



Peace Begins at Home

Media Kit

Download this Media Kit
and all shareable graphics
from www.vsdvalliance.org



Virginia Sexual and Domestic Violence
ACTIONALLIANCE



Welcome

This media kit is designed to make it easier for Building Healthy Futures Fund shareholders to promote the Peace Begins At Home license plate. We hope you find the tools in this media kit easy to use and as an inspiration to create your own communications strategies. We welcome feedback, and hope you'll share your successful messaging strategies with us. Go team!

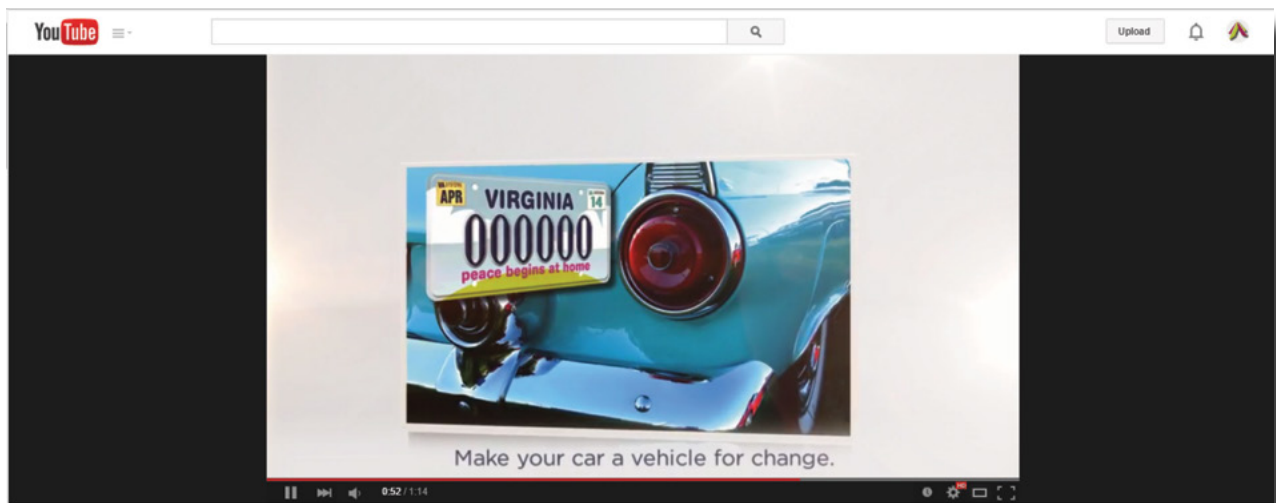
A few talking points:

- The "Peace Begins at Home" plate is Virginia's first and only specialized license plate that help funds primary prevention programs across Virginia.
- \$15 from each plate goes toward programs that help children learn about healthy relationships and other ways to stop violence before it starts.
- Buying a "Peace Begins at Home" plate is a great way for your volunteers and community members to support your work.
- Prevention is cost effective: Every dollar invested in prevention changes the lives of individuals, and saves literally hundreds of dollars in the costs associated with future violence.
- Public funding for prevention is very limited: Fewer than 1/3 of Virginia's Sexual and Domestic Violence Advocacy Agencies receive any of these limited funds.
- Make your car a vehicle for change. Drive peace home.

Virginia's leading voice
on sexual and domestic violence.

Video

"Drive Peace Home" promo



Drive Peace Home (1:14)

The Drive Peace Home video is available for download in two resolutions: 360p and 1080p (HD). The video runs a little longer than 1 minute, and is a great introduction to the license plate and its purpose.

You may also stream this video directly from the Action Alliance YouTube page at <http://youtu.be/GMmziydtB-g>.

Social Media

sample posts



Sample Facebook updates to get you started

Make your car a vehicle for change! "Peace Begins at Home" plates support our prevention programs in [XX community].

Prevention is the best form of victim services! Order your "Peace Begins at Home" plate today at www.dmv.virginia.gov!

Invest in a young person's future. Visit www.dmv.virginia.gov and purchase a "Peace Begins at Home" special interest license plate to promote healthy relationships.

Tag the Action Alliance: Virginia Sexual and Domestic Violence Action Alliance Facebook page



Sample tweets to get you started

\$15 from each Peace Begins at Home license plate supports our #prevention work! Get yours at www.dmv.virginia.gov. #drivepeacehome

#Prevention works. Support our work building healthy futures w "Peace Begins at Home" license plates. www.dmv.virginia.gov #drivepeacehome

Virginia's coolest license plate supports our prevention work! www.dmv.virginia.gov #drivepeacehome

Tag the Action Alliance: @VActionAlliance

Remember to personalize as much as possible. Talk about your awesome prevention programs and how they impact your community!

Tags:

#drivepeacehome
#peacebeginsathome
#buildinghealthyfutures

#prevention
#primaryprevention
@VActionAlliance

Social Media

shareable images



1-Polaroid



2-Make your car



3-My car is



4-Build healthy futures boy



5-Build healthy futures girl



6-Build healthy futures girl & boy

Use these images anywhere you like: your blog, Facebook, Twitter, Pinterest, Tumblr...wherever! Encourage your followers to share!

Social Media

Facebook cover images

1-Facebook cover 3D



2-Facebook cover 2D



3-Make your car



4-Build healthy futures boy



5-Build healthy futures girl



6-Build healthy futures girl boy



All images may be downloaded from www.vsdvalliance.org

Social Media

Twitter header images

1-Make your car



2-Every plate you buy



3-Build healthy futures boy



4-Build healthy futures girl



5-Build healthy futures girl boy



Press Release

sample template

Date:

Contact:

“PEACE BEGINS AT HOME” LICENSE PLATES TO SUPPORT VIOLENCE PREVENTION EFFORTS IN [YOUR COMMUNITY]

[YOUR CITY/TOWN, VIRGINIA]--Across the Commonwealth, people are turning their cars into vehicles for change by sporting the Virginia’s newest specialized license plate: “Peace Begins at Home”.

It’s a simple message that reminds us all that violence is preventable. It’s a small purchase that can have lasting change.

\$15 from every “Peace Begins at Home” special license plate supports Virginia’s Building Healthy Futures Fund, which will help pay for violence prevention programs to educate Virginia’s children about how to have healthy relationships.

The Building Healthy Futures Fund is a statewide partnership between the Virginia Sexual and Domestic Violence Action Alliance (Virginia’s leading voice on sexual and domestic violence) and community-based sexual and domestic violence agencies across the Commonwealth, including [YOUR ORGANIZATION’S NAME].

“Sadly, 1 in 4 people in Virginia are directly affected by sexual or domestic violence before they reach the age of 18. Prevention programs that teach children early and often about respect help lower the chances that they will become perpetrators later,” says [YOUR SPOKESPERSON/TITLE/ORGANIZATION’S NAME].

“Our prevention programs like [YOUR PREVENTION PROGRAM NAME/DESCRIPTION] help promote healthier kids, and help build healthy futures in Virginia,” remarks [YOUR SPOKESPERSON/TITLE/ORGANIZATION’S NAME].

[FURTHER DESCRIPTION OF YOUR ORGANIZATION AND PROGRAMS]

The plates are available on the DMV website at www.dmv.virginia.gov. For more information about the Building Healthy Futures Fund, visit www.vsdvalliance.org.

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Print Media

envelope inserts



Side A



Side B

Great for mailings and tabling.

Envelope inserts are available in PDF format for you to print double-sided and cut. Include these inserts in correspondence, fundraising mailings, at community events and other tabling opportunities.

Graphic Styles

logo, color, font

logo

Primary (2D) plate



The primary (two-dimensional) version of the license plate is available in a variety of formats:

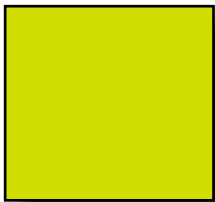
- PDF
- JPEG
- PNG
- AI

3D plate



The 3-dimensional version of the plate is lower-resolution and available only in JPEG and PNG.

color



Color:
PMS 389



Color:
65% Black

font

Drive Peace Home

Font:
VAG Rounded-Black

You can help Virginia's children
build healthy futures

Font:
VAG Rounded-Thin



Tell us what works.

Make your car a vehicle for change.

Drive peace home.

Both of these powerful and simple messaging points were created by Building Healthy Futures Fund shareholders. Which of your great ideas can we share in this media kit? Tell us what works!

Tell us what you need.

What other resources would be helpful for you to spread the word about the “Peace Begins at Home” license plate? Drop us a line, and we’ll try to include it in the next media kit!

Contact:

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Virginia’s leading voice
on sexual and domestic violence.