Welcome to the iPledge® Campaign Toolkit!

The iPledge Campaign is a social awareness initiative that engages the community in taking a stand against domestic violence. Launched in 2008 by Women Against Abuse, the mission of iPledge is to inform the public about the ways in which they can have a meaningful impact in shaping attitudes about domestic violence and ultimately preventing abuse.

We hope you enjoy this step by step guide for getting involved in the effort to end domestic violence. We’ve designed this toolkit for you to be able to take action in your own community, whether that is a school, workplace, neighborhood, community group, place of worship or home.

Ending relationship violence requires a collective effort by each of us. Sign the pledge at iPledgeWAA.org and then use these tools and resources to live the pledge!

WHILE WE ENCOURAGE WIDESPREAD USE OF OUR FREE, DOWNLOADABLE IPLEDGE CAMPAIGN TOOLKIT AT www.iPledgeWAA.org, IT IS IMPORTANT THAT THESE GUIDELINES ARE FOLLOWED TO ENSURE THE QUALITY OF MESSAGING AND CONSISTENCY OF THE IPLEDGE BRAND. THANK YOU FOR JOINING US IN THIS LIFE-SAVING WORK!
Messaging

We’re so glad you are helping to spread the iPledge® message. Abuse is never the victim’s fault, so messaging should not appear to blame the victim or survivor. Instead, aim for language that is empowering! See our Talking Points and Myth Busters handout for more specific information related to messaging.

Also, iPledge is a nonpartisan campaign, so reference to iPledge or use of its graphics should not appear to support a particular political party, elected official or candidate.
Photos & Videos

Photos and videos are a dynamic way to communicate the iPledge® message. Please be sure that the images and videos you use are appropriate. They should never be graphic or include injuries sustained by domestic violence, as these can be triggering to survivors that view them. Instead, we encourage the use of visuals that convey hope, compassion and empowerment.
Color Palette

The colors of the iPledge® identity are a key element of the Campaign's brand. We've included the color codes you may need to recreate iPledge materials.

PMS: 520 C
CMYK: 53, 82, 6, 7
RGB: 102, 46, 107
HEX: #662e6b

PMS: 3125 C
CMYK: 83, 0, 21, 0
RGB: 0, 181, 204
HEX: #00b5cc

BLACK
Typeface

The iPledge® Campaign uses Gill Sans typeface. Consistent use of the specified fonts will help ensure the look of the iPledge Campaign across print materials. For OS X applications use Gill Sans. For Microsoft applications use Gill Sans MT.

**Gill Sans Light**

ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()

**Gill Sans Light Italic**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()

**Gill Sans Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()

**Gill Sans Italic**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()
Graphics

The iPledge graphics are hand drawn creations, so we ask users not to alter them in any way. Please use the official iPledge color palette. There can be no change to orientation, cropping, placing the mark on a busy background, no embellishments, and no stretching or squeezing the size.

And remember to use care with what the iPledge graphics are placed on, particularly since they incorporate a hand print.

I PLEDGE...
not to raise my hand in violence.

I PLEDGE...
to raise my voice against violence.
TEEN DATING VIOLENCE
Let’s Talk About it.

Nearly 1.5 million U.S. high school students experience physical abuse from a dating partner in a single year.

Call: 1.866.331.9474
Text: ‘LOVEIS’ to 22522
Visit: Loveisrespect.org

PHYSICAL
Any intentional & unwanted contact with you or something close to your body.

EMOTIONAL
Threats, insults, monitoring, humiliation, intimidation, isolation, stalking.

SEXUAL
Any action that pressures, coerces, or forces someone to do something sexually.

FINANCIAL
Telling you what you can & cannot buy or requiring you to share control of your finances.

Doesn’t have to leave marks
Abuse often starts here
Includes restricting birth control
Can be very subtle

SHEER NUMBERS

1-in-10 High school students have been purposely physically hurt by a dating partner
33% 1-in-3 Adolescents is a victim of dating violence
81% 1-in-4 High school girls have been victims of physical or sexual abuse
70% 1-in-4 Teens have experienced technological abuse

TECHNOLOGICAL ABUSE
Using technology like texting or social media to bully, harass, stalk, or intimidate a partner
• Monitoring cellphone activity
• Using social media to keep tabs
• Pressuring to send or receive explicit messages or images
• Steals or demands passwords

PLACE LOGO HERE

© 2015 Women Against Abuse, Inc.

Co-Branding & Use of Graphics

Co-branding iPledge with your own logo widens our reach and is encouraged; however, please do not alter or add to the iPledge identity elements.
Ads

Sizes in color and black & white:

- Full Page: 8.5" x 11"
- 1/2 Page (Vertical): 4.25" x 11"
- 1/2 Page (Horizontal): 8.5" x 5.5"
- 1/4 Page: 4.25" x 5.5"
Signage

Our #iPledgeBecause sign can be downloaded, cut out and used in selfies on your social media channel of choice! Share your reason for pledging and urge your friends to sign on too.
Fact Sheet

Fact sheets about relationship violence can be reproduced for widespread distribution.
The iPledge Campaign calls on YOU to take a stand against domestic violence. Join the thousands of individuals who have signed our pledge against violence.

organization name is hosting an iPledge® signature drive.

Date: Location:

SIGN THE PLEDGE

Name Name
Name Name
Name Name
Name Name
Name Name
Name Name
Name Name

Domestic violence is a public health epidemic that affects 1 in 3 women across the United States. It doesn’t stop there. This is an issue that impacts you, your family, your neighborhood, your workplace, and your community. And ending domestic violence will require your help.

www.iPledgeWAA.org #iPledgeBecause

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Letterhead

I PLEDGE...

www.iPledgeWAA.org  #iPledgeBecause

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E-mail Template (HTML)

You can use this template in your email platform of choice.
INTRODUCTORY EMAIL TEMPLATE

Instructions: Please adapt a version of the notes below as needed and distribute to your networks.

Dear Insert Name,

Domestic violence is a public health epidemic that affects 1 in 3 women across the United States. But it doesn’t stop there. This is an issue that also impacts men and has widespread implications for our entire community, workforce, emergency rooms, the courts, and the behavioral health sector.

The Women Against Abuse iPledge Campaign calls on the community to take a stand against domestic violence. The mission of iPledge is to inform city residents about the ways in which they can shape attitudes about domestic violence and ultimately prevent intimate partner abuse. More than 3,000 people have signed a pledge against violence through this campaign.

Name of Individual/Group/Organization is excited to add to these numbers by hosting an iPledge Campaign event on date at location. We are seeking to obtain xxx pledge signatures!

Add customized details regarding event.

I/We urge you to join us by signing the pledge at www.iPledgeWAA.org and insert any other requests.

Sincerely, Insert Name

www.iPledgeWAA.org

#iPledgeBecause

Philadelphia Facts

- Domestic violence is a major epidemic in our city where the police respond to more than 100,000 9-1-1 calls that are domestic in nature each year.
- Women Against Abuse—which operates the only domestic violence safe havens in Philadelphia—was forced to turn away more than 12,000 requests for shelter last fiscal year due to lack of space.
For more information about iPledge® or this toolkit contact:

Women Against Abuse
info@womenagainstabuse.org
215.386.1280