

## **Choose Your Own Path: You Know Your Community's Needs Best**

### **Sample DVAM Campaign Activities**

#### **Lower Agency Capacity**

These activities require less bandwidth and agency capacity, especially for those programs that do not have staffing time solely dedicated to communications.

- **Potential Topics for Website & Social Media**
  - Discuss Intersection Between Housing & Domestic Violence
  - For example, name housing as a human right and is one of the most needed resources in Oregon for those seeking services.
  - Highlight that safe, affordable, and secure housing allows families the space needed to heal from violence.
  - Reemphasize that houseless individuals are important members of our communities and they deserve safety.
- **Connect Prevention Efforts with Domestic Violence**
  - Preventing domestic violence in our communities is a collective effort and everyone can play a part.
  - Engaging the voices of marginalized people and centering their needs prevents future domestic violence.
  - Community care opens dialogs to educate about healthy relationships and partnerships.
- **Share Digital Resources**
  - Provide links to relevant podcasts and websites, for example, 1-3 of one or both.
  - Provide book recommendations, for example, 1-3 books.
- **Share Community Events**
  - Highlight and advertise other community events/member program events via your social media platforms

#### **Mid-Level Agency Capacity**

These activities require a bit more bandwidth and agency capacity than the lower ones described above.

- **Community Engagement with Community Partners and Shared Spaces**
  - Reach out to community partners where the people you are trying to reach gather, for example, libraries, schools, university campuses, and other social service providers.
  - Participate in local events throughout community, for example, vigils, school fairs, and local festivals.
  - Set up interactive displays or booths at community events where people can learn more about domestic violence through games or simulations.
  - Distribute agency specific pamphlets, flyers, postcards and brochures at local areas and businesses or wherever tabling events are held.

- Place agency and DVAM posters in visible locations to raise awareness and provide resources.
- **Informational Blog Posts or Newsletters**
  - Write and publish blog posts on your agency's website about domestic violence topics, survivor stories, or available resources.
  - Write an agency newsletter and share DVAM information and how to access services.

### **Higher Agency Capacity**

These activities require significant more bandwidth and agency capacity than the lower and mid-levels ones described above. Additionally, these activities require extensive planning and dedicated staff time and/or board involvement to successfully carry out.

- **Conduct a fundraising campaign or event**
  - Participate in NNEDV's Give for DV fundraising campaign.
  - Create community tailored campaign to engage local residents, businesses and institutions.
  - Host a fundraiser event, for example, a gala or annual community breakfast to generate resources and elevate issue of DV.
- **Hold a Resource Drive**
  - Organize a drive to collect essential items for shelters and support centers, such as hygiene products, clothing, or non-perishable food.
  - Partner with sibling agencies that serve similar needs to share planning efforts and increase community exposure.
- **Community Workshops and Webinars**
  - Host educational sessions on domestic violence, legal rights, and support services.
  - Partner with local experts, such as counselors or legal aid professionals, to provide valuable information.
  - Provide training sessions for professionals on how to better support victims and survivors.
  - Host a screening of a documentary or film about domestic violence, followed by a discussion or Q&A session.
- **Collaborative Art Installations**
  - Create art installations or exhibits in public spaces that relate to domestic violence.
  - Engage local artists, survivors, and community members in the creation and exhibition efforts.
  - Engage local artists or performers to contribute to the cause through exhibitions, performances, or collaborative pieces that raise awareness.