

JOIN WITH CALLED TO PEACE MINISTRIES THIS OCTOBER AS WE RECOGNIZE

Domestic Violence Awareness Month

WHO IS YOUR 1 OUT OF 3?
1 IN 3 WOMEN ARE AFFECTED BY
DOMESTIC ABUSE IN THEIR LIFETIME

CAMPAIGN GOAL: \$40,000
DONATE TODAY TO PROVIDE LASTING
HOPE AND HEALING FOR THE WOMAN
WHO REPRESENTS THE 1 OUT OF 3 IN
YOUR LIFE

calledtopeace.org



We are honored to partner with you during Domestic Violence Awareness Month throughout the month of October. Let this month be an opportunity for you to share your voice, your story, and your passion for awareness and education surrounding domestic abuse.

All month CTPM will focus our attention on educating and creating awareness surrounding the challenges that women and families experience trapped in domestic violence. We are grateful to partner with you. **Together we can raise \$40,000 to provide lasting hope and healing for the woman who represents the 1 out of 3 in your life.**

Steps to Successful Domestic Violence Awareness Month Crowdfunding

1. Set up your DVAM fundraising page [HERE](#).
2. Once registered, you will immediately receive two emails.
 - The first email is to help you personalize your fundraising page.
 - The second email will be available for you to share via email or social media.
3. **Personalize your fundraising page!** Share why you are passionate about domestic violence awareness, your own story, or your connection to domestic violence and the work at Called to Peace Ministries. Also, use your own picture, your friends and family will like seeing you in their inbox, make it unique and FUN!
4. **Set your fundraising goal. CTPM suggests you start your goal at raising \$300 throughout October.** Anyone who raises over \$300 will receive an awesome t-shirt, mailed to you!!!
5. Brainstorm friends, family, coworkers, neighbors, church members that you know who you can share your passion for domestic abuse support with.
6. Send at least one email a week to your list and share your fundraising page on social media 2-3 times a week for maximum impact.

7. You will have a Called to Peace Ministries coach who will reach out to you periodically to see if they can answer any questions.

Best Practices for Crowdfunding for Domestic Violence Awareness Month

We are **THRILLED** that you decided to share your voice and passion for Domestic Violence Awareness Month and we promise we won't leave you hanging! Here are the tips to help your fundraising turn into a huge success!

1. Email, post, email, post, post, email, and....repeat. It is likely your friends will take action and donate *only after being reminded several times*. It is not because they do not care or are annoyed, we just all tend to forget important things sometimes.
2. Utilize what CTPM posts on our Facebook page - throughout October we will post videos, stories, stats, articles, and all kinds of helpful information that you can reshare.
3. Make it personal, share your heart with the people you love, because they love you too and that will just be a whole lot of love all around.



Sample Email Language:

Dear _____,

(Personalized an opening sentence). As you may know, domestic abuse is an important concern that is close to my heart. Throughout the month of October, **I would like to recognize Domestic Violence Awareness Month** and help promote education surrounding it. One in three women has been impacted by domestic abuse in their lifetime (NCADV). With a statistic that high, chances are you know someone who has been affected.

My hope throughout October is to also partner with [Called to Peace Ministries](#), which is a 501(c)(3) organization that works to serve women and children who have lived through the oppression of domestic abuse for FREE! They provide a compassionate, comprehensive, and Christ-centered response to those living in the trenches of abuse. **My goal is to raise money, so I too can help women just like Ruby, who described life after her first five years of marriage as "I was just trying to understand what was going on. I was exhausted from doing 99% of the parenting, confused, and slowly I began reaching out for help after multiple violent episodes around the kids."**

Please consider donating \$25, \$50, or \$100 on my fundraising page to help more women find a safe place to receive the help, hope, and healing they need from domestic abuse through Called to Peace Ministries.

All Yours,

P.S. A generous donor will match every dollar you give up to \$15,000 in October, so your gift will go twice as far!!!