

Introductory NO MORE Tool Kit

E-MAIL TEMPLATE

Instructions: *Please adapt a version of the notes below as needed and distribute to your networks along with an image file of the NO MORE symbol to introduce them to NO MORE. If you have any questions please contact nomoreproject@gmail.com.*

OPTION 1 -

Dear [INSERT Name] –

In one year alone 12.7 million men and women in the U.S. are physically abused, raped or stalked by their partners. That is approximately the number of people in New York City and Los Angeles combined. That is 24 people every minute. These are people we know.

It is time to end the silence and shame for good.

I want to let you to know about a new overarching symbol to unify all people, organizations, companies and communities around bringing an end to domestic violence and sexual assault.

It is called NO MORE.

Like the peace sign, the yellow “support our troops” ribbon or the red AIDS ribbon, the goal of NO MORE is to raise visibility for these issues, challenging the stigma that surrounds them, and taking the first step toward broader social change

We encourage you to check out NO MORE online at www.nomore.org and also on Facebook (<https://www.facebook.com/NOMORE.org>) and Twitter (www.twitter.com/NOMOREorg). There are many ways you can start spreading the word – adding your photo to the “We Say NO MORE Photo Gallery” at www.nomore.org, adding NO MORE to your website and e-mail signature, making NO MORE a part of your program materials and fliers, talking about NO MORE on Facebook and Twitter, purchasing products with the symbol from Shop NO MORE, or making your own.

We are saying NO MORE to domestic violence and sexual assault by using this symbol and sharing it with everyone we know. We hope you will too. If you have any questions please contact nomoreproject@gmail.com.

Sincerely, [INSERT NAME]

OPTION 2 -

Hi [INSERT],

Today I became part of something amazing and I wanted to let you know. It's called NO MORE, and we're using a powerful new symbol to unleash national attention on an issue that impacts 12.7 million of us every year. That's 24 people every minute.

Many people think that domestic violence and sexual assault don't affect them, but they're wrong.

These are people that we know. They're the person you confide in most at work, the girl in your study group, the guy you play basketball with and your teenager's best friend.

These issues are massive but they're still very hidden and misunderstood.

It's time to change that.

I'm saying NO MORE to domestic violence and sexual assault by using this symbol and sharing it with everyone I know. I hope you will too.

Together we can end domestic violence and sexual assault.

You can find out more information at www.nomore.org.

Thanks for taking a look!
[INSERT Sender's name]

