



**BTSADV**  
THE NATIONAL VOICE OF  
DOMESTIC VIOLENCE

# Angel Fund

## 2019 Toolkit



## 2019 Communications Toolkit

Thanks for joining Break the Silence Against Domestic Violence's! We're so glad to have you involved in the movement! With your help, we're able to continue the Angels' legacies and raise awareness on domestic violence.

We encourage you to use the following resources to talk about your campaign plans. You can also reach out to our team anytime at [angelfund@breakthesilencedv.org](mailto:angelfund@breakthesilencedv.org) with specific questions or to share any announcements and plans. Some quick details about #Angel22; • #Angel22 | the Angel Fund is a month-long campaign by Break the Silence Against Domestic Violence that takes place in the month of July for 22 days - we've seen campaigns happen in almost every state.

This year's Angel Fund kicks off on Monday July 1. Anyone, anywhere can get involved and give back in a way that's meaningful to them. There's no minimum or limit to how people can do good. All types of organizations and individuals are welcome to participate. From schools to nonprofits to small businesses, corporations, and more, there's plenty of ways to get involved and helped raise awareness on domestic violence. While this campaign is celebrated in July, this campaign can be much longer than one day.

We see a lot of campaigns that kick off before July or that launch on July 1st and connect to a larger end-of-year or holiday campaign. All donations are processed through our donor platform, MobileCause, that will then go into scholarships and grants in the Angel's name.

Ready to start? We've put together this toolkit to provide you with all the resources you need to plan a successful campaign, including: #Angel22 mega messages to talk about the movement with your team, board, donors, and the wider public:

- Ideas for getting involved
- Social media tips
- Sample campaign timeline
- Press release
- The Angel Fund team contact information

## Mega Messages

One of the key components of the Angel Fund is that it's co-owned by those who participate. You are a driver of this movement, and as such, we encourage you to be an ambassador and integrate these mega messages into your talking points:

- BTSADV Angel Fund is a 22-day virtual giving movement that helps remember and continue the legacies of the Angels who have lost their lives to Domestic Violence. Thousands of people have come together to support and champion those who have lost their lives.
- Together, people are creating a new ritual for our annual calendar. The Angel Fund is Break the Silence Against Domestic Violence's largest virtual fundraiser to help families and survivors of domestic violence.
- Every act of generosity counts, and each means even more when we give together. Domestic Violence does not discriminate against anyone. This fundraiser includes people of all ethnicities, religions and backgrounds. • Everyone has something to give. You can give time or expertise, monetary donations large or small, simple acts of kindness.

## Ideas to Get Involved

Break the Silence Against Domestic Violence Angel Fund is a great time to collaborate and experiment. Over the past four years, we've seen incredible creativity from our community.

Below are some examples of ways your organization can activate in July.

Remember to check our website for the latest ideas, trends and tips to launch your Angel Fund #Angel22 initiative!

## Raise Funds

- If you're a school, religious organization, or nonprofit, the Angel Fund #Angel22 is a great time to fundraise. Think about ways to engage your donors in a new and meaningful way.

- If you are a business, partner with a nonprofit and get your employees involved in a giving campaign. Provide a match, host an event, donate product, or volunteer – there's many ways you can have an impact.

## Volunteer

- Consider in joining Break the Silence Against Domestic Violence's volunteer team! Break the Silence Against Domestic Violence offers a variety of positions that can be done virtually, visit: <https://www.breakthesilencedv.org/volunteer/> for more information.
- Board Members of BTSADV embody and carry out the mission and vision of the organization. It is their duty and responsibility to create a strategy and actionable plan to fulfill the mission and vision. The mission and vision will be continually revisited throughout the year to ensure we are addressing the needs of our community: <https://www.breakthesilencedv.org/become-a-board-member/>
- Break your silence! Break the Silence against Domestic Violence was founded upon this very thing! The Founder Kristen Kristen no longer wanted to suffer in silence so she found the strength and courage to Break Her Silence with the intention of encouraging others to break theirs as well. There are so many people who are still suffering in silence and we are here to say you don't have to be silent anymore. You will find strength in sharing your story: <https://www.breakthesilencedv.org/category/break-your-silence/>
- Ask organizations to work together to build a community Angel Fund campaign.
- Create an Angel Fund product to sell and donate proceeds to Break the Silence Against Domestic Violence

## Get Social

- Activate your social media followers and ask them to share stories of why they support you and raising awareness on domestic violence
- Celebrate the Angel you're representing on social media and with your local press.
- Use the hashtag #BTSADV, #AngelFund and #Angel22
- Have fun creating your own twist on the Angel Fund
- Share photos from Break the Silence Against Domestic Violence or volunteer events to teach your followers about how you serve the community. Remember to use the hashtag #BTSADV!
- Create a BTSADV Angel Fund video with your family, community or staff. Share on YouTube, Facebook, and social media using the hashtag #BTSADV #Angel22

- Brand your personal and organizational social media accounts with Break the Silence Against Domestic Violence graphics and be an ambassador for the movement.
- Partner with organizations or sponsors to do a social media fundraising campaign, where a certain amount is donated per re-tweet, like, or post. Give More
- The Angel Fund's 22 Day fundraiser is so much more than a month. Pledge to do more the following year. For instance, you can be a donor warrior and donate a certain amount every month to Break the Silence Against Domestic Violence, pledge to volunteer with us, or launch a payroll giving program to continue to give back.

### **Social Media Tips**

As a hashtag, social media is a key part of Break the Silence Against Domestic Violence communications. It's also one of the best ways to engage your donors and community, and to share our organization's mission and values.

Remember to use the hashtag #BTSADV, #AngelFund and #Angel22 on social media when talking about the Angel campaign.

Our team is always online and would love to retweet and share your Angel campaign updates! We are happy to help spread awareness about your Angel on social media. All you need to do is tag us in your post so we can share. You can find us on Twitter [@BTSADV](#), and on Facebook, and Instagram and we will retweet or share your messages. You can also follow us for the latest news, tools, and graphics to use for your Angel campaign.

Please refer to our Social Media Toolkit for more tips and ideas for social media. Some sample messages include:

- Twitter: "This year's @BTSADV Angel Fund 22 day fundraiser is this month in July. Stay tuned for our plans and how you can make a difference!"
- Facebook: "We're looking forward to July - this year's Break the Silence Against Domestic Violence's Angel Fund's 22-day fundraiser. Stay tuned for our campaign plans and share how you can make a difference and honor the Angels who lost their lives to domestic violence!"

So, you've signed up for an Angel Family and participating in the Angel Fund, but where do you start? This timeline will help you plan for the Angel Fund.

## July

- Go big on social media! There's less than a month to go — tweet, post, snap, share and do whatever you can to get your campaign out there. Remember to use the hashtag #BTSADV, #AngelFund and #Angel22 in your messages so we can retweet and share your plans.
- Continue pitching the press. Share your story to get your team and community excited.
- Email reminders to your team, staff and community leading up to the Angel Fund. Make sure they are ready to give!
- Starting July 1<sup>st</sup> to July 22 remember to update your community about your campaign throughout the day. Share where you are against your goal and use the buzz and momentum from the day to build excitement for your Angel campaign.
- Only July 22 – July 30 Send out thank you messages in emails and on social media. Share any initial results.

## August

- Report results from your campaign. Email the Angel Fund team at [AngelFund@breakthesilencedv.org](mailto:AngelFund@breakthesilencedv.org) any interesting findings, high-resolution photos, or announcements we can share.
- Say thank you to your staff, donors, volunteers, partners, faculty and community.
- Continue to use the momentum from the Angel Fund to help raise awareness on domestic violence!

FOR IMMEDIATE RELEASE:  
**June 19, 2019**

Media Contact:  
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e: [kristen@breakthesilencedv.org](mailto:kristen@breakthesilencedv.org)

### **Nonprofit Offers 45 Grieving Families Scholarships in Memory of their Loved One**

**Colorado Springs, Colorado** - Break the Silence Against Domestic Violence (BTSADV) is excited to announce the kick off to our Angel Fund. The Angel Fund, formerly known as the Angel Run, is a national event to raise money for scholarships in honor of fallen domestic violence victims.

This fundraiser will run for 22 days between July 1st and July 22nd. The Angel Fund fundraiser takes place across the nation, not just one area. Anyone can host their own event to raise money for their fallen angel.

This year, Kohl's employees volunteered over 100 hours during the month of April to help support the mission of BTSADV and provide these scholarships. Thanks to their hard work, BTSADV is able to launch our Fund by offering scholarships to 45 families in memory of their angels.

The Angel Fund started back in 2016 when [Mallory Murphy](#) ran 13 miles a day for 13 days and raised over \$1500 for domestic violence awareness. Our mission has only grown since then.

Since 2015, this program has raised over 40 thousand dollars in scholarships for individuals impacted by domestic violence. We are only able to raise this amount of money through teamwork--any donation helps, even 5 dollars can go to someone in need.

### **How to Get Involved with the Angel Fund**

- Anyone can create an event in their community for a fallen angel.
- You can [donate online](#) from anywhere with an Internet connection.
- You can learn more about the Angel Fund and how to participate [here](#).

### **About Break the Silence Against Domestic Violence**

Break the Silence Against Domestic Violence prevents domestic violence by providing survivors and affected families a national network of support, recovery resources and education to break the cycle of abuse. Learn more at: [www.btsadv.org](http://www.btsadv.org)

## **Frequently Asked Questions**

### **When is the Angel Fund?**

Formerly known as the Angel Run, Break the Silence Against Domestic Violence Angel Fund's Angel Run is held annually in July for 22 days. This year, the kick off starts July 1, 2019.

### **How can participating benefit me and my organization?**

Participating in the Angel Fund raises awareness on the impact of Domestic Violence. The purpose of the campaign is to continue the legacies, tell the stories, and honor the Angels who have lost their lives to domestic violence.

The Angel Fund team will provide a variety of plug-and-post materials created by Break the Silence Against Domestic Violence's team that can help you use social media and innovative marketing to draw attention, support, and funds to your cause.



Your organization will have the opportunity to join hundreds of thousands of individuals around the country and the world around the world to help make a difference in a survivor's life by giving.

### **Who can participate?**

Everyone! The Angel Fund has been built by survivors and families of domestic violence for survivors, advocates and anyone and everyone who is interested in participating to help break the silence against domestic violence.

What can my organization do to be involved in the Angel Fund?

Interested in participating? It's easy! We ask that partners use the Angel Fund as an opportunity to celebrate the lives of those who lost their lives to domestic violence and incentivize giving (e.g. donations, volunteerism, advocacy, acts of kindness) in their communities. Check out the ideas & examples.

### **Are there any costs to participate in the Angel Fund?**

No! The Angel Fund is a free and open movement to encourage giving. All of our resources are available for free through our website.

### **How do I donate?**

If you're able to donate, you can donate on [btsadv.org/angelfund](https://btsadv.org/angelfund) or one of the Angels' fundraisers on Facebook.

### **How can I help spread the word on Social Media?**

- Talk about giving using the hashtag #BTSADV, #AngelFund #Angel22
- Like us on Facebook — [facebook.com/btsadv](https://facebook.com/btsadv)
- Follow us on Twitter @BTSADV and use the #BTSADV, #AngelFund and #Angel22 hashtag
- Instagram — [btsadv](https://btsadv)
- Share our social media channels in your organizational and personal social networks
- Announce your participation in the Angel Fund to your networks and email lists
- Use the #AngelFund hashtag to talk about how you are giving and why

### **Week of July 1**

Tell your network that you/your organization will support #BTSADV #AngelFund in July and ask your followers to join you.

#### **Suggested Posts:**

- Break the Silence Against Domestic Violence is honoring and continuing the legacies of the Angels who have lost their lives. This July, I need your help! Consider in joining my Angel Team and help me raise \$\_\_\_\_\_ to help other survivors of domestic violence.
- We all play a part in helping to raise awareness about domestic violence. Do your part and support the Domestic Violence Angels in July.

### **Week of July 8**

Ask your network to change their profile picture frame or post a selfie why domestic violence is important to them [download the template on our website]

#### **Suggested Posts:**

- Create your own #BTSADV image to show everyone you're committed to raising awareness about domestic violence: [Insert Link]
- Show the world you will inspire others with #BTSADV in July.
- Passionate about raising awareness about domestic violence? Join a team or consider in donating.



### Blogs to share

<https://www.breakthesilencedv.org/15-ways-to-raise-money-for-angel-run/>

<https://www.breakthesilencedv.org/angel-fundraising-tips/>

<https://www.breakthesilencedv.org/what-is-the-angel-fund/>

<https://www.breakthesilencedv.org/education-saves-lives/>

<https://www.breakthesilencedv.org/i-lost-my-sister-and-niece/>

<https://www.breakthesilencedv.org/now-raising-grandchildren/>

<https://www.breakthesilencedv.org/my-daughter-was-my-life-caseys-story/>

<https://www.breakthesilencedv.org/how-to-donate-to-the-angel-fund/>

## Domestic Violence Facts & Statistics

On average, 24 people per minute are victims of rape, physical violence or stalking by an intimate partner in the United States — more than 12 million women and men over the course of a year. <sup>[i]</sup>
Nearly 3 in 10 women (29%) and 1 in 10 men (10%) in the US have experienced rape, physical violence and/or stalking by a partner and report a related impact on their functioning. <sup>[ii]</sup>
Nearly, 15% of women (14.8%) and 4% of men have been injured as a result of IPV that included rape, physical violence and/or stalking by an intimate partner in their lifetime. <sup>[iii]</sup>
1 in 4 women (24.3%) and 1 in 7 men (13.8%) aged 18 and older in the United States have been the victim of severe physical violence by an intimate partner in their lifetime. <sup>[iv]</sup>
IPV alone affects more than 12 million people each year. <sup>[v]</sup>
More than 1 in 3 women (35.6%) and more than 1 in 4 men (28.5%) in the United States have experienced rape, physical violence and/or stalking by an intimate partner in their lifetime. <sup>[vi]</sup>
Nearly half of all women and men in the United States have experienced psychological aggression by an intimate partner in their lifetime (48.4% and 48.8%, respectively). <sup>[vii]</sup>
Females ages 18 to 24 and 25 to 34 generally experienced the highest rates of intimate partner violence. <sup>[viii]</sup>
From 1994 to 2010, about 4 in 5 victims of intimate partner violence were female. <sup>[ix]</sup>
Most female victims of intimate partner violence were previously victimized by the same offender, including 77% of females ages 18 to 24, 76% of females ages 25 to 34, and 81% of females ages 35 to 49. <sup>[x]</sup>

## Contact Our Team

[AngelFund@BreaktheSilenceDV.org](mailto:AngelFund@BreaktheSilenceDV.org)

**Facebook:**  
**Facebook.com/btsadv**

**Twitter:**  
**Twitter.com/btsadv**

**Instagram:**  
**Instagram.com/btsadv**

**#BTSADV**  
**#AngelFund**  
**#Angel22**