

# VOICES EMPOWER

Walk to Break the Silence



## Supporter Success Kit

Women's Crisis Services  
OF WATERLOO REGION



# Getting Ready for Voices Empower

## Preparation Tips & How to Help

- **Follow Our Socials:** Stay updated with the latest event information and updates. Like, comment, and share our posts to increase awareness about domestic violence and Voices Empower.
- **Spread the Word:** Share your participation on social media. Tell your friends and family how you are supporting women and children in your community during Woman Abuse Prevention Month.
- **Raise Awareness:** Use statistics to highlight the importance of the cause. Share facts like:
  - Every 6 days in Canada, a woman is killed by her intimate partner.
  - There were 184 femicides in Canada in 2022.
  - The killing of women and girls involving male accused increased by 27% in 2022 compared to 2019.
  - Women are typically killed by someone known to them, most often an intimate partner or family member.
- **Dress the Part:** Wear your most purple outfit, the official domestic violence awareness colour, to show your support and for a chance to win event day prizes!
- **Walk with Purpose:** Walk 6 km on November 30th to honour the women we have lost to femicide.
- **Form a Team:** Register your team and encourage team members to raise \$250 each. Help raise funds by setting personal or team goals. Every dollar raised supports women and children moving beyond domestic violence.

# Crowdfunding Guide

## 1 ESTABLISH YOUR FUNDRAISING GOAL

Create a realistic fundraising goal to work towards.

Start with an amount you feel confident achieving and remember, you can always raise it later as you gain momentum! Setting a clear target helps keep you focused and motivated.

## 2 CUSTOMIZE YOUR PAGE

Make your crowdfunding page uniquely yours. Add a personal photo and a heartfelt message to show why you're passionate about this cause. Personal touches help your supporters connect with you and your mission, making them more likely to contribute.

## 3 SHARE WHO YOU ARE WALKING FOR

Share your story. Explain why this event is important to you and who you are walking for. Whether it's a loved one, a personal experience, or a dedication to those affected, your story can inspire others and highlight the significance of the cause.



# Crowdfunding Guide

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## MAKE YOUR FIRST DONATION

Kickstart your fundraiser by making the first donation yourself. This demonstrates your commitment and encourages others to follow suit. A self-donation can set the tone and give your campaign the initial push it needs to gain traction.

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## START FUNDRAISING!

Now it's time to spread the word! Utilizing social media, email and word of mouth is a great way to promote your fundraising.

Here are some tips to maximize your reach:

- **Social Media:** Post regularly on platforms. Share updates, stories and milestones of your campaign. Download our graphics and share them with your network.
- **Email:** Send personalized emails to friends, family and colleagues. Explain why you're fundraising and how they can help. Be sure to include a direct link to your crowdfunding page.
- **Word of Mouth:** Talk to people in your community. Share your enthusiasm and encourage them to donate or spread the word.

Remember, every donation, no matter the size, brings you closer to your goal. Celebrate your progress and thank your supporters along the way. Your dedication and efforts make a huge difference!



# Tips to Fundraise

There are lots of easy ways to fundraise and help you reach your goals. Here are some simple tips to help kickstart your crowdfunding page:

1

## IT STARTS WITH AN ASK

If your close friends and family know a cause is important to you, they are likely to donate! Start by asking someone who is most likely to support you and this cause, which can build your confidence. Mention your fundraising page at family dinner or send personalized messages to those who mean the most to you.

2

## USE SOCIAL MEDIA

- **Share your fundraising link** regularly to keep it visible.
- **Update your followers:** Share your progress and milestones.
- **Follow @WomensCrisisSWR** on Facebook, Instagram, LinkedIn and Twitter for event updates and more tips.

3

## REACH OUT TO YOUR EXTENDED NETWORKS

Tell your friends to ask their friends and spread the word! The more people know about your fundraiser, the better.



# Tips to Fundraise

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## CREATE CHALLENGES FOR HITTING MILESTONE DONATIONS

Let your networks know that for every milestone donation you hit, you'll commit to a challenge like dying your hair, running a certain distance or posting embarrassing photos of yourself.

The sillier, the better! This adds a fun element to encourage donations.

5

## HOST AN EVENT

Organize a small event like a bake sale, garage sale or car wash. Virtual events like online trivia nights or workshops can also be effective. These events not only raise funds but also spread awareness about the cause.

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## DO ONE FINAL PUSH!

The day before the event, ask your networks one more time to support the cause. Usually, donations come in last minute, especially if you're close to your goal!

With these tips, you're all set to make a significant impact and reach your fundraising goals. Remember, every effort counts and every dollar raised brings us one step closer to our goal.



# Social Media Template

Social media is a great tool to keep your friends up to date and to ask for donations!  
Here are some post ideas to spread the word:

## **X (Twitter):**

"On Saturday, November 30th, I am walking 6 km to honour the women we lose every 6 days to domestic violence through @WomensCrisisSWR's event, Voices Empower: Walk to Break the Silence.

Help support my fundraiser: [\(Insert donation link\)](#).

#VoicesEmpower #BreakTheSilence"

"I'm committed to supporting Voices Empower and need your help! Your donation will go directly to helping those affected by domestic violence. Let's make a change together! Support me here: [\(Insert donation link\)](#)"

"Every donation to my Voices Empower fundraiser helps provide essential resources and support to women and children moving beyond violence. Help make a difference: [\(Insert donation link\)](#)"



# Social Media Template

## Facebook and Instagram:

"On Saturday, November 30th, I am walking 6 km to honour the woman we lose every 6 days to domestic violence through @WomensCrisisSWR's event, Voices Empower: Walk to Break the Silence. My fundraising goal for this walk is [\(insert here\)](#) and I need your help to reach my goal!

Message me to learn more about how you can join my team!

Help support my fundraiser: [\(Insert donation link\)](#)

#VoicesEmpower #BreakTheSilence"

"Ready to make a change? Support my fundraising efforts for Voices Empower and help us create a safer future for everyone. Every little bit helps!

You can also join me on Saturday, November 30th at 1 pm to walk 6 km in honour of the woman who is killed every 6 days by her intimate partner.

Message me if you have any questions.

Together, we can make a difference.

#VoicesEmpower #BreakTheSilence"

For more posts ideas to share about the Voices Empower: Walk to Break the Silence, go to @WomensCrisisSWR on Facebook, Instagram and Twitter. Please feel free to download our "quick facts" images and reach out if you have any questions.

