

Social Ambassador Toolkit

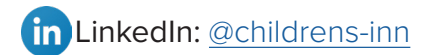
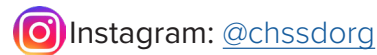
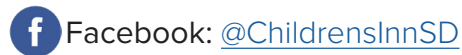


Thank you for your interest in helping us spread the word about the issue of domestic violence and for your commitment to help our **Drive Out Domestic Violence** campaign become a success! This campaign is so much more than a fundraiser - we want to create a social movement and YOU are a very important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

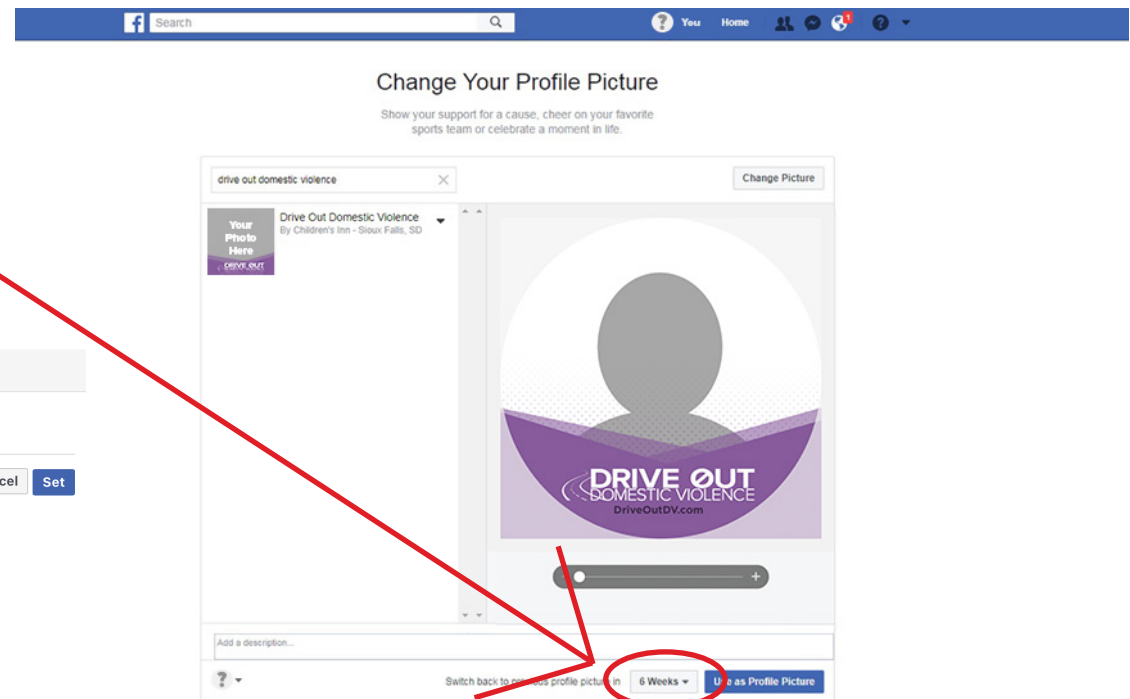
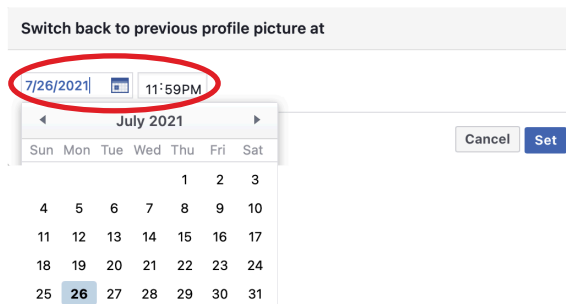
To become a #DriveOutDV Social Ambassador, **follow these 3 easy steps** and our extra tips for success!

1. Like and Follow our Social Channels. You can find us on:



2. Add our Drive Out Domestic Violence Frame to your Facebook Profile picture:

- [Find it here](#)
- At the bottom of the screen, select the drop-down arrow and choose "Custom"
- Change the date to 7/26/2021 and the time to 11:59pm to keep the frame up for the duration of the campaign.



3. 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. You can share these posts to help spread awareness.
- Create your own post (sample text):
I joined the drive! You can, too. Support [Children's Inn - Sioux Falls, SD](#) and Drive Out Domestic Violence from our community. Learn how you can help at www.driveoutdv.com. #DriveOutDV
- Tag your friends to create a Challenge and help raise even more funds (sample text):
I donated to Drive Out Domestic Violence and I challenge [Friend 1], [Friend 2], and [Friend 3] to join the drive! Get your gear or donate online at www.driveoutdv.com. #DriveOutDV

Extra Tips

for even more success:

- Include our campaign hashtag **#DriveOutDV** and our www.driveoutdv.com URL on all of your posts.
- Use Pictures!
Share your profile picture with the Drive Out Domestic Violence temporary frame, or share one of ours from our daily posts.
- 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 2020, Children's Inn served an average of 34 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.
 - Crisis Calls to Children's Inn are up by 15% year-to-date in 2021.

Thank you for your support!



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