

PAINT IT PURPLE™

October is Domestic Violence Prevention Awareness Month. Paint a fingernail purple in October, and show your support to help end DV! This is an empowering way for anyone – women, men and children – to begin a discussion about domestic violence become a DV Champion for Change in their community.



Strengthening children, families and communities to be safe, healthy and thriving

Mental Health · Youth and Family Strengthening · Family Violence Intervention · 2-1-1 Information and Referral · Justice Services

4001 Mission Oaks Blvd, Suite I · Camarillo, CA 93012 · icfs.org · 805.485.6114

Paint it Purple: Why it Matters

The Goal

We aim to raise awareness about domestic violence in our community and encourage others to become a DV Champion for Change!

- #1 Educate Yourself
- #2 Activate/Engage Others
- #3 Get Involved

Interface Children & Family Services is calling everyone to come together and take the pledge to say **NO MORE!** to domestic violence in our community.

If you see something, say something.
Take an active role in providing support.

PLEDGE

NO MORE SHAME
NO MORE SILENCE
NO MORE STIGMA

Check out our DV toolkit for a great resource today!

Find it at:
icfs.org/DVChampion-toolkit



Every **9 seconds** in the US a woman is assaulted or beaten.

Interface's Family Violence Intervention Services received **2,189** DV related calls from the community in 2016.

1 in 4 women and **1 in 7** men have been victims of physical violence by an intimate partner in their lifetime.

Last year, Interface's Teen Dating Violence Prevention Program served **3,473** teens throughout Ventura County.

We as a community need to take a stand together and join the fight against Domestic Violence today!



Paint it Purple: Event Guide

What materials do I need?

You provide:

- Purple nail polish
- Nail polish remover
- Cotton
- Camera
- Release form

Interface provides:

- Domestic Violence Fact Sheet
- Interface Fact Sheet
- Pledge form

Where do I host this event?

Optimal Locations:

- Medical Clinics
- Small businesses (hotel, motels, retail, restaurant, etc.)
- Schools
- Libraries
- Corporate Offices – ask us about our “Lunch & Learn” programs!



Event Ideas:

- Pop-up information tables
- Nail polish station
- Raise funds for Paint it Purple cause
- Host a Lunch & Learn

How do I spread the word?

Event Activities:

- Set up informational table
- Invite people to paint their nail purple
- Use following tag on social media
#PaintItPurple
- Set up photo ops to give attendees opportunities to post on social media

How to Advertise:

- Social media
- Send emails/letters
- Phone calls
- Partner with Interface staff

To schedule an event please contact:

Lisa Smith | 805 - 485-6114 ext. 683 | lsmith@icfs.org

How do I fundraise?

Step 1:

**Define a
fundraising goal**

Step 2:

Enlist a team

Step 3:

**Start spreading
the word!**

Ways to Fundraise

- Collect cash/checks from friends & family
- Set out donation jars
- Collect donations online at:
 - ♦ www.icfs.org
 - ♦ www.crowdrise.com

Facebook Donations

www.facebook.com/fundraisers

- CLICK on the raise money button. It will then ask you who you are raising money for. Go ahead and click on the non-profit button to search for non-profits.
- TYPE into the search bar Interface Children & Family Services and hit Search.
- CLICK on Interface Children & Family Services that is located in Camarillo, CA. From there you can add a photo and promote raising money for Paint it Purple.
- SET your goal amount.
- CLICK create once completed.

Now you're ready to share!

CrowdRise

STEP 1: SET UP YOUR CROWDRISE PROFILE

Your CrowdRise Profile will house your charitable life on it. You will be able to see all of your completed and active fundraising campaigns, the total you've raised for all your causes, as well as the amount of CrowdRise Impact Points you've earned. All you have to do is sign up on their website & you'll be set. If you already have a CrowdRise Profile, you can go ahead and skip this step.

STEP 2: CREATE A FUNDRAISER

To set up your fundraiser, just click on the Create Fundraiser option on their website and follow the quick steps to raise money. Make sure to personalize your fundraising page with a compelling video, story and pics. To browse more decent tips, please visit their website.

STEP 3: SHARE YOUR FUNDRAISER

Email a link to your fundraising page to everyone you know. Email still works the best and you'll want to make sure you email each supporter individually or in small groups so they don't feel anonymous. Post about your fundraiser on your social networks as well as direct message from those platforms. Ask everyone you know to donate to your cause. Ask two or three times. It's for a good cause.

