



Support Healthy Love Campaign 2018
Social Media Toolkit

*Concepts for this toolkit were informed by the Richmond Reproductive Freedom Project Bowl-A-Thon Toolkit.
VAVP wishes to thank RRFPP for their generosity in sharing their resources with us.*



Thank You from VAVP!

Thank you for believing in the work of the Virginia Anti-Violence Project enough to help us reach our Summer fundraising campaign, *Support Healthy Love*, and working towards our goal of \$2,500. Knowing that you support our efforts means a great deal to all of us on the Staff and Board of Directors. VAVP is crucial for LGBTQ Virginians who have experienced violence in their lives as a resource for information and as a support system of caring advocates. VAVP also contributes to the development of healthy relationships and promotion of healthy sexuality through regular classes, theatre programs, and social connections. Your support allows VAVP to show up in community spaces, enhance access to conventional services for survivors, and challenge systems that intentionally hurt or limit access for LGBTQ individuals, families, and communities.

When you support VAVP by fundraising and publicly sharing your love of VAVP you are helping us grow our reach and touch people who may not have heard about us yet. You are helping us connect and build relationships that are integral to our success. Thank you!

Our *Support Healthy Love* Campaign is about so much more than counting dollar bills -- it's about building power from within our own communities and creating resources that allow us to determine how the funding is spent to best serve the needs of our communities.

Thank you for joining us for *Support Healthy Love* 2018. We know it is going to be a big success and we owe it to your support!



Social Media Tips

Make it clear. Keep it short and sweet and simple.

Post often! Don't just post once or twice. It is okay to remind your followers that you are supporting VAVP's fundraising campaign. People like reminders.

Let people know what their dollars will go to. People like to know where their money is being spent. See page 8 for examples!

Use #Hashtags! We ask that you post on social media using #SupportHealthyLove and #VAVP, but feel free to get creative and add a few of your own!

Use Pictures! There are images in this toolkit you can use on your social media for the *Support Healthy Love* Campaign. You can use them with post to elicit donations. People love to see pictures! See the examples of social media posts for language that you can use in your social media accounts with our pictures. We know people tend to respond better to text with images than to text alone.

Make sure to use the link for the donations! bit.ly/support-healthy-love-18



Sample Social Media Posts

Facebook

Tag: @Virginia Anti-Violence Project

<https://www.facebook.com/virginiaAVP>

Use hashtags: #SupportHealthyLove #VAVP

Link: bit.ly/support-healthy-love-18

STATS

- 36% of LGBTQ+ Virginians experienced sexual violence as a child according to VAVP's 2008 Community Survey
- 48% of genderqueer Virginians reported sexual violence before the age of 18 in a VAVP's 2008 Community Survey
- 81% of LGBTQ+ Virginians believe addressing IPV should be a priority for the LGBTQ+ community
- 41% of LGBTQ+ Virginians have been in an abusive relationship at some time in their life according to a 2008 survey by VAVP.

SAMPLE POSTS

[insert stat from STATS list]. Help VAVP continue preventing and addressing violence within and against LGBTQ+ communities by contributing to the #SupportHealthyLove campaign by August 25, 2018 #VAVP bit.ly/support-healthy-love-18

Please support an organization that is close to my heart - the @Virginia Anti-Violence Project. VAVP works to address and prevent violence within and against LGBTQ+ communities in Virginia. VAVP depends on our community's support! Please consider donating during the #SupportHealthyLove by August 25, 2018 #VAVP bit.ly/support-healthy-love-18

81% of LGBTQ+ Virginians believe addressing intimate partner violence should be a priority for the LGBTQ+ community, according to VAVP's 2008 Community Survey. Are you one of them? Support the Virginia Anti-Violence Project during the #SupportHealthyLove campaign by August 25, 2018 #VAVP bit.ly/support-healthy-love-18

Please donate to the Virginia Anti Violence Project, an organization working to build healthier relationships and communities for LGBTQ Virginians! #SupportHealthyLove #VAVP bit.ly/support-healthy-love-18

VAVP is an organization that provides direct services and support to LGBTQ+ folks that have experienced violence in their lives. It is crucial that LGBTQ+ folks have somewhere they can go to talk about this after it has happened to them. Help them keep this critical work going by donating during the #SupportHealthyLove campaign by August 25, 2018 #VAVP bit.ly/support-healthy-love-18

VAVP needs your support to continue growing advocacy services and working to raise the bar for consensual loving and healthy relationships. Please consider donating to the Virginia Anti-Violence Project during the #SupportHealthyLove campaign by August 25, 2018 #VAVP bit.ly/support-healthy-love-18

I believe that every LGBTQ+ person deserves healthy, safe, loving relationships! Do you agree? Donate to the #SupportHealthyLove campaign by August 25, 2018. bit.ly/SupportHealthyLove #VAVP bit.ly/support-healthy-love-18

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Help Virginia Anti-Violence Project continue to support Virginia's beautiful and diverse LGBTQ+ communities - donate to the #SupportHealthyLove campaign by August 25, 2018. bit.ly/SupportHealthyLove #VAVP bit.ly/support-healthy-love-18

Now more than ever, it's important that we're working to address/prevent violence against LGBTQ+ people because state-sanctioned violence is on the rise across the country, especially in the South. Donate to VAVP today so we can continue to do this crucial work by August 25, 2018 and show the world that #ThisIsNotUs. #VAVP #SupportHealthyLove bit.ly/support-healthy-love-18

Now more than ever, it's critical for VAVP to support LGBTQ survivors who have limited access to mainstream resources and are struggling to heal and find justice and safety. Donate by August 25, 2018. bit.ly/support-healthy-love-18 #VAVP #SupportHealthyLove

Ask a cutie before you touch that booty! If you love consent as much as we do, consider making a donation during our #SupportHealthyLove campaign so we can keep spreading the word! #VAVP #SupportHealthyLove bit.ly/support-healthy-love-18

Twitter & Instagram

Use Hashtag: #SupportHealthyLove #VAVP

Tag: @VirginiaAVP

#SupportHealthyLove in LGBTQ+ communities. Donate to @VirginiaAVP bit.ly/support-healthy-love-18

“Ask a cutie before you touch that booty.” Help VAVP spread the word by donating to Summer Campaign bit.ly/support-healthy-love-18

48% of genderqueer Virginians report sexual violence as a child-2008 VAVP survey. Help fund prevention: bit.ly/support-healthy-love-18

81% of LGBTQ+ Virginians believe addressing IPV should be a priority for the LGBTQ+ community. Do you? bit.ly/support-healthy-love-18

Be sure to check out [our folder of images](#) to use with your social media posts!



The Email Ask

Tips for email asks:

- Keep it positive! Using words like "fabulous" or "amazing" elicit more responses than writing in a more neutral tone.
- Keep it short, but not too short. The sweet spot is between 75 and 125 words.
- Keep the subject line as short as possible, too. 3 to 4 words will do the trick!
- Be clear, and keep it simple! Emails that contain shorter sentences and words with fewer syllables grab people much more.

EMAIL EXAMPLE

Hi (INSERT NAME HERE),

I'm currently fundraising for the Virginia Anti-Violence Project through their Spring Healthy Love campaign! This is really important to me and I am asking for your help.

VAVP is asking for your support this week in shining a light on the beautiful, resilient, sexiness that is the fierce LGBTQ family. I am asking for your help so that VAVP can continue to hold spaces where queer/trans individuals can celebrate and create the healthy, loving connections that make up our diverse, vibrant communities.

In short, I am asking you to #SupportHealthyLove

You can personally make an impact that effects real change by donating! Please go to the following link [bit.ly/support-healthy-love-18] before August 25th and make a direct donation to the Virginia Anti-Violence Project to support the essential, loving work that they are doing in community.

Your gift goes a long way. Help VAVP meet their goal by making it *your* goal to #SupportHealthyLove. Thank you for supporting VAVP's efforts to build positive, healthy relationships.

Thank you,
(INSERT YOUR NAME HERE)

PS - to give you an idea of what your hard-earned dollars will go to when you donate at here are a few examples:

- ★ \$25 = 1 hour of individual support during our weekly, open community pop-up hours focussed on relationship expectations and negotiation, healthy boundaries, conflict resolution, and much more;
- ★ \$100 = 1 session of VAVP's queer healthy love relationship skills class attended by up to 12 LGBTQ individuals;
- ★ \$250 = half-day training session to build overall community capacity to provide unbiased, culturally competent support to LGBTQ-identified survivors of violence.

Visit virginiaavp.org to learn more about this awesome organization's work.



How Your Fundraising Makes a Difference

\$25 = 1 hour of individual support/advocacy/accompaniment for a queer/trans person that had been impacted by violence

\$100 = 1 session of VAVP's queer healthy love relationship skills class attended by up to 12 LGBTQ individuals

\$250 = half-day training session to build overall community capacity to provide unbiased, culturally competent support to LGBTQ-identified survivors of violence

\$600 = full 8-session support group for up to 12 LGBTQ-identified survivors of sexual or intimate partner violence



About VAVP

The Virginia Anti-Violence Project works to address and prevent sexual/intimate partner/dating violence, stalking, and hate/bias-motivated violence within and against Lesbian, Gay, Bisexual, Transgender, and Queer communities.

Our Values: The Virginia Anti-Violence Project (VAVP) values community; family and relationships; intersectionality/racial justice; LGBTQ+ liberation/equity; trust/accessibility; fun/creativity; and integrity/transparency.

Our Programs: VAVP's primary programs include advocacy and support services for LGBTQ-identified survivors of violence, including individual and group support, individual and systems advocacy/accompaniment; the facilitation of relationship skills classes that are centered in various queer/transgender identity experiences; training for professionals on how to deepen their capacity to serve individuals of diverse LGBTQ+ identities that have survived violence; large systems advocacy work to promote the inclusion of LGBTQ+ violence issues in local, regional, and statewide workgroups addressing violence and/or LGBTQ+ individuals and communities; and public/community awareness efforts that start conversations about experiences of violence and healthy relationships/sexuality in an LGBTQ+ context.

Our Community: The Virginia Anti-Violence Project joins our community in celebrating families and relationships in all of their beautiful queer/trans variations. We love our chosen and biological families, our pets, our children, our friends, and all of our relationships where we can feel at home and loved. VAVP recognizes the importance of having complex and fun conversations about how sex, sexuality, intimacy, gender identity, and consent are indeed central and crucial to our lives.

Our Context: The State of Violence in LGBTQ Communities of Virginia Report by VAVP offers an in-depth account of how LGBTQ Virginians are impacted by sexual/intimate partner/dating violence, stalking, and hate/bias-motivated violence, as well as how LGBTQ-identified individuals interact with community-based service organizations. The report demonstrates that LGBTQ persons of diverse backgrounds experience disproportionate levels of violence in Virginia. Forty-one percent (41%) of respondents reported having been in an abusive relationship at some time in their lives and almost one third of respondents (30%) had been stalked. Over one third of respondents (36%) had experienced sexual violence as children or youth (17 and younger), and over one quarter

of respondents (26%) had experienced sexual violence as an adult. In the 2007 Transgender Health Initiative Study by the Virginia Department of Health, 27% of respondents had experienced sexual violence. Over half (57%) of the respondents who had experienced sexual violence reported they felt the reason for one or more of the incidents of forced sex was due to their transgender status, gender identity, or gender expression.