

If you could do just #1Thing to end violence against women...

■ What would it be?

AWARENESS + ACTION = SOCIAL CHANGE
It's important that we're all part of the equation.

SHARING YOUR #1THING

The role each of us plays is invaluable. The power of sharing our #1Thing helps to raise awareness and inspires social change.

2022 SOCIAL MEDIA CAMPAIGN

Sharing our stories has a ripple effect and can inspire others to action.

#1Thing offers our community tangible ways to get involved in the effort to end domestic violence.



SPONSOR
\$500-\$7,500



ADVERTISE YOUR BUSINESS
\$50-\$350

What's the Plan?

Awareness + Action = Social Change. We must work together to make sure that equal access and safety exists in all parts of our community.

We're mobilizing. This year's 2022 Week Without Violence campaign, designed to confront violence against women and girls will focus on just #1Thing we can do to stop violence. **We'll be sharing stories from community members, our team and possibly, your team's commitment to ending domestic violence.**

On Friday, October 14, we will officially kick-off the Week Without Violence at the YWCA Annual First Responders' Breakfast at the Country Club of Harrisburg. Our supporters and partners will celebrate our collective "One Things" toward healing and eradicating domestic violence. We so value our partnership with our community's first responders and the collaboration for those we serve.

On Monday, October 17, we will begin the Week Without Violence social media campaign featuring our community's, sponsor's and team's #1Thing stories.

On Tuesday October 18, we will be offering a virtual Human Trafficking training by national presenter, Rhonda Hendrickson, to supporters of the Week Without Violence.

On Wednesday, October 19, Premiere Sponsors will be invited to attend a Good Day PA filming in recognition of the Week Without Violence and Domestic Violence Awareness Month.

On Thursday, October 20, we will be hosting an alumni celebration as we gather to celebrate collective change. Our supporters of the Week Without Violence will be invited to join us at this event. We will also observe **#WearPurpleDay** in honor of Domestic Violence Awareness Month.

On Friday, October 21, we will wrap up our campaign and issue a special thank you to those whom have supported this campaign.

SPONSOR PERKS

All supporters will have the opportunity to share their #1Thing during the Week Without Violence social media campaign. More information will be provided to sponsors at the time of commitment.

Freedom, Dignity, Social Change and Premiere Sponsors will receive a plaque at the YWCA Greater Harrisburg Alumni Society event recognizing their support and commitment to our community.

All sponsors will have the opportunity to take the pledge to work together to end violence against women.

Premiere Sponsors will have the opportunity to appear on Good Day PA with the YWCA leadership.

Any questions? Please contact Tiffanie Keck at 717-724-2250 or tkeck@ywcahbg.org.

Sponsorship levels from \$500 - \$7,500

Peace Sponsor \$500

Human Trafficking Training

- Registration for two (2) staff to attend a human trafficking training.

Print Media Perks

- Listing in the Community Connections Guide
- Recognition in the YWCA Annual Report

Social/Digital Media Shout-Outs

- One (1) social media mention
- Listing on the YWCA Greater Harrisburg's website
- Recognition in the YWCA e-Newsletter

Justice Sponsor \$1,000

Human Trafficking Training

- Registration for five (5) staff to attend a human trafficking training.

Print Media Perks

- 1/4 page ad in the Community Connections Guide
- Recognition in the YWCA Annual Report

Social/Digital Media Shout-Outs

- Two (2) social media mentions
- Listing on the YWCA Greater Harrisburg's website
- Recognition in the YWCA e-Newsletter
- **Opportunity to feature an exclusively branded "Week Without Violence" tagline** in your company's email signature block - making a bold statement for equality.

Offering Diverse Levels of Support that Fit Your Workplace.

Freedom Sponsor \$2,500

Premiere Sponsor Benefits

- Opportunity to feature your logo on the WWV Front Street Banner in Harrisburg. Deadline to commit is Sept. 5.
- Invitation for two (2) to attend the WWV Kick-Off event at the Annual First Responders' Breakfast at the Country Club of Harrisburg.

YWCA Alumni Society Event

- Invitation for four (4) to attend the all new Alumni Society event, location TBD.

Human Trafficking Training

- Registration for ten (10) staff to attend a human trafficking training.

Print Media Perks

- 1/2 page ad in the Community Connections Guide
- Recognition in the YWCA Annual Report

Social/Digital Media Shout-Outs

- Four (4) social media mentions
- Listing on the YWCA Greater Harrisburg's website
- Recognition in the YWCA e-Newsletter
- **Opportunity to feature an exclusively branded "Week Without Violence" tagline** in your company's email signature block - making a bold statement for equality.

Dignity Sponsor \$5,000

Premiere Sponsor Benefits

- Opportunity to feature your logo on the WWV Front Street Banner in Harrisburg. Deadline to commit is Sept. 5.
- Invitation for four (4) to attend the WWV Kick-Off event at the Annual First Responders' Breakfast at the Country Club of Harrisburg.

YWCA Alumni Society Event

- Invitation for six (6) to attend the all new Alumni Society event, location TBD.

Human Trafficking Training

- Registration for fifteen (15) staff to attend a human trafficking training.

Print Media Perks

- Full page ad in the Community Connections Guide
- Recognition in the YWCA Annual Report

Social/Digital Media Shout-Outs

- Ten (10) social media mentions
- Logo on the YWCA Greater Harrisburg's website
- Recognition in the YWCA e-Newsletter
- **Opportunity to feature an exclusive branded "Week Without Violence" tagline** in your company's email signature block - making a bold statement for equality.

**Awareness + Action =
SOCIAL CHANGE**

Social Change Week Without Violence Sponsor \$7,500

Premiere Sponsor Benefits

- Opportunity to feature your logo on the WWV Front Street Banner in Harrisburg. Deadline to commit is Sept. 5. your support and commitment to equality.
- Invitation for eight (8) to attend the WWV Kick-Off event at the Annual First Responders' Breakfast at the Country Club of Harrisburg.

YWCA Alumni Society Event

- Invitation for eight (8) to attend the all new Alumni Society event, location TBD.

Human Trafficking Training

- Registration for twenty (20) staff to attend a human trafficking training.

Print Media Perks

- 2-page (spread) in the Community Connections Guide
- Recognition in the YWCA Annual Report

Social/Digital Media Shout-Outs

- Fifteen (15) social media mentions
- Logo on the YWCA Greater Harrisburg's website
- Recognition in the YWCA e-Newsletter
- **Opportunity to feature an exclusively branded "Week Without Violence" tagline** in your company's email signature block - *making a bold statement for equality.*

Premiere Week Without Violence Sponsor \$10,000 (Exclusive)

Premiere Sponsor Benefits

- Opportunity to attend a WWV filming for Good Day PA on Wednesday, October 19.
- Opportunity to feature your logo on the WWV Front Street Banner in Harrisburg. Deadline to commit is Sept. 5. your support and commitment to equality.
- Invitation for eight (10) to attend the WWV Kick-Off event at the Annual First Responders' Breakfast at the the Country Club of Harrisburg.

YWCA Alumni Society Event

- Invitation for eight (10) to attend the all new Alumni Society event, location TBD.

Human Trafficking Training

- Registration for twenty (30) staff to attend a human trafficking training.

Print Media Perks

- Inside Cover placement in the Community Connections Guide
- Recognition in the YWCA Annual Report

Social/Digital Media Shout-Outs

- Fifteen (20) social media mentions
- One (1) paid promotion on social media with logo attached to Week Without Violence campaign
- Logo on the YWCA Greater Harrisburg's website
- Recognition in the YWCA e-Newsletter
- **Opportunity to feature an exclusively branded "Week Without Violence" tagline** in your company's email signature block - *making a bold statement for equality.*

Share your #1Thing!

Because change can start with just #1Thing.

1/4 (Quarter) Page Ad | \$50

3.625" x 4.75"

1/2 (Half) Page Ad | \$100

7.5" x 4.75"

Full-Page Ad | \$200

7.5" x 9.5"

2-Page Spread | \$350

2 Full Page Ads

Ads are due by Friday, Sept. 16

eliminating racism
empowering women

ywca

Greater Harrisburg

The #1Thing is a campaign developed by the National Domestic Violence Resource Center in 2018.

Ads are due by
Friday, Sept. 16, 2022

Ads can be sent via .jpeg, .pdf,
or .png to tkeck@ywcahbg.org

1/4 (Quarter) Page Ad
\$50 3.625" x 4.75"

1/2 (Half) Page Ad
\$100 7.5" x 4.75"

Full-Page Ad

\$200 7.5" x 9.5"

2-Page Spread

\$350 2 x 7.5" x 9.5"

YWCA Week Without Violence

Yes, I will do this #1Thing.

Company _____

Contact _____
First Last

Address _____
Street City State Zip

Phone _____ Email _____

- | | | | |
|----------|--------------------------|----------------------|--|
| \$10,000 | <input type="checkbox"/> | Premiere | Ad Size - Inside Cover |
| \$7,500 | <input type="checkbox"/> | Social Change | Ad Size - Premium - 2-page spread |
| \$5,000 | <input type="checkbox"/> | Dignity | Ad Size - Full page (included) |
| \$2,500 | <input type="checkbox"/> | Freedom | Ad Size - Half page (included) |
| \$1,000 | <input type="checkbox"/> | Justice | Ad Size - Quarter page (included) |
| \$500 | <input type="checkbox"/> | Peace | (Listing in the Community Commitment) |

I would like to purchase an ad. All ads are due by September 16.

1/4 Page Ad - \$50 1/2 Page Ad - \$100 Full Page Ad - \$220 2-Page Spread - \$350

I am happy to sponsor the YWCA Greater Harrisburg's Week Without Violence campaign.

Enclosed is a check for \$ _____ Please bill me in October for: \$ _____

Please make checks payable to YWCA - Week Without Violence and mail to:
YWCA Greater Harrisburg, 1101 Market Street, Harrisburg, PA 17103

Contributions may be paid via credit card by calling 717-234-7931; ext. 3008

Questions? Contact Tiffanie Keck at 717-724-2250 or tkeck@ywcahbg.org.

The official registration and financial information for the YWCA Greater Harrisburg can be obtained from the PA Department of State by calling toll free, within Pennsylvania, 1-800-732-0999.

eliminating racism
empowering women
ywca
Greater Harrisburg