

I PLEDGE[®]...

How To Host an iPledge[®] Campaign

Campaigns come in all shapes and sizes, but the important part is to keep the message on point so we can raise our collective voice against domestic violence! Visit our iPledge usage guide for key messaging, and then check out the ideas below!

- ✓ iPledge Blitz: Download our iPledge posters or palm cards and then display/distribute them far and wide in the coffeeshops, gyms, doctor offices, libraries, and other places you frequent. (Remember to ask for permission before posting!)
- ✓ Share our [#iPledgeBecause video](#) on Facebook & Twitter, and invite viewers to sign the pledge at www.iPledgeWAA.org
- ✓ Use this [email template](#) to inform the people in your life of why you pledge.
- ✓ Organize an iPledge rally, panel discussion, walk or other event.
- ✓ Host a Hopeline phone collection for survivors of domestic violence. Learn more at <http://www.verizon.com/about/hopeline>
- ✓ Begin an #iPledgeBecause social media revolution with your Facebook, Twitter, and Instagram followers. Here's how it works:

www.iPledgeWAA.org

[#iPledgeBecause](#)

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1. Download our [#iPledgeBecause sign](#); add your reason for taking the pledge; and then take a selfie while you hold your sign.
2. Post the selfie to your Facebook, Twitter or Instagram account with the following message:

“#iPledgeBecause[with your personal reasons for taking the pledge]. Now I’m challenging [name] to take it too! [iPledgeWAA.org](#)”

www.iPledgeWAA.org

[#iPledgeBecause](#)

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