

TOGETHER WE CAN END DOMESTIC VIOLENCE & SEXUAL ASSAULT

Webinar Presentation  
2/19/13

We Will Start Soon!

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VICKY RIDEOUT, VJR Consulting (and NO MORE fan!)

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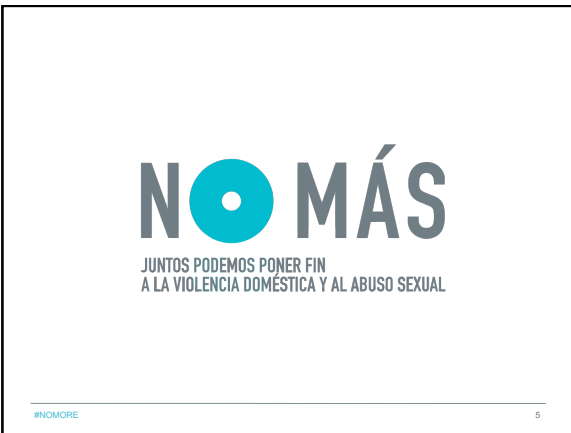
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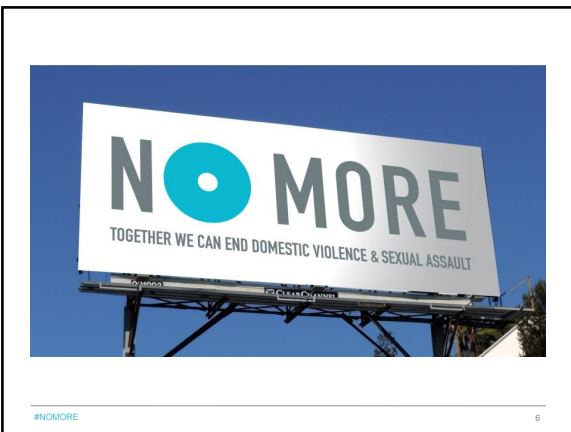
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**Thank you!**

Futures Without Violence

California Coalition Against Sexual Assault (CALCASA) and PreventConnect

David Lee!

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**How to use this technology**

- Raise Hand
- Q&A
- Text Chat
- PowerPoint Slides

- Please send a private chat message for help
- Call iLinc Technical Support at (800) 799-4510

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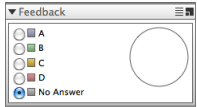
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**What type of organization are you from?**

Answer on the left



- A. DV orgs/coalitions
- B. SA orgs/coalitions
- C. DV/SA combined
- D. Other

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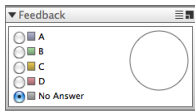
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How much do you already know about NO MORE?

Answer on the left



- A. Lots, already been very involved
- B. Some
- C. Only a little
- D. Nothing

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**NO MORE**  
TOGETHER WE CAN END DOMESTIC VIOLENCE & SEXUAL ASSAULT

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VIRGINIA WITT, Strategic Communications Consultant

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## Executive Committee

### Members

SUSAN DUCHAK Allstate Foundation	ANNE GLAUBER Finn Partners	MONIKA JOHNSON HOSTLER National Alliance to End Sexual Violence
CAROL KURZIG Avon Foundation	MAILE ZAMBUTO Joyful Heart Foundation	VIRGINIA WITT Strategic Communications Consultant
JANE RANDEL & SHEILA RENOVITICH Fifth & Pacific Companies	CHRISTINE MAU Kimberly-Clark	ROSE KIRK & SAMANTHA YAKAL-KREMSKI Verizon Foundation
	NEIL IRVIN Men Can Stop Rape	MARJORIE GILBERG Break the Cycle
	AMY SANCHEZ Casa De Esperanza	

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## Steering Committee

### Representatives from the advocacy, service and policymaking communities

- A Call to Men, Ted Bunch
- California Coalition Against Sexual Assault, Sandra Henriquez
- Casa de Esperanza, Amy Sanchez
- Corporate Alliance to End Partner Violence, Kim Wells
- Joyful Heart Foundation, Nate Richards
- Futures Without Violence, Esta Soler & Mindy Iwanaka
- National Coalition Against Domestic Violence, Rita Smith
- National Resource Center on Domestic Violence, Kenya Fairley
- National Domestic Violence Hotline, Katie-Ray Jones
- National Network to End Domestic Violence, Cindy Southworth
- National Sexual Violence Resource Center, Delliah Rumberg
- Resource Sharing Project, Elizabeth Barnhill
- Safe Horizon, Ariel Zwang
- Sisters of Color Ending Sexual Assault, Condencia Brade & Sopheak Tek
- U.S. Department of Justice, Office on Violence Against Women, Bea Hanson and Darlene Johnson

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## Alliance Members for the Project

Includes outside expert advisers and interested domestic violence and sexual assault organizations

Provides support, promotion, and advice on the campaign

### Member Organizations and Representatives

1in6 (Steve LePore)	Kevin Allen Partners (Kevin Allen)
Brett King Media (Brett King)	Meter Industries (Marty Weiss)
Citizen (Robin Raj)	People Magazine (Betsy Gleick)
DDB Issues and Advocacy (Alison Byrne Fields)	Public Agenda (Ruth Wooden)
Glover Park Group (Dee Dee Myers)	Slipstream Strategy (Tamsin Smith)
Google (Kristen Morrissey Thiede)	SYPartners (Liz Sutton)
Huffington Post (Christina Norman)	Travelers Group (Lisa Caputo)
IDEO (Anjali Sharma)	Words, Pictures, Ideas (Ben Davis)
K4 & Company (Kelli Richardson Lawson)	

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## Implementation

### Phase One

- Design and test symbol

### Phase Two

- Roll out to the field

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JANE RANDEL, Senior Vice President, Fifth and Pacific

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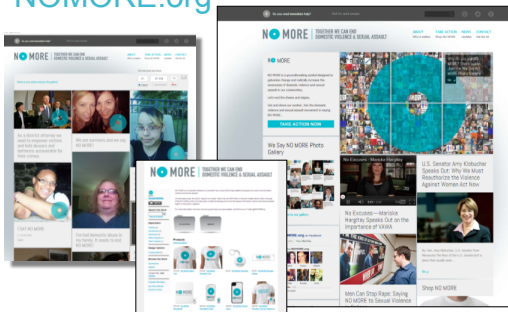
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## NOMORE.org



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# NO MORE Toolkit

**NO MORE** | TOGETHER WE CAN END DOMESTIC VIOLENCE & SEXUAL ASSAULT

Introducing NO MORE Toolkit. Here are some tools to help you get started using and sharing the NO MORE symbol, die creative! The possibilities are endless.

**TABLE OF CONTENTS**

- NO MORE Logos** - Get the symbol and tagline, now available in both English and Spanish, in various sizes for easy download and printing. Use them as your Facebook cover, on your website, blog, letterhead, etc. and start raising awareness! File types now include JPG, EPS and PNG.
- NO MORE Workplace Flyer** - This flyer shows fan submitted responses to the question, "I say NO MORE because..." Display this in your office, on your college campus, in a classroom or on a community bulletin board (bulletin placement: restroom stall doors).
- NO MORE Postcards** - Share these with your contacts or use as giveaways at events or for friends. You can customize easily by adding your company or organization logo.
- NO MORE Flyers** - Share these on bulletin boards, at events and with colleagues, classmates and friends. The flyer includes a great overview of NO MORE and suggestions on how to start using the symbol. You can customize this easily by adding your company or organization logo.

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**NO MORE**  
TOGETHER WE CAN END DOMESTIC VIOLENCE & SEXUAL ASSAULT

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Chat  
Public Private

Type here to send a message

How many of you own a piece of NO MORE swag, and what is it?

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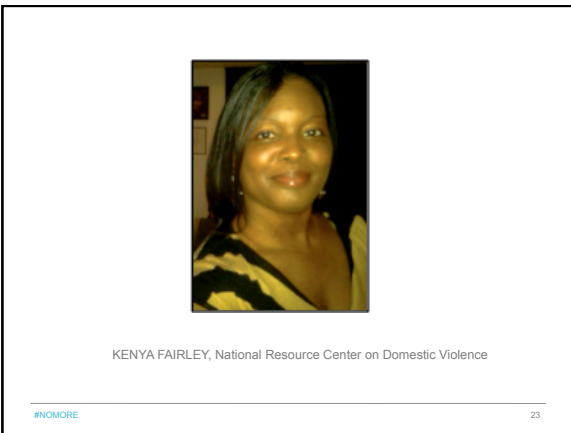
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KENYA FAIRLEY, National Resource Center on Domestic Violence

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**Implementation stories from the field**

- National Alliance to End Sexual Violence;
- Jane Doe;
- National Resource Center Against Domestic Violence

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KRISTEN HOUSER, Pennsylvania Coalition Against Rape

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## Implementation

### Phase One

- Design and test symbol

### Phase Two

- Roll out to the field

### Phase Three

- Public launch – NO MORE Day March 13
- NO MORE Week – coming in June

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#### MISSION

The mission of the Office on Violence Against Women (OVW), a component of the U.S. Department of Justice, is to provide federal leadership in developing the nation's capacity to reduce violence against women and administer justice for and strengthen services to victims of domestic violence, dating violence, sexual assault, and stalking.

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## Media

**Wt**  
Debra Messing, Ice T, Coco, Sam Ronson Party With Mariska Hargitay For Real Life Special Victims



**Star**  
May 10, 2012



**InStyle**  
Mariska Hargitay, Hilary Swank, and Debra Messing's Joyful Hearts and More



**US**  
HOT PICKS  
April 18, 2012

**Joyful Revolutionaries**  
Hilary Swank, Mariska Hargitay and Debra Messing LULU at Wednesday's Joyful Heart Foundation's Joyful Revolution Gala at Cipriani Wall Street in NYC

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## Building Strategic Alliances: NASCAR



Adopted by SR2 Motorsports NASCAR Nationwide Series drivers Angela and Amber Cope, the "First Twins of NASCAR"

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JANE RANDEL, Senior Vice President, Fifth and Pacific

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## NO MORE Day – March 13, 2013

- Theme: Bystanders
- Day of activities in Washington, D.C.
- Politicians, celebrities, sports, press
- Avon Foundation poll release

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### Outreach on Capitol Hill

- **Congressional briefing** with Ashley Greene
- **Congressional Resolution**
- **Dear Colleague** letter
- **Outreach by coalition members** who have resources and connections on the Hill

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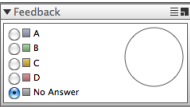
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### Have you seen any of the Twilight movies or read any of the books?

Answer on the left



- A. Yes, seen movies AND read books
- B. Yes, seen movies only
- C. Yes, read books only
- D. No, am a Twilight newbie!

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### National Press Club Speech



I am working for the day when the shame and stigma around sexual assault and domestic violence are no more.

© 11 Apr 2012  
Pamela

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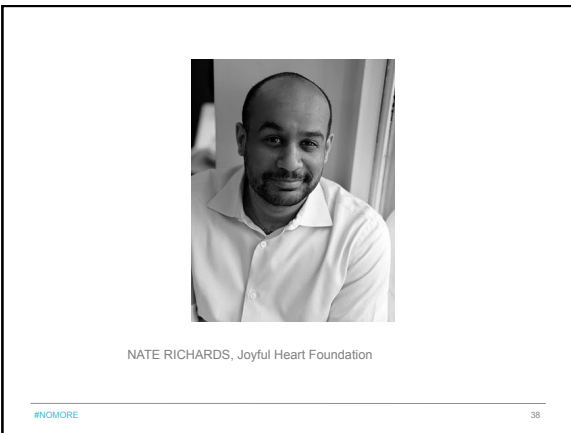
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## Social Media – Facebook App

**Take Action and say "NO MORE"**

**Save the Date**  
 March 14th, 2013  
**Join Us for NO MORE Day**  
 On March 13th in Washington D.C. we'll celebrate our first official NO MORE Day and hope that you can be part of it! The day will kick-off with a launch event where students, survivors, advocates and community leaders will gather to activate this grassroots campaign. Later that day we'll make an announcement on Capitol Hill and that evening NO MORE will get special recognition at a Washington [Workshop](#). [View more here.](#) [I want more here.](#)

**Show Your Support**  
 Show your support for NO MORE domestic violence and sexual assault in a very real way by uploading your image to the [VIE SAY! NO MORE Photo Gallery](#).

**Get the Symbol**  
 Interested in getting a bookie as you can start using the symbol? Contact us for more information. Download the kit to get access to art files, brand guides, messaging and other communication material. Learn how you can make NO MORE a part of your organization.

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## Social Media – Facebook App

**Latest News & Events**

**Senate Overwhelmingly Passes Violence Against Women Act**  
 The Senate easily passed its Violence Against Women Act reauthorization bill on Tuesday, officially punting the issue to the House, where Republican leaders still haven't signaled how they plan to proceed. The bill passed 78 to 22. It already had 62 cosponsors, which ensured its passage, but it picked up additional support from a handful of Republicans. [Read more.](#)

**Seventeen Magazine Features NO MORE**  
 Check out the March issue of Seventeen Magazine, an article now about the warning signs of abusive behavior that can help you and others prevent teen dating abuse. The [Ava Foundation for Women](#), funded NO MORE to conduct a national survey on the role of bystanders who witness dating abuse and partner violence. Read the article to see more of the stats we found.

**February is Teen Dating Violence Awareness Month**  
 Teen Dating Violence Prevention and Awareness Month is a national effort to raise awareness about abuse in teen and 20-something relationships. Dating violence is a pattern of abusive behaviors used to exert power and control over a dating partner. One in three young people experience some form of dating abuse. Learn more here: <http://www.teenmonth.org/>.

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## Social Media – Facebook App

**Who else is saying NO MORE?**

**Joyful Heart Foundation**  
 The Joyful Heart Foundation is a national nonprofit organization that funds research, provides support, and advocates for survivors of sexual assault, domestic violence and child abuse. Build a community, empowered with knowledge, courage and compassion, can support survivors of the violence and engage in an open dialogue about how to combat the cycle of violence and abuse. We're proud to be part of your every day and join our joyful community. [www.joyfulheartfoundation.org](http://www.joyfulheartfoundation.org)

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### Social Media – Facebook App

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### Social Media – Facebook App

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### Social Media

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### Mariska says NO MORE



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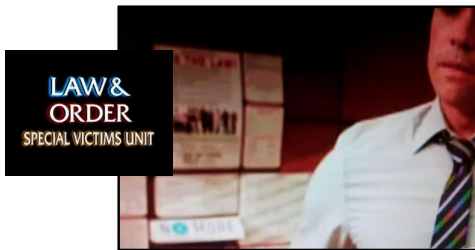
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### Law & Order: SVU



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### Law & Order: SVU – 2/27/13



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## PSA Campaign

Celebrity spokespersons endorse NO MORE

- Numerous celebrities have already expressed interest in being part of the NO MORE Engaging Men PSA Campaign
- Shooting in NYC early March and LA in mid-April



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## What Can I Do?

- Download the toolkit
- Introduce your networks to NO MORE (email, social media, in your office and at events)
- Adopt NO MORE as your own
- Use NO MORE for April, Sexual Assault Awareness Month; October, National Domestic Violence Awareness Month; and beyond

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## Where Can I Use NO MORE?

- On your website
- In your collateral materials
- On your social platforms (Facebook, Twitter, Pinterest)
- At your events

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**Discussion** Questions? Comments? Ideas?



What can you do for NO MORE Day March 13?

What ideas do you have for us for NO MORE Day?

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**Discussion** Questions? Comments? Ideas?



What should we think about as we plan NO MORE week?

What can your organization do to support NO MORE week?

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**Discussion** Questions? Comments? Ideas?



How can your organization benefit from NO MORE?

Can you use NO MORE to help raise money for your organization?

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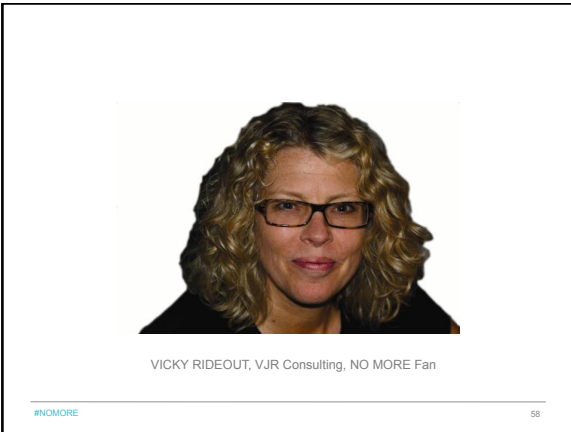
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### Our Vision

NO MORE will be seen everywhere, elevating the importance of domestic violence and sexual assault prevention nationwide

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### Contact Us

WWW.NOMORE.ORG  
WWW.FACEBOOK.COM/NOMORE.ORG  
WWW.TWITTER.COM/NOMOREORG  
TWITTER HASHTAG: #NOMORE  
NOMOREPROJECT@GMAIL.COM

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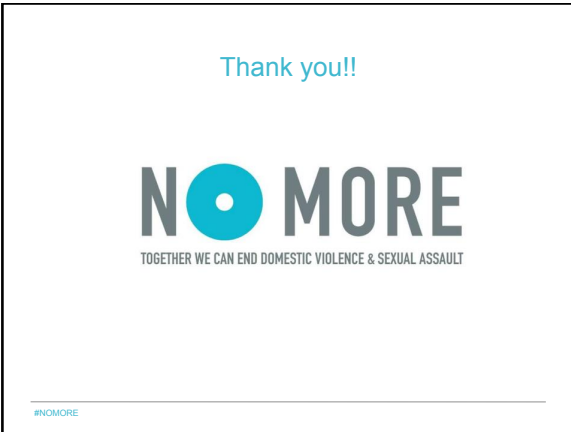
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