



National Resource Center on Domestic Violence

Fundraising Strategies for Local DV Programs in Response to COVID-19

The [National Resource Center on Domestic Violence](#) recognizes the urgent need to generate additional financial support for local domestic violence programs who are responding to the needs of survivors and their families in the face of COVID-19. To support these efforts, we have developed a **#1Thing** fundraising campaign that local programs can utilize and adapt to invite community support at this critical time.

#1Thing

Sample social media posts are provided to accompany the images found on our [campaign webpage](#).

Facebook:

- We are working around the clock to provide life-sustaining services for domestic violence survivors. Our costs for keeping shelter clean have increased, we're in need of fresh groceries for families, we continue to explore remote services... the list goes on. We need your help right now. Your donation will help offset increased shelter expenses due to COVID-19. #1Thing you can do is give today! Any amount helps! [\[insert your own fundraising link\]](#)
- Nurses and doctors, grocery store employees, delivery drivers... and also the advocates working with domestic violence survivors - all heroes in our community. Our advocates are working around the clock with domestic violence survivors, some of the most impacted by this virus. We can't close our doors, but we need your help! #1Thing you can do to show your support is to donate today! [\[insert your own fundraising link\]](#)
- We are working around the clock to provide life-sustaining services in your community and we need your help! Your donation will help offset increased shelter expenses due to COVID-19. #1Thing you can do to help is to give today! [\[insert your own fundraising link\]](#)

- \$25 = Cleaning and sanitation supplies to keep shelter residents and staff safe and healthy.
- \$65 = One night safe and free from worry in our emergency shelter.
- \$125 = 24/7 crisis line services with a trained advocate.
- \$500 = Fresh groceries for families living in our shelter.
- \$1,000 = Technology and school supplies that will equip the children living in a shelter to succeed in online learning.

Twitter:

- We're working around the clock to provide life-sustaining services for domestic violence survivors. 💰 \$25 = Cleaning + sanitation supplies to keep shelter residents + staff safe + healthy. Can you do #1Thing to help us keep our doors open (+ clean!)? [\[insert your own fundraising link\]](#)
- You can help! A \$500 donation = fresh groceries for families living in our shelter. 🍎 🍌 Your donation will help offset increased shelter expenses due to #COVID19. Can you do #1Thing to help us ensure families in your community are safe and healthy? [\[insert your own fundraising link\]](#)
- Nurses & doctors, grocery store employees, delivery drivers... & also advocates working with survivors - all heroes. Our advocates are working around the clock with survivors, some of the most impacted by this virus. Giving is #1Thing you can do to help! [\[insert your own fundraising link\]](#)

Instagram:

- We are working around the clock to provide life-sustaining services in your community and we need your help! Your donation will help offset increased shelter expenses due to #COVID19. [Can you give today? or Go to our website!]
 - ➡ \$25 = Cleaning and sanitation supplies to keep shelter residents and staff safe and healthy.
 - ➡ \$65 = One night safe and free from worry in our emergency shelter.
 - ➡ \$125 = 24/7 crisis line services with a trained advocate.
 - ➡ \$500 = Fresh groceries for families living in our shelter.
 - ➡ \$1,000 = Technology and school supplies that will equip the children living in a shelter to succeed in online learning.#1Thing #coronavirus #fundraising #donate
#DomesticViolence #BelieveSurvivors #ForACause #BeTheChange #DoGood
- Nurses and doctors, grocery store employees, delivery drivers... and also the advocates at our organization working with domestic violence survivors - all heroes in our community. Our advocates are working around the clock with domestic violence survivors, some of the most impacted by this virus. We can't close our doors, but we need your help! Do #1Thing to make a difference. Show your support with a donation through our website today! ❤️
#COVID19 #coronavirus #fundraising #donate
#DomesticViolence #BelieveSurvivors #ForACause #BeTheChange #DoGood
- Isolation hurts survivors of domestic violence and their children, but our programs are here to support survivors and their families. Our program is playing a critical role in ensuring the safety and security of our community, but we need your help! The need for financial support is immediate! Do #1Thing to take action and give through our website today! 📄
#COVID19 #coronavirus #fundraising #donate
#DomesticViolence #BelieveSurvivors #ForACause #BeTheChange #DoGood