

# Website Marketing Plan

5/30/2017



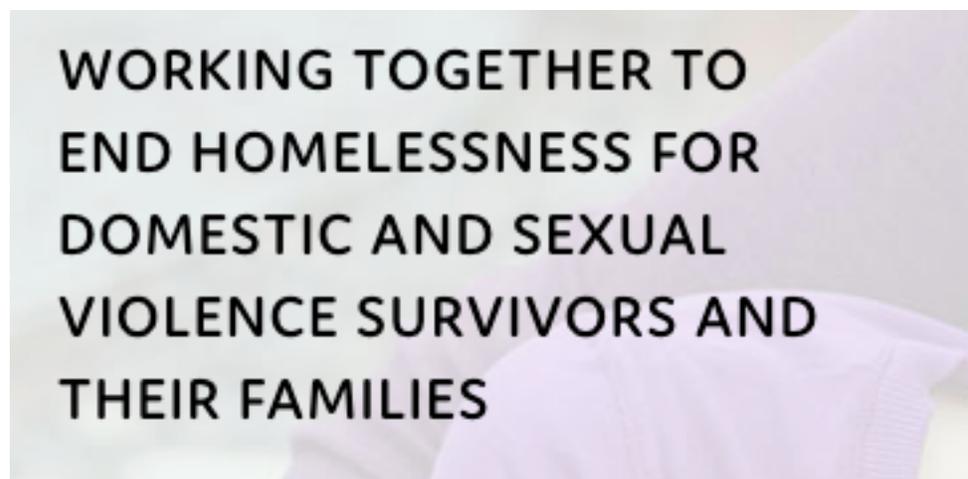
## SAFE HOUSING PARTNERSHIPS



National Resource Center  
on Domestic Violence

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# Purpose

The purpose of this plan is to provide an outline and guidance around the marketing of the [safehousingpartnerships.org](http://safehousingpartnerships.org) website (the website). It is developed for the organizations that are part of the Domestic Violence and Housing Technical Assistance Consortium. Consortium members can use the resources in their own marketing efforts, including sharing with their constituents.

The plan provides materials and samples to use in traditional, social and grassroots exposure. Materials can be utilized in their present form or can be customized to fit the needs of the individual organization.

# Audience

As with most awareness campaigns, this plan has multiple desired audiences. While hoping to cast a wide net of exposure, the primary focus of the initial launch of the website are:

- Housing/Homeless service providers
  - Advocates, Administration and other staff
- Domestic violence service providers
  - Advocates, Administration and other staff
- State and territory coalitions
  - Domestic violence focused
  - Housing focused
  - Homelessness focused
- Private housing service providers
  - Administration and staff
- Public housing agencies
  - Administration and staff
- Related federal and state policy makers and funders



# Marketing materials

The following materials can be used for promotion of the [safehousingpartnerships.org](http://safehousingpartnerships.org) launch and post-launch marketing. Materials are also available for download at [www.safehousingpartnerships.org/about/mediakit](http://www.safehousingpartnerships.org/about/mediakit).

## Safe Housing Partnerships logo

There are two versions of the Safe Housing Partnerships logo. They are available for download at [www.safehousingpartnerships.org/about/mediakit](http://www.safehousingpartnerships.org/about/mediakit).

### SHP Logo 1:



SAFE HOUSING  
PARTNERSHIPS

### SHP logo 2:



SAFE HOUSING  
PARTNERSHIPS

## Press release

*See attachment for full release. Also available for download at [www.safehousingpartnerships.org/about/mediakit](http://www.safehousingpartnerships.org/about/mediakit).*

The press release is a most commonly used with traditional media. Most news reporters prefer to have press releases emailed to them with the text of the release in the body of the email AND as an attachment.

When sending a press release, personalize the initial message to the reporter as much as possible. Reporters can receive from 200 to 1,000 story pitches a week, depending on the size of the news outlet. After one day, it is acceptable to follow up with a phone call to a reporter or editor to verify that they have read your release email. This helps to bring attention to your release and gives you an opportunity to talk about the issue of domestic violence, sexual assault and homelessness. Be prepared to summarize the top two or three items from your release. Ask if a story or article will be run and offer to provide a quote.

If you have a particularly good relationship with a reporter or editor, contact them first to let them know you will be sending a release and give your top two or three items to gain interest. Let the person know you will send the release, and other materials if applicable, and ask if it is ok to follow up within a day or two. Make certain you follow up if told yes, and do not if told no.

The release can also be tweeted directly to a reporter/editor.

Post the release to your website and send to your partners. Releases can also be sent to industry groups, associations and coalitions. Most of these types of groups have newsletters, blogs, email marketing groups and websites where information from the release can be posted and shared.

## Social media

Social media a powerful and primary tool in today's marketing world. Even traditional media is actively involved on social outlets like Facebook, Twitter, Instagram, Reddit and LinkedIn. The following materials are designed for Facebook and Twitter. Use the images and sample posts/tweets on your own social channels.

### **Hashtag: #safehousing**

When posting materials to social media, use the hashtag **#safehousing**. This allows for tracking of posts and tweets to measure reach and engagement.

## Facebook

### Sample posts:

1. Domestic and sexual violence is a leading cause of homelessness for women and children, and the need for safe and affordable housing is one of the most pressing concerns for survivors of violence and abuse.

Safehousingpartnerships.org provides resources to housing, homelessness and domestic and sexual violence service providers and advocates. #safehousing

2. 92% of homeless women have experienced severe physical or sexual abuse at some point in their lives, and 63% have been victims of intimate partner violence as adults. The interrelated nature of domestic and sexual violence and homelessness is undeniable.

Safehousingpartnerships.org provides resources to housing, homelessness and domestic and sexual violence service providers and advocates. #safehousing

3. Domestic violence is the immediate cause of homelessness for many women. Survivors of #DV are often isolated from support networks and financial resources by their abusers, which puts them at risk of becoming homeless. As a result, they may lack steady income, employment history, credit history, and landlord references.

Safehousingpartnerships.org provides resources to housing, homelessness and domestic and sexual violence service providers and advocates. #safehousing

### Facebook Images:

#### FB Image 1:



**FB Image 2:**

In just  
**1 Day**  
In 2016

OVER  **41,000**

adults and children fled domestic violence and found refuge in an emergency shelter or transitional housing program.

National Network to End Domestic Violence (2017). 11th Annual Domestic Violence Counts Report: 24-Hour Census of Domestic Violence Shelters and Services. Washington, DC.

[www.safehousingpartnerships.org](http://www.safehousingpartnerships.org)



**FB Image 3:**

In just  
**1 Day**  
In 2016

 **7,914**

requests by domestic violence survivors for housing were unmet due to a lack of funding, staffing, or other resources. Emergency shelter and transitional housing were the most urgent unmet need for survivors.

National Network to End Domestic Violence (2017). 11th Annual Domestic Violence Counts Report: 24-Hour Census of Domestic Violence Shelters and Services. Washington, DC.

[www.safehousingpartnerships.org](http://www.safehousingpartnerships.org)



**FB Image 4:**



Working Together to  
End Homelessness  
for Domestic and  
Sexual Violence  
Survivors and  
Their Families

[www.safehousingpartnerships.org](http://www.safehousingpartnerships.org)



**FB Image 5:**

The two most pressing concerns for survivors of abuse are the need for safe housing and the need for economic resources to maintain safety.

**80%** Experienced DV  
A study of homeless mothers with children found that 80% had previously experienced domestic violence.

**57%** Homelessness was caused by DV  
Studies show that as many as 57% of all homeless women report domestic violence as the immediate cause of their homelessness.

[www.safehousingpartnerships.org](http://www.safehousingpartnerships.org)

**FB Image 6:**

## Barriers to Safety

### Poor Credit & Ruined Rental Histories

Often caused by abusers running up credit card bills or lying about paying rent, utilities, childcare and other bills. This affects a survivors' ability to pass a landlord background check.

[www.safehousingpartnerships.org](http://www.safehousingpartnerships.org)

**FB Image 7:**

## Barriers to Safety

### Housing Discrimination

[www.safehousingpartnerships.org](http://www.safehousingpartnerships.org)

FB Image 8:



FB Image 9:



Facebook Covers

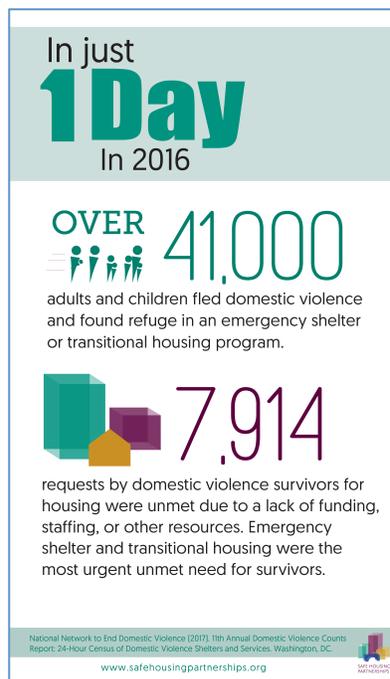
FB Cover 1



FB Cover 2



## Tumblr



## Twitter

### Sample Tweets:

Power & control dynamics of abuse create many barriers between survivors & safe, affordable housing. #safehousing <http://ow.ly/yu1S30aCUn0>

Learn more about intersection of housing, homelessness & #domesticviolence #sexualviolence at [safehousingpartnerships.org](http://safehousingpartnerships.org) #safehousing

Families fleeing from #domesticviolence find refuge in emergency shelters & transitional housing programs. #safehousing <http://ow.ly/yu1S30aCUn0>

In one day, over 7900 requests for housing assistance were unmet due to funding & staffing shortages #safehousing <http://ow.ly/yu1S30aCUn0>

80% of homeless mothers & children have experienced #domesticviolence. #safehousing <http://ow.ly/yu1S30aCUn0>

57% of homeless women cite #domesticviolence as contributing to their homelessness. #safehousing <http://ow.ly/yu1S30aCUn0>

Report: 84% of DV shelter residents need help finding affordable housing. #safehousing <http://ow.ly/yXZ030aCWk6> More: [safehousingpartnerships.org](http://safehousingpartnerships.org)

38% of all #domesticviolence victims become homeless at some point in their lives. #safehousing <http://ow.ly/yu1S30aCUn0>

Report: 20% of victims & survivors became homeless as a result of sexual violence. #safehousing <http://ow.ly/yu1S30aCUn0>

Connecting #domesticviolence, #sexualassault & safe housing is critical. Learn more: <http://ow.ly/yu1S30aCUnO> #safehousing

Nobody should have to choose between staying in an unsafe home & having no home at all. <http://ow.ly/yu1S30aCUnO> #safehousing

Twitter Image 1:

**Barriers to Safety**

**Poor Credit & Ruined Rental Histories**

Often caused by abusers running up credit card bills or lying about paying rent, utilities, childcare and other bills. This affects a survivors' ability to pass a landlord background check.

[www.safehousingpartnerships.org](http://www.safehousingpartnerships.org)

This graphic features a pair of scissors cutting through a red ribbon, symbolizing barriers. The text is in a teal and purple color scheme.

Twitter Image 2:

**Barriers to Safety**

**Lack of Steady Employment**

[www.safehousingpartnerships.org](http://www.safehousingpartnerships.org)

This graphic shows a person at a desk with a laptop, a bar chart, and a person holding a plant, representing employment challenges. The text is in a teal and purple color scheme.

Twitter Image 3:

**Barriers to Safety**

**Housing Discrimination**

[www.safehousingpartnerships.org](http://www.safehousingpartnerships.org)

This graphic includes icons of a hand holding a plant, a mobile phone, a person, and a police car, representing various forms of discrimination. The text is in a teal and purple color scheme.

Twitter Image 4:

**Barriers to Safety**

**Loss of Subsidized or Other Affordable Housing**

[www.safehousingpartnerships.org](http://www.safehousingpartnerships.org)

This graphic shows a house with a person and a bar chart, representing the loss of affordable housing. The text is in a teal and purple color scheme.

Twitter Image 5:

In just **1 Day** In 2016 **OVER 41,000** adults and children fled domestic violence and found refuge in an emergency shelter or transitional housing program.

[www.safehousingpartnerships.org](http://www.safehousingpartnerships.org)

This graphic features a large '1 Day' and '41,000' with icons of people, representing the scale of domestic violence. The text is in a teal and purple color scheme.

Twitter Image 6:

In just **1 Day** In 2016 **7,914** requests by domestic violence survivors for housing were unmet due to a lack of funding, staffing, or other resources. Emergency shelter and transitional housing were the most urgent unmet need for survivors.

[www.safehousingpartnerships.org](http://www.safehousingpartnerships.org)

This graphic features a large '1 Day' and '7,914' with icons of houses, representing unmet housing needs. The text is in a teal and purple color scheme.

**Twitter Image 7:**



The two most pressing concerns for survivors of abuse are the need for safe housing and the need for economic resources to maintain safety.

[www.safehousingpartnerships.org](http://www.safehousingpartnerships.org)

**Twitter Image 8:**



80%  
A study of homeless mothers with children found that 80% had previously experienced domestic violence.

[www.safehousingpartnerships.org](http://www.safehousingpartnerships.org)

**Twitter Image 9:**



57%  
Studies show that as many as 57% of all homeless women report domestic violence as the immediate cause of their homelessness.

[www.safehousingpartnerships.org](http://www.safehousingpartnerships.org)

**Twitter Image 10:**



**Working Together to End Homelessness for Domestic and Sexual Violence Survivors and Their Families**

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[safehousingpartnerships.org](http://safehousingpartnerships.org)

Twitter Headers

**Twitter header 1**



**WORKING TOGETHER TO END HOMELESSNESS FOR DOMESTIC AND SEXUAL VIOLENCE SURVIVORS AND THEIR FAMILIES**

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**[safehousingpartnerships.org](http://safehousingpartnerships.org)**

**Twitter header 2**



**WORKING TOGETHER TO END HOMELESSNESS FOR DOMESTIC AND SEXUAL VIOLENCE SURVIVORS AND THEIR FAMILIES**

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**[safehousingpartnerships.org](http://safehousingpartnerships.org)**

SAFE HOUSING PARTNERSHIPS

## Facebook & Twitter animated GIF

An animated GIF is a graphic image that moves. The image below can be downloaded at <http://gph.is/2oWbuWe> and used on Facebook, Twitter or your website.

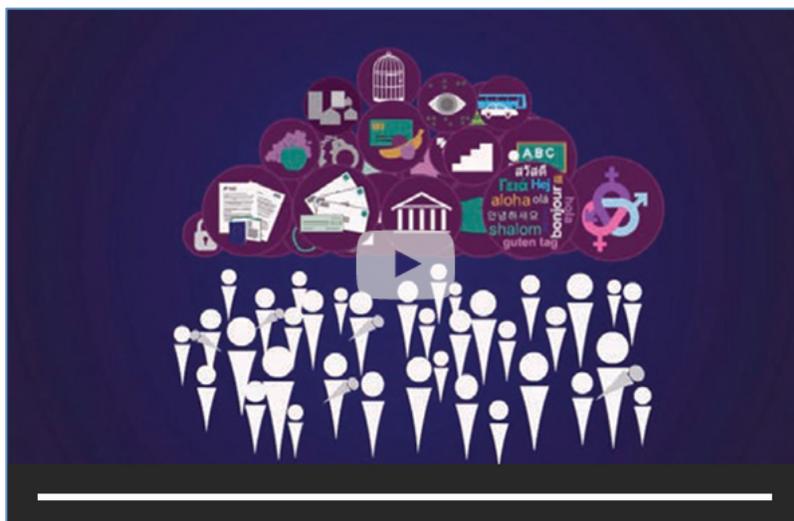


## Animated video

A three-minute animated video has been developed to provide a visual representation of the intersection of domestic violence and housing/homelessness. The video will be imbedded on the home page of [safehousingpartnerships.org](http://safehousingpartnerships.org). It will also be housed on the NRCDV YouTube channel at [www.youtube.com/channel/UCGfo\\_8Dhu7gxBqrP6FKI2RA](http://www.youtube.com/channel/UCGfo_8Dhu7gxBqrP6FKI2RA).

Through YouTube you can obtain the code for embedding the video on your website and share through your organizations social channels.

It can be utilized during in-person presentations at staff meetings, partner meetings, conferences and trainings.



# Infographic

The full infographic was developed to demonstrate to the intersection of domestic violence and homelessness. Utilize the infographic on your website as a downloadable file, attach to your email messages, include in your newsletter and magazine. The infographic can be downloaded at [www.safehousingpartnerships.org/about/mediakit](http://www.safehousingpartnerships.org/about/mediakit)

## The Intersection of Domestic Violence and Homelessness



The two most pressing concerns for survivors of abuse are the need for safe housing and the need for economic resources to maintain safety.<sup>1</sup>



80% Experienced DV

A study of homeless women with children found that 80% had previously experienced domestic violence.<sup>2</sup>



57% Homelessness was caused by DV

Studies show that as many as 57% of all homeless women report domestic violence as the immediate cause of their homelessness.<sup>3</sup>

### Barriers to Safety: Understanding the Intersection

As a direct result of the power and control dynamics related to their abuse, survivors often face unique barriers to accessing shelter and affordable housing.

#### Poor Credit & Ruined Rental Histories



Often caused by abusers running up credit card bills or lying about paying rent, utilities, childcare and other bills. This affects a survivors' ability to pass a landlord background check.

#### Lack of Steady Employment



Caused when victims are forced to miss work as a result of violence, or are fired as a result of stalking and harassment that occurs at the workplace.

#### Housing Discrimination



The most common cases of this occur when landlords evict victims from housing due to repeated calls to the police or property damage caused by the abuser.

#### Loss of Subsidized or Other Affordable Housing



Caused by lease or voucher policy violations committed by the abuser.

This is particularly true for survivors most marginalized in our society and with the least access to resources, including many survivors of color, Native Americans, immigrants, those living in poverty and who are geographically isolated, those with disabilities, and others.

In just  
**1 Day**  
In 2016<sup>4</sup>

OVER 41,000

adults and children fled domestic violence and found refuge in an emergency shelter or transitional housing program.

7,914

requests by domestic violence survivors for housing were unmet due to a lack of funding, staffing, or other resources. Emergency shelter and transitional housing were the most urgent unmet need for survivors.

For more information, visit [www.safehousingpartnerships.org](http://www.safehousingpartnerships.org)

1. Clough, A., Draughon, J. E., Njie-Carr, V., Rollins, C., & Glass, N. (2014). "Having housing made everything else possible": Affordable, safe and stable housing for women survivors of violence. *Qualitative Social Work*, 13(5), 671-688.
2. Aratani, Y. (2009). *Homeless Children and Youth, Causes and Consequences*. New York, NY: National Center for Children in Poverty.
3. Women and Children in Chicago Shelters, 3; Nat'l Center for Homelessness & Health Care for the Homeless Clinicians' Network (2003). *Social Supports for Homeless Mothers*, 14, 26; Inst. for Children & Poverty (2004). *The Hidden Migration: Why New York City Shelters are Overflowing with Families; Homes for the Homeless and Inst. for Children & Poverty (1998). Ten Cities 1997-1998: A Snapshot of Family Homelessness Across America*, 3.
4. National Network to End Domestic Violence (2017). *11th Annual Domestic Violence Counts Report: 24-Hour Census of Domestic Violence Shelters and Services*. Washington, DC.



**For immediate release**

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## Domestic and Sexual Violence is a Leading Cause of Homelessness for Women and Children

*New website highlights important intersection of domestic & sexual violence and homelessness, provides resources for advocates.*

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Harrisburg, PA – In a [study](#) of residents in domestic violence shelters across the country, 84% reported that they needed help finding affordable housing. Programs that address housing/homelessness and domestic/sexual violence do important work with survivors and in communities, but often struggle to work collaboratively across systems. Now a new website offers help with understanding the connections between domestic and sexual violence and safe, affordable housing, and provides tools for advocates working at this intersection.

Safe Housing Partnerships, [www.safehousingpartnerships.org](http://www.safehousingpartnerships.org), is a collection of strategies, resources, case studies, reports, and statistics that providers and advocates can use to enhance services and better meet the needs of survivors who are at risk of becoming homeless.

“The need for safe and affordable housing is one of the most pressing concerns for survivors of violence and abuse,” said Anne Menard, CEO of the National Resource Center on Domestic Violence, one of the organizations behind the website. “Understanding the connection and designing services that address the intersection is essential to survivors’ ability to recover from violence and move forward with their lives.”

Many survivors, and particularly those most marginalized in society, face unique barriers to accessing shelter and affordable housing due to the power and control dynamics of abuse. Housing programs can provide critical services for survivors and are often a key component in helping survivors find safety and stability.

“The Safe Housing Partnerships website will continuously provide up-to-date information and best practices,” says Peg Hacskaylo, CEO of the National Alliance for Safe Housing. “It will serve as the primary vehicle through which providers can request assistance and support in strengthening their work at this critical intersection.”

The [National Resource Center on Domestic Violence](#) (NRCDV) and the [National Alliance for Safe Housing](#) (NASH) partnered to develop the website. They, along with the [National Network to End Domestic Violence](#) and [Collaborative Solutions, Inc.](#), are part of the Domestic Violence and Housing Technical Assistance Consortium, an innovative, collaborative approach to providing training, technical assistance, and resource development at the critical intersection of domestic violence, homelessness, and housing.

Funded and supported by an unprecedented partnership between the U.S. Department of Health and Human Services, Department of Justice, and Department of Housing and Urban Development, this multi-year Consortium brings together national, state, and local organizations with deep expertise on

housing and domestic violence in order to collaboratively build and strengthen technical assistance to both housing/homelessness providers and domestic violence service providers. The Consortium aims to improve policies, identify promising practices, and strengthen collaborations necessary to improve housing options for survivors of domestic and sexual violence and their children in order to enhance safety, stability, and well-being.

*The National Resource Center on Domestic Violence strengthens and transforms efforts to end domestic violence. It assists coalitions, advocates, providers and others by providing comprehensive resources, including statistics, research, position statements, statutes, training curricula, prevention initiatives, program information, and training and technical assistance on the large variety of domestic violence issues, including safe housing. [www.nrcdv.org](http://www.nrcdv.org)*

*The National Alliance for Safe Housing (NASH) is a project of the District Alliance for Safe Housing, Inc. (DASH). NASH's goal is to improve partnerships between domestic/sexual violence programs and homeless/housing providers to ensure access to safe housing for survivors facing homelessness so that they can achieve safety and independence from abuse. [www.dashdc.org](http://www.dashdc.org)*

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