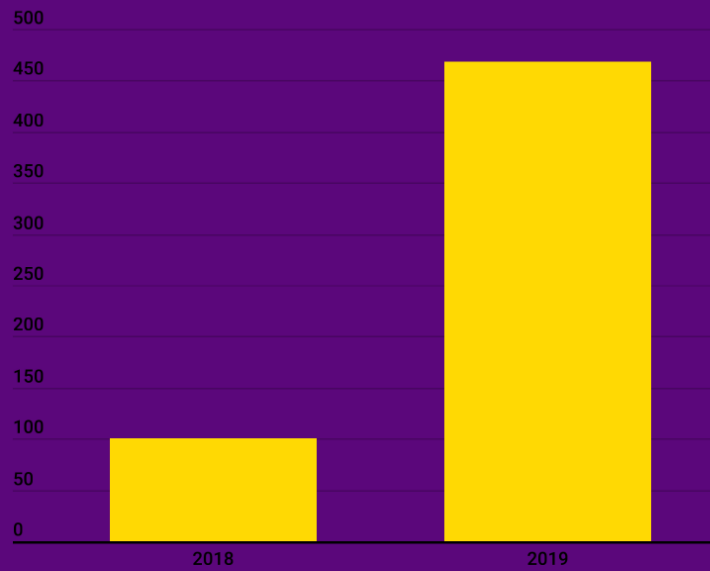
Funds
Raised

Media
Coverage

Digital
Reach

Funds Raised

468% Increase vs 2018



Assessment

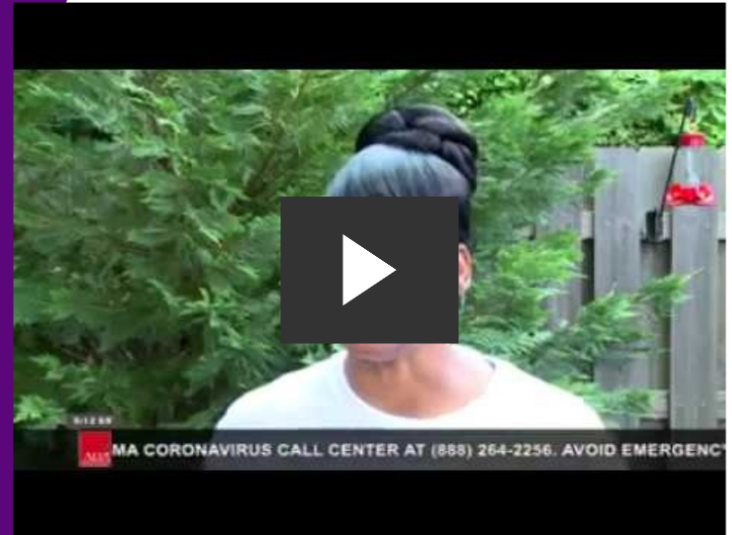
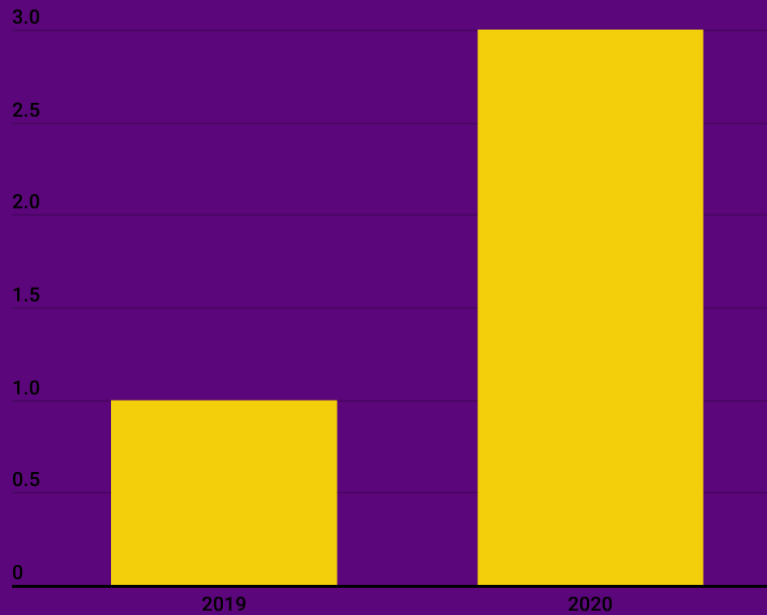
Funds
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Media
Coverage

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Reach

Media Coverage

Tripled vs Previous Year
*Special Thanks to Ellis Eskew





Assessment

Funds
Raised

Media
Coverage

Digital
Reach

Digital Reach

- 1,293 Social Media Followers
- 1,300 Video Views
- Highest website traffic to date



Assessment

Funds
Raised

Media
Coverage

Digital
Reach

Domestic & Sexual Violence Awareness Project





Continuity

- Created Continuity Book
- Template for 2020 Fundraiser Event
- Ability to Re-Use #30outofthedark awareness campaign

Domestic & Sexual Violence Awareness Project

