Peace Begins at Home

Media Kit

Download this Media Kit and all shareable graphics from www.vsdvalliance.org
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.
“Drive Peace Home” promo

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

All images may be downloaded from www.vsdvalliance.org
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!

All images may be downloaded from www.vsdvalliance.org
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

All images may be downloaded from www.vsdvalliance.org
“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].


[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.

# # #
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.
The primary (two-dimensional) version of the license plate is available in a variety of formats:
- PDF
- JPEG
- PNG
- AI

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

Color:
- PMS 389
- 65% Black

Font:
- VAG Rounded-Black
- VAG Rounded-Thin

You can help Virginia’s children build healthy futures.
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:
Kate McCord, Communications Director
kmccord@vsdvalliance.org

Virginia’s leading voice on sexual and domestic violence.

www.vsdvalliance.org  804.377.0335  info@vsdvalliance.org
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