Webinar Presentation
2/19/13

We Will Start Soon!
VICKY RIDEOUT, VJR Consulting (and NO MORE fan!)
JUNTOS PODEMOS PONER FIN A LA VIOLENCIA DOMÉSTICA Y AL ABUSO SEXUAL
Thank you!

Futures Without Violence

California Coalition Against Sexual Assault (CALCASA) and PreventConnect

David Lee!
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
What type of organization are you from?

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

Answer on the left
How much do you already know about NO MORE?

A. Lots, already been very involved
B. Some
C. Only a little
D. Nothing
VIRGINIA WITT, Strategic Communications Consultant
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 RENOVITCH
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

#NOMORE
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, Delilah 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
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)
Brett King Media (Brett King)
Citizen (Robin Raj)
DDB Issues and Advocacy (Alison Byrne Fields)
Glover Park Group (Dee Dee Myers)
Google (Kristen Morrissey Thiede)
Huffington Post (Christina Norman)
IDEO (Anjeli Sharma)
K4 & Company (Kelli Richardson Lawson)

Kevin Allen Partners (Kevin Allen)
Meter Industries (Marty Weiss)
People Magazine (Betsy Gleick)
Public Agenda (Ruth Wooden)
Slipstream Strategy (Tamsin Smith)
SYPartners (Liz Sutton)
Travelers Group (Lisa Caputo)
Words, Pictures, Ideas (Ben Davis)
Implementation

Phase One
• Design and test symbol

Phase Two
• Roll out to the field
JANE RANDEL, Senior Vice President, Fifth and Pacific
NOMORE.org
NO MORE Toolkit

Introducing NO MORE Tool Kit
Here are some tools to help you get started using and sharing the NO MORE symbol. Be creative! The possibilities are endless.

TABLE OF CONTENTS

1. **NEW!** – NO MORE logos – Get the symbol and tagline, now available in both English and Spanish, in various sizes for easy download and sharing. Use them as your Facebook cover on your website, blog, letterhead, etc. and start raising awareness (file types now include JPG, EPS and PNG).

2. **NEW!** – NO MORE Workplace Flier – This flier 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 (suggested placement: restroom stall doors).

3. 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.

4. NO MORE Fliers – Share these on bulletin boards, at events and with colleagues, classmates and friends. The flier includes a brief description of NO MORE and suggestions on how to start using the symbol. You can customize this easily by adding your company or organization logo.
How many of you own a piece of NO MORE swag, and what is it?
Loveisrespect.org
KENYA FAIRLEY, National Resource Center on Domestic Violence
Indiana says, NO MORE

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

#NOMORE
casa de esperanza

Nuestra misión es movilizar a las Latinas y a las comunidades latinas para erradicar la violencia doméstica.

Our mission is to mobilize Latinas and Latino communities to end domestic violence.
Implementation stories from the field

• National Alliance to End Sexual Violence;

• Jane Doe;

• National Resource Center Against Domestic Violence
KRISTEN HOUSER, Pennsylvania Coalition Against Rape
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
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.
Media

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

May 10, 2012
By Sabrina Rajan Weiss

I’m sure almost every night in New York and Los Angeles, there is a room that contains hundreds of celebrities, billionaires and society ladies drinking champagne and pledging thousands to some cause or another. But, though I have been a part of those kinds of soirees, I feel like the one I went to last night, a benefit for the Joyful Heart Foundation of Clipper West Street in NYC, is a little bit different from the others. I can’t imagine there are many other events where you would see Ice T and Coco meet with-eyed teenagers, Debra Messing loudly promising to lose a stranger, Sammi Ronson teaching a Chrissie’s audition how to hold a mic, and Hilary Swank dancing in her wed as Nancy Glicker Jr. Improved price in praise of Mariska Hargitay. In any case, it’s no Channing Tatum aparting with Elton

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

May 10, 2012
Mariska Hargitay welcomed friends Hilary Swank and Debra Messing to celebrate with her at the 9th annual Joyful Revolution Gala New York City. In honor of this organization she founded, the Joyful Heart Foundation. The non-profit focuses on supporting survivors of sexual assault, domestic violence, and stalking. It was a cause that Hargitay became well-acquainted with after working on Law & Order: SVU. Click through to see other stars who stepped out for last night’s fundraising parties.

seventeen

May 20, 2012

Save Major $$$

SPRING SHOPPING BLOWOUT!

SHORTS! YEEES! JEWELRY! DRESSES! + FASHION & BEAUTY COUPONS!

Look So Pretty

With One Easy Makeup Trick

US Weekly

HOT PICKS

MAY 28, 2012

Joyful Revolutionaries

Hilary Swank, Mariska Hargitay and Debra Messing LOL’ at Wednesday’s Joyful Revolution Gala at Cipriani Wall Street in NYC
Building Strategic Alliances: NASCAR

Adopted by SR² Motorsports NASCAR Nationwide Series drivers Angela and Amber Cope, the “First Twins of NASCAR”
JANE RANDEL, Senior Vice President, Fifth and Pacific
NO MORE Day – March 13, 2013

• Theme: Bystanders

• Day of activities in Washington, D.C.

• Politicians, celebrities, sports, press

• Avon Foundation poll release
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
Have you seen any of the Twilight movies or read any of the books?

A. Yes, seen movies AND read books
B. Yes, seen movies only
C. Yes, read books only
D. No, am a Twilight newbie!
National Press Club Speech

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

02 Apr 2012
Mariska
Washington Wizards
NATE RICHARDS, Joyful Heart Foundation
Social Media
Social Media – NO MORE Day

Twitter Chat

Join me in saying NO MORE to domestic violence and sexual assault. Join our movement on #NOMOREday 3/13/13 thndr.it/14zVpu

United States Trends
- Change
- #FlagOn
- #Promoted
- #ARelationshipLastsLongerWhen
- #WaysToSaveARelationship
- #mention20beautys
- #streamys
- #DropItLike
- #AllStarGame
- My Sister's Keeper
- Datsuyk
- Tiger Woods

© 2013 Twitter About Help Terms Privacy Blog Status Apps Resources Jobs Advertisers Businesses Media Developers
Social Media – NO MORE Day Thunderclap

“Join me in saying NO MORE to domestic violence and sexual assault. Join our movement on #NOMOREday 3/13/13 http://thndr.it/12n1FCp”

Join Joyful Heart Fund in sharing this message together at the same time automatically.

Complete!

Supporters: 324 of 100
324% of goal supported

Social Reach: 369,569
People

Time Left: Complete!
Ends Feb 13 at 2:00 PM EST
Social Media – NO MORE Day
Facebook App

#NOMORE
Social Media – Facebook App

Take Action and say "NO MORE"

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 Wizards' home game. Learn 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 WE SAY NO MORE Photo Gallery.

Get the Symbol
Interested in getting a toolkit so 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.
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 putting 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, on stands now, about the warning signs of abusive behavior that can help you and others prevent teen dating abuse. The Avon 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.teendvmmonth.org/](http://www.teendvmmonth.org/).
Social Media – Facebook App

Who else is saying NO MORE?

Joyful Heart Foundation
The Joyful Heart Foundation works to foster a community that turns toward the issues of sexual assault, domestic violence and child abuse. Such a community, empowered with knowledge, courage and compassion, can support survivors of this violence and engage in an open dialogue about how to collaboratively end the cycle of violence and abuse. We invite you to read our story here and join our joyful community.

www.joyfulheartfoundation.org
Social Media – Facebook App

Now you can show your support for NO MORE by purchasing products bearing the symbol from our online store: Shop NO MORE.
Social Media – Facebook App
Social Media
Mariska says NO MORE
Law & Order: SVU
Law & Order: SVU – 2/27/13
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
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
Where Can I Use NO MORE?

• On your website

• In your collateral materials

• On your social platforms (Facebook, Twitter, Pinterest)

• At your events
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?
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?
Discussion

Questions? Comments? Ideas?

How can your organization benefit from NO MORE?

Can you use NO MORE to help raise money for your organization?
VICKY RIDEOUT, VJR Consulting, NO MORE Fan
Our Vision

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

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