



Social Ambassador Toolkit

Thank you for your interest in helping us spread the word about the issue of domestic violence and for your commitment to help our **Drive Out Domestic Violence** campaign become a success! This campaign is so much more than a fundraiser—we want to create a social movement and YOU are a very important part in making this movement a reality!

As a Social Ambassador, you can use your voice on social media to support the cause, spread awareness, and challenge your friends and family to join you and Drive Out Domestic Violence from our community. Together, we can make a difference and create social change.



To become a #DriveOutDV Social Ambassador, **follow these easy steps** and our extra tips for success!

LIKE AND FOLLOW OUR SOCIAL CHANNELS.

You can find us on:

 Facebook: [@CHSShelterforFamilySafety](#) & [@CHSSD](#)

 Instagram: [@CHSSD](#)

 LinkedIn: [@Children's Home Shelter for Family Safety](#)

LIKE AND SHARE OUR POSTS, OR CREATE YOUR OWN.

- Our posts:

We'll be posting daily statistics and information about domestic violence in our community. *Please share these posts to help spread awareness.*

- Create your own post (sample text):

I am the driving force. You can be, too. Support [Children's Home Shelter for Family Safety](#) and Drive Out Domestic Violence from our community. Learn how you can help at [driveoutdv.com](#). #DriveOutDV

- Tag your friends to create a challenge and help raise even more funds (sample text):

I challenge [Friend 1], [Friend 2], and [Friend 3] to be the Driving Force along with me! Help Drive Out Domestic Violence by ordering cupcakes, getting your gear, or donating online at [driveoutdv.com](#). #DriveOutDV

In order to help us comply with United Way restrictions, **please make sure all posts are made on or before THURSDAY, JULY 27, 2023.**
THANK YOU!

EXTRA TIPS FOR EVEN MORE SUCCESS:

- Include our campaign hashtag **#DriveOutDV** and our driveoutdv.com URL on all of your posts.
- Use Images!
Purchase your Drive Out Domestic Violence gear and wear it in your photos or videos.
- Add real (and verified) statistics or true personal stories in your own posts. Here are some statistics you can trust:
 - 1 in 3 women in South Dakota will experience domestic violence in her lifetime.
 - In 2023, Children’s Home Shelter for Family Safety has to date served an average of 68 people in emergency shelter each day.
 - Over 8 million children are exposed to family violence each year.
 - Up to 70% of children exposed to domestic violence are also victims of physical abuse.
 - 16,381 crisis contacts to Children’s Home Shelter for Family Safety were answered in 2022.



2022 EXAMPLE POSTS



THANK YOU FOR YOUR SUPPORT!



ALSO SPONSORED BY:



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