PART 1: RESEARCH

<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>What is your awareness campaign? What is the definition, history and general ideas and theories surrounding your public awareness issue?</td>
<td>My awareness campaign focuses on the importance of supporting healthy relationships as a way of preventing domestic violence. This is a subtle shift that has occurred in the domestic violence prevention field over the last several years – to focus on what survivors need and want, recognizing them as the expert in their own lives, and helping them identify what they want in a healthy relationship and support them in moving toward those goals.</td>
</tr>
<tr>
<td>What do you want to make your audience aware of about this issue? Do you want to inform or persuade?</td>
<td>This strengths-based approach is a shift from viewing the survivor as needy and incapable, or from denying her autonomy. The goal is to help expand her options and support her choices as opposed to telling her what to do, when and how to leave, and withholding help when she is seen as non-compliant. The common approach used to be one that denied the survivor recognition of her strength, skills and techniques. I want to persuade the audience that a strengths-based approach is far more effective.</td>
</tr>
</tbody>
</table>
| What are some of the statistics related to your public awareness? | **Dating Violence and Teens** (National snapshot)  
- Nearly 1.5 million high school students nationwide experience physical abuse from a dating partner in a single year.  
- One in three adolescents in the U.S. is a victim of physical, sexual, emotional or verbal abuse from a dating partner, a figure that far exceeds rates of other types of youth violence.  
- One in 10 high school students has been purposefully hit, slapped or physically hurt by a boyfriend or girlfriend.  

**DV Fatalities in Washington State**  
In 2014, 44 people died in Washington State as a result of domestic violence.  

**On just one day in Washington State**  
- 1,026 domestic violence survivors (570 children and 456 adults) were housed in emergency shelter and transitional housing.  
- 904 survivors received domestic violence advocacy and services other than shelter, including individual support and counseling, legal advocacy, help finding or retaining permanent housing, and children’s support groups.  
- 603 callers contacted state and local domestic violence hotlines for information, support and safety planning.  
- 642 community members learned about preventing and responding to domestic violence from advocates in their local programs.  
- 549 requests from domestic violence survivors were turned down because programs did not have the resources to provide services including emergency shelter, transitional housing, and legal representation.  
- 89% of unmet requests were related to housing. |
| What solution would you implement to change the problems surrounding your public awareness campaign? | Increase the focus, outreach, efforts and support in promoting the development of healthy and safe relationships. A good example includes the Love Like This campaign – a colorful approach to offering tidbits of information that are easily digested and tried out in a non-coercive, non-threatening, respectful and humorous way. |
| What organizations, business or individuals are working to change the problem and improve the issue? How do they approach their strategies? Give two examples. | On the national scale, Futures Without Violence provides resources and training to state and local organizations in strengths-based approaches to working with the survivor. Two examples of their work include variations on the safety card approach for individuals tailored to specific audiences; and training curriculum for home visitors.  
Within Washington State, local organizations in every county provide services for domestic violence survivors. They are all affiliated with the Washington State Coalition Against Domestic Violence (WSCADV) who provides training resources and supports in working with survivors in a strengths-based and affirming way. |
| How will knowledge about this campaign help your audience make a difference? What can they do to get more involved in the issue? | Change starts at home, on the individual level. Domestic violence is far more than the visible and outward symptoms we commonly associate with abuse. According to WSCADV: “Domestic violence is a pattern of behavior that one person in a relationship uses to gain power and control over their spouse, partner, girl/boyfriend, or intimate family member. Abuse is a
learned behavior; it is not caused by anger, mental problems, alcohol or other drugs, or other common excuses. A few of the most common ways abusers control their partners:

- Isolation
- Emotional abuse
- Using children
- Dominating finances and family resources
- Physical and/or sexual assault

What are some valid resources with interesting and accurate information about this cause? List three.

- Washington State Coalition Against Domestic Violence
  - [http://wscadv.org/](http://wscadv.org/)
- Futures Without Violence
  - [http://www.futureswithoutviolence.org/](http://www.futureswithoutviolence.org/)
- Love is respect.org
  - [http://www.loveisrespect.org/healthy-relationships/](http://www.loveisrespect.org/healthy-relationships/)

Select an organization (or multiple organizations) that will benefit most from your messaging and efforts. This would be a group (or groups) you will direct audience members to for engagement, fundraising or volunteering.

<table>
<thead>
<tr>
<th>Name of Organization</th>
<th>Purpose or Relationship to the Cause, Organization or Movement</th>
<th>Website url</th>
</tr>
</thead>
<tbody>
<tr>
<td>Washington State Coalition Against Domestic Violence</td>
<td>WSCADV is known as the leading voice for ending domestic violence in Washington State; it serves as a resource and training clearinghouse for county-based, local domestic violence prevention advocacy programs. WSCADV improves how communities respond to domestic violence and works to create a social intolerance for abuse through: visionary work, informing the public and supporting our members.</td>
<td><a href="http://wscadv.org/">http://wscadv.org/</a></td>
</tr>
</tbody>
</table>

PART 2: MESSAGE & BRAND

Multimedia Collection

### Brand Platform

<table>
<thead>
<tr>
<th>Cause, Movement or Nonprofit logo or wordmark</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>This is the logo from WSCADV’s “Love Like This” Campaign. Learn more at:</strong> <a href="http://canyourelate.org/2014/05/20/love-like-this/">http://canyourelate.org/2014/05/20/love-like-this/</a></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Campaign Fonts</th>
<th>Header</th>
<th>Subheader</th>
<th>Body Copy</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Aharoni</strong></td>
<td></td>
<td><strong>Berlin Sans FB</strong></td>
<td><strong>Georgia</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Campaign Color Scheme</th>
<th>Primary</th>
<th>Secondary</th>
<th>Accent</th>
</tr>
</thead>
</table>

### Key Words & Phrases

**Key Words**

1-2 word “bullet points” that best illustrate the strengths of the cause, nonprofit or movement.

1) Autonomy

2) Strengths-based

3) Survivor-centered

4) Domestic violence prevention

5) Healthy relationships

**Key Phrases**

3-8 word short statements or tags that summarize the unique aspects of the cause, nonprofit or movement.

1) Expanding her options

2) Building on her strengths

3) Following her lead

4) Trusting her wisdom

5) Walking side by side

### Message Profile

<table>
<thead>
<tr>
<th>High level profile of nonprofit organization, cause or movement</th>
<th>Cause: WSCADV: Promoting healthy relationship development</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purpose: Domestic violence prevention through strengths-based engagement and supportive tactics at local, state and national levels.</td>
<td></td>
</tr>
</tbody>
</table>

**Affiliated events, initiatives, fundraisers**

- DV Housing First
- Crossing Borders: Culture, Inclusion, Voice
- We Belong Together; annual conference
- Can You Relate? blog
- Building Dignity shelter housing
- Refuse to Abuse 5K
- WSCADV e-Learning

### Digital assets of “main” organization, cause or movement (if applicable) [web and social media presence]

<table>
<thead>
<tr>
<th>Web url:</th>
<th><a href="http://wscadv.org/">http://wscadv.org/</a></th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook url:</td>
<td><a href="https://www.facebook.com/WSCADV">https://www.facebook.com/WSCADV</a></td>
</tr>
<tr>
<td>Twitter url:</td>
<td><a href="https://twitter.com/wscadv">https://twitter.com/wscadv</a></td>
</tr>
</tbody>
</table>
Promotional assets [current visibility – advertising, PR, awareness] | How is the cause, nonprofit organization or movement currently promoted? What marketing tools and outreach is currently used? | WSCADV has a wide array of promotional and outreach efforts across a variety of platforms. A specific strength is that WSCADV serves as both a coordinator of and clearinghouse for local domestic violence prevention programs throughout Washington State. In WSCADV’s words: WSCADV is the leading voice to end domestic violence in Washington State. We improve how communities respond to domestic violence and work to create a social intolerance for abuse through: visionary work, informing the public and supporting our members. So, in addition to the standard array of digital and media tools, WSCADV also has developed meaningful and strong relationships with affiliated agencies locally and nationally, as well as with policymakers. Word-of-mouth is also a strong promotional asset.

Core audience | Who are the people who will help meet the organization’s objectives or aid in raising awareness? | WSCADV and its member organizations will lead the effort; their effort is strengthened greatly by partners across private and public fields, as well as the how their work ripples into daily life and society. The professionals will lead by example; a strong promotional advertising campaign to educate and persuade the public is also needed. This is an issue that crosses all socio-economic boundaries and needs to be addressed widely.

Core target market(s) | What is the organization or cause’s geographic reach? What areas do they focus on for promotion and outreach? | WSCADV strives to provide services to domestic violence prevention advocates across Washington State in all geographic regions. Domestic violence can happen anywhere, anytime. Outreach and education efforts differ based on region, as strengths and needs differ based on urban, rural; transportation; community resources, etc. For example, one community may have economic resources to support adequate shelter services; another may operate out of a private basement.

Main messages [tag lines, popular affiliated phrases] | What is the primary mission and vision of the organization? | In WSCADV’s words:
The Washington State Coalition Against Domestic Violence mobilizes our member programs and allies to end domestic violence through advocacy and action for social change.

Core Strengths | What unique attributes does this cause, organization or movement have that most appeals to supporters? | WSCADV’s major unique attribute to the domestic violence prevention movement is their focus on the survivor’s resilience and autonomy. In their words: “The goal of every project at WSCADV is to amplify the voices of survivors.” They craft projects to support providing:

- what survivors need to overcome abuse
- what systems (e.g., police, housing authorities, CPS) need to support survivors
- what communities need in order to go beyond simply raising awareness, to actually ending domestic violence.

PART 3: CAMPAIGN GOALS & OBJECTIVES

What type of awareness campaign are you designing? (Choose 1-3)

- Raising money (fundraising)
- Increase public knowledge of cause or specific related organization
- Increase online engagement
- Increase general engagement (volunteers, participation in programs, attendance at events)
- Recruit members
- Get donations (clothing, food, air miles, printing, pro bono services, etc.)
- Event volunteers and attendance
- Other?

1 – Increase public knowledge of domestic violence prevention by raising up the idea of developing and supporting healthy relationships

2 – Increase general engagement (volunteers, participation in programs, attendance at events)
### PART 4: INVERTED PYRAMID

<table>
<thead>
<tr>
<th>Campaign Title</th>
<th>This Is Love</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Who</strong> Overview of the cause</td>
<td>The attention and focus on domestic violence prevention has long focused on the visible aspects of physical battering as opposed to identifying relational trends showing a pattern of behavior that one person in a relationship uses to gain power and control over the other person. In recent years, domestic violence advocates have been working on shifting the discussion to one that supports the development of healthy relationships as a way of preventing domestic violence.</td>
</tr>
<tr>
<td><strong>What</strong> What makes the cause unique and important</td>
<td>A unique factor in this awareness campaign is the attention it brings to both identifying the pattern of control as well as expanding the conversation to focus on what survivors need and want, recognizing them as the expert in their own lives, and helping them identify what a healthy relationship looks like to them, and what steps they can take in developing a safe, healthy relationship. The reality is that this does not always mean “leaving” the situation. Leaving can increase the danger and lessen the supports the woman already has in place.</td>
</tr>
<tr>
<td><strong>Where</strong> What region do you want to focus on for your cause?</td>
<td>WSCADV works with domestic violence prevention advocates throughout Washington State, as well as service providers, community leaders, business leaders to improve how communities respond to domestic violence and work to create a social intolerance for abuse.</td>
</tr>
</tbody>
</table>
| **When** Use compelling argument or statistic to help establish a sense of urgency | Domestic violence cuts across ages, race, socio-economic status, educational background—in short, it can happen to anyone. In a 2009 study, urban-based focus group teen participants are reported as saying “they know what a healthy relationship is, but they don’t expect to be in one.” [http://wscadv.org/wp-content/uploads/2015/05/Child_Trends-2009_11_05_RB_TeenRelation.pdf](http://wscadv.org/wp-content/uploads/2015/05/Child_Trends-2009_11_05_RB_TeenRelation.pdf)  

Statistics reported by SafeHorizons include:  
- Men are victims of nearly 3 million physical assaults in the USA.  
- 1 in 4 women will experience domestic violence during her lifetime.  
- Domestic violence is most likely to take place between 6 pm and 6 am.  
- More than 60% of domestic violence incidents happen at home.  

**Why** Why is this cause important? Why should people care?  
If our youth are growing up believing they will not experience a healthy relationship, then how can we expect them as adults to think or model healthy relationships? Domestic violence should be on society’s radar as a “social, business and health priority… Not only does it cause personal suffering, but domestic violence also reduces productivity, leads to absenteeism and drives up health care costs,” [2013 Forbes article](http://www.forbes.com/sites/ellenzagon/2013/04/19/more-than-60-million-people-are-aFFECTED-by-domestic-violence-in-the-usa/).  

**How** How will [donations, engagement, volunteering] make a difference for this cause?  
An awareness campaign that opens doors to honest conversation about what healthy relationships look like and how to create them. The more people move from the perception of domestic violence as only black eyes or broken bones to deepening individual understanding of the early signs showing patterns of control will bear fruit at personal, family and community levels.  

**Additional Info** More about the cause, its history, value, impact  
*This website* provides a look at domestic violence back to the days of Rome.  

**Closing Info** How can people learn more, help or get involved, attend, donate and engage? Promote links(s) to the organization or campaign.  
Interested persons can contact WSCADV to learn more about domestic violence prevention and the ways that they can become involved by visiting the [WSCADV website](http://wscadv.org/). The website is chock full of information about the events, resources, activities, trainings, webinars and fundraising events WSCADV sponsors.
**PART 5: LANDING PAGE**

Create a mock up of a single-layer “landing page” for your campaign.

<table>
<thead>
<tr>
<th>Required Elements</th>
<th>Other Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Title</td>
<td>• Maintain consistency in brand for logo, fonts and color scheme</td>
</tr>
<tr>
<td>• Photo or related graphic</td>
<td>• Create your mock up in Wix or feel free to use Photoshop, InDesign or other program</td>
</tr>
<tr>
<td>• Overview copy</td>
<td>• Incorporate core messaging you established in earlier sections as part of your overall message</td>
</tr>
<tr>
<td>• Related links</td>
<td></td>
</tr>
<tr>
<td>• Call to action (learn more, donate, volunteer, join mailing list, etc.)</td>
<td></td>
</tr>
</tbody>
</table>

![Mockup Image]

**This is Love**

**LOVE like THIS**

Home  About  Contact

What if domestic violence prevention started with the idea of building healthy relationships across the lifetime?

What does a healthy relationship look like to you?

Healthy relationships start with you and with me.

Join the Washington State Coalition Against Domestic Violence Today. Take a stand!

**PART 6: SOCIAL MEDIA ENGAGEMENT**

Facebook post 1

[35-50 words + photo]

Healthy relationships happen a step at a time, day after day. From the cradle to the grave, we depend on our connections to each other. Shared, safe experiences support healthy connections. What do you do to build connections with those you love?
### PART 7: OPINION PIECE

In the spirit of the discussion forums you have participated in throughout the course, craft a blog post (or call it an op-ed) from a personal perspective on why you are passionate about this cause, nonprofit organization or movement. Make it meaningful in overall content + include at least one photo + link(s) to related articles, websites or other references. 200-500 words.

---

**Healthy relationships. What are they? Why do they matter? How do you know what they are?**

Excellent questions. Questions which point to the importance of an awareness campaign like *“Love Like This,”* which shows WHAT to do and WHAT a healthy relationship looks like . . .

Our society tends to focus on these sorts of images to define what a healthy relationship is not. While these pictures show one aspect of a relationship gone seriously wrong, they focus the attention on a visible outcome that is merely the tip of the iceberg.

According to the [Washington State Coalition Against Domestic Violence (WSCADV)](http://gaptoothdiva.com/2013/06/26/the-conversation-about-domestic-violence-being-the-friend-a-survivor-deserves/), domestic violence is:

> “. . . a pattern of behavior that one person in a relationship uses to gain power and control over their spouse, partner, girl/boyfriend, or intimate family member.”

WSCADV goes on to say that, “Abuse is a learned behavior; it is not caused by anger, mental problems, alcohol or other drugs, or other common excuses. A few of the most common ways abusers control their partners:

- Isolation
- Emotional abuse
- Using children
- Dominating finances and family resources
- Physical and/or sexual assault”

Notice that physical or sexual assault is last on the list. Patterns of control and power can be as simple as a “look” that the survivor has learned to interpret as “getting close to the line” or finding a bullet sitting on the back of the toilet as a reminder. It can include not being allowed to go out of the house without the abuser, being told that you’re worthless or stupid, threats to take the children and disappear. It can look like controlling the checkbook, access to the car or the amount of time spent in the bathroom.

The point is that it is different for each situation, and the physical manifestations are often the last stop on a long and complicated path. And yet our awareness campaigns, resources, time and energy primarily focus only on the outward symptoms. It also tends to focus on domestic violence as a paradigm that happens in the context of romantic relationships. It’s crucial to remember that the skills we learn in all our relationships, romantic or otherwise, are what we take into our most meaningful and important relationships.

So, what would it look like to model and hold up healthy relationships?

Relationships where people connect honestly, respectfully, thoughtfully and safely?

Perhaps it would look a lot like this . . .
### Audience

<table>
<thead>
<tr>
<th>Locations</th>
<th>List of locations you would want the ad to appear on select audience profiles and searches</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Seattle, WA&lt;br&gt;Olympia, WA&lt;br&gt;Spokane, WA&lt;br&gt;Pasco, WA&lt;br&gt;Vancouver, WA&lt;br&gt;Bellingham, WA&lt;br&gt;Pullman, WA&lt;br&gt;Ellensburg, WA</td>
</tr>
</tbody>
</table>

| Age       | [i.e. 18-21, 25-30, 35-40 or you can list multiple] | 18-25 |

<table>
<thead>
<tr>
<th>Gender Interests</th>
<th>[i.e. male, female, all]</th>
<th>All</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>List 3 common hobbies or interests your audience would possess [i.e. 5k runs, philanthropy, volunteering, tri-athalons, fundraising, yoga, Zumba, working out]</td>
<td></td>
</tr>
</tbody>
</table>

| Marital Status | [i.e. married, single, dating, engaged, in a relationship, divorced, etc.] | Single, dating, in a relationship |

| Job Status | [student, employed full time, employed part time, volunteer, etc.] | Student, part-time or full-time; on or off-campus; part or full-time work |

| Education Level | [high school, some college, college graduate, post-secondary, doctorate] | Currently attending college; residing on campus. |

### Facebook Ad

![Facebook Ad Image]

**Party Time?**

Limit the booze, double the fun. The first no counts. Brought to you by [Love Like This](#).
PART 9: HTML EMAIL

Create a mock up of an html for your campaign. Your email audience is friends, family and colleagues and the call to action should match up with your overall campaign goals (awareness, volunteers, attending event, etc.)

<table>
<thead>
<tr>
<th>Required Elements</th>
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</tr>
</thead>
<tbody>
<tr>
<td>• Headline (subheadline is optional)</td>
<td>• Maintain consistency in brand for logo, fonts and color scheme</td>
</tr>
<tr>
<td>• Body copy</td>
<td>• Create your mock up using Photoshop, InDesign or other program</td>
</tr>
<tr>
<td>• Photo and/or logo</td>
<td>• Incorporate core messaging you established in earlier sections as part of your overall message</td>
</tr>
<tr>
<td>• Contact information</td>
<td></td>
</tr>
<tr>
<td>• Call to action</td>
<td></td>
</tr>
</tbody>
</table>

This is Love
Options...Autonomy...Trust

Did You Know?
In Washington State 1,026 domestic violence survivors (over half children) were housed in emergency shelter and transitional housing? 90.4 survivors received domestic violence advocacy and services other than shelter, including individual support and counseling, legal advocacy, help finding or retaining permanent housing, and children’s support groups? 603 callers contacted state and local domestic violence hotlines for information, support and safety planning.

Healthy relationships start with you and with me. Learn how . . .

Join the Washington State Coalition Against Domestic Violence Today. Take a stand!

www.wscadv.org
PART 10: SUMMARY & CONCLUSIONS

The format for this section is your choice – bullets, dialogue, a table – whatever works best with how you want to organize your thoughts. Hey – have fun with it – put it in a Prezi! Whatever your choice – just be sure to cover the topics/questions below.

- What I thought I knew – why this cause, organization, movement mattered to me
- What I sought to find out
- What I found out
- What I learned that I didn’t know before
- What I want to know more about knowing what I know now

See link to Prezi for Summary and Conclusions:
http://prezi.com/he2cnrvhzp0/?utm_campaign=share&utm_medium=copy