

# Virtual Legislative Day of Action Toolkit

May 11, 2021

#Safety4Survivors  
#DVSurvivorsNeedHelp  
#PurpleintheHouse



## 2021 VIRTUAL LEGISLATIVE DAY OF ACTION TOOLKIT

On May 11, 2021, domestic violence survivors, advocates, community members and allies will join together for NYSCADV's Virtual Legislative Day of Action (VLDA)!

Together, we will advocate for the needs of New Yorkers experiencing domestic violence by communicating with state legislators and using social media to promote policies that invest in domestic violence programs and enhance services for survivors and their families.

The day will begin with a morning program where several legislative leaders will offer remarks about their work to improve the quality of life for DV survivors across the State. Don't worry if you can't watch it live. The program will be available later that day on NYSCADV's Facebook Page:

<https://www.facebook.com/NYSCoalitionAgainstDomesticViolence/>

**Facebook is the best way to keep updated about NYSCADV's activities.**

**Check it regularly!**



**NYSCADV LEGISLATIVE DAY OF ACTION**

MAY 11, 2021, 8:30 AM - 10:00 AM

**FEATURED SPEAKERS FOR MORNING PROGRAM:**

				
<b>Attorney General Letitia James</b>	<b>Assemblywoman Helene Weinstein</b> Chair of Committee on Ways & Means	<b>Assemblywoman Linda Rosenthal</b> Chair of Committee on Social Services	<b>Senator Liz Krueger</b> Chair of Finance Committee	<b>Senator Julia Salazar</b> Chair of Committee on Crime and Correction & Chair of Committee on Women's Issues

**NYSCADV**  
NEW YORK STATE COALITION  
AGAINST DOMESTIC VIOLENCE

**TUE, MAY 11 AT 8:30 AM EDT**

**Legislative Day of Action to Feature NYS Attorney General  
Letitia James & State Legislative Leaders**

This event is free and open to the public, regardless of participation in other VLDA activities. Click here to register: <https://bit.ly/3xLh0yY>

## New York Must Restructure Services to be More Responsive to DV Survivors

Domestic violence is impacting more New Yorkers than ever before. According to the annual DV Counts survey conducted by the National Network to End Domestic Violence, on just one day in New York in 2020, more than 8,300 victims of DV received services – 2,500 more victims than the year prior. **In fact, for five out of the last six years, New York State has had the highest demand for DV services in the country, despite not being the most populated state.** What's worse, on that same day in 2020, nearly 2,000 DV survivors did not get the services they requested – more than double the number of unmet requests from the year prior.

New York's DV service delivery system – an antiquated, non-survivor-centered model that prioritizes emergency shelter over other services – clearly is not working. Help NYSCADV spread the word that DV survivors and their families need New York State to act now. We must re-structure funding to support DV survivors' individual needs, and we need to broaden the range of services and options available to them. Rather than basing funding on the number of DV survivors who access emergency shelter, New York's system should integrate funding for residential and non-residential DV services to ensure DV survivors are able to access a variety of services and programs. And we must streamline and simplify funding program requirements to reduce the administrative burdens on DV service providers. This will enable more resources to be used to help those in need.

NYSCADV has developed letters, fact sheets, and talking points to help you communicate this information during virtual meetings with legislators and staff. [Click here to download the materials.](#)



## 2021 Legislative Priorities

During NYSCADV's VLDA, we will be urging legislators to support the following legislation:

1. **A.2520 Weinstein/S.1789 Sanders**, to extend federal confidentiality protections to New York's DV advocates, further clarifying that conversations between advocates and survivors are privileged.
2. **A.3891 Ramos/S.3086 Salazar**, to increase the age of consent for the purposes of marriage to the age of 18.
3. **A.6616 Nolan/S2584A Brouk**, to require age-appropriate, comprehensive healthy relationships and sexual education instruction for K-12 students in all public and charter schools.
4. **A.6207 Rosenthal/S.4815 Salazar**, to permit DV survivors to self-attest to their eligibility for breaking bundled or family-plan cell phone and TV contracts.
5. **A.211 Rosenthal/S.401 Biaggi**, to establish a women's health education program in correctional facilities and enhance services for pregnant inmates.

NYSCADV has developed talking points to help you communicate this information during virtual meetings with legislators and staff. [Click here to download the materials.](#)



### It's Easy to Participate and You Can Choose How to Best Contribute Your Time!

This toolkit includes the following tools:

- **Sample Social Media Posts:** We've pulled together a number of sample Facebook and Twitter posts for you to share. All you need to do is copy and paste... and remember to use **#Safety4Survivors** and **#DVSurvivorsNeedHelp**.
- **Shareable Graphics:** Spread the word and what you're doing to promote **#Safety4Survivors** and **#DVSurvivorsNeedHelp** by sharing these images on social media, your website, and/or emails.
- **Virtual Meeting Advocacy Tips:** Worried about stumbling over your words or missing a talking point? Is this your first time meeting with a legislator? We've got you covered with tips for successful advocacy in remote settings.
- **Sample Email Scripts:** If you don't have the time, or if your legislators are unavailable for virtual meetings, consider sending information to them in an email. We've provided you with sample email scripts. Simply copy and paste, or use them as a jumping off point for your own message.
- **NYSCADV #PurpleintheHouse Awareness Campaign:** In advance of VLDA, take a selfie of yourself wearing **PURPLE** and post it on Twitter or Facebook, using the hashtag **#PurpleintheHouse**.





## Use These Sample Social Media Posts

Here are a few sample posts to help get your message out there!

**(TIP: Always remember to tag your representatives so they will see your post)**

[Click here to find your New York Senator on Twitter and Facebook](#)

1. For years, New York State has led the country in its demand for domestic violence services. Today we join the New York State Coalition Against Domestic Violence and dozens of advocates and survivors to call on state lawmakers to invest in domestic violence programs. Together, we must ensure victims receive the help they need to enhance #Safety4Survivors.

2. New York's approach to providing services for DV survivors is no longer working. Every day, thousands of DV survivors are unable to get the services they need. New York must overhaul its 30-year-old system to enhance #Safety4Survivors. There is no more time to wait.

[Click here to find Your New York Assembly Member on Twitter and Facebook](#)

3. More DV survivors today are looking for legal assistance, advocacy, childcare, financial assistance and other non-residential services. Yet New York's DV service delivery system prioritizes emergency shelter. I call on New York's elected officials to expand the services and programs available to all New Yorkers experiencing DV. #DVSurvivorsNeedHelp



## Click to Tweet!

Click on each tweet to have it appear on your twitter account, ready to edit:

[Click here to find your New York Senator on Twitter and Facebook](#)

[Click here to find Your New York Assembly Member on Twitter and Facebook](#)

- @\_\_\_\_\_ (Senator/Assembly Member twitter handle) promote safety for domestic violence survivors in New York  
#DVSurvivorsNeedHelp  
#Safety4Survivors
- New York leads the country in its demand for domestic violence services. @NYSenate & #NYSAssembly need to do more to protect DV survivors.  
#DVSurvivorsNeedHelp
- @\_\_\_\_\_ (Senator/Assembly Member twitter handle) Join my support of domestic violence survivors by expanding DV programs and services now  
#DVSurvivorsNeedHelp  
#Safety4Survivors
- Today I join @NYSCADV & dozens of DV advocates to call on @NYSenate & #NYSAssembly to invest in DV programs across the state



## Use a VLDA Background During Your Virtual Meetings

Zoom and other streaming platforms enable users to display an image as your background during a virtual meeting. We've developed a background for you to use on VLDA during meetings with legislators.

To use the background during a Zoom call, follow these simple instructions:

1. Sign in to Zoom.
2. Go into settings (gear icon in top right corner).
3. Click on the Background & Filters option. If a verification dialog displays, choose Turn On to verify the change. (Note, you may have to logout of Zoom and log back in for the change to take effect.)
4. Add the VLDA virtual background by downloading the image to your computer. Then click + and find the image on your computer to upload to Zoom.
5. Virtual backgrounds work best if you have a green screen, or a solid, light-colored background color. If prompted, click Download to download the package for virtual background without a green screen.
6. If the image appears to be reversed, click "Mirror My Video" at the bottom
7. Remember, the virtual background will display for all future meetings. To disable Virtual Background, choose the option None.

**[Click here to download Zoom background](#)**





## Additional Resources for VLDA Outreach

Communicating with your state legislators is as easy as 1, 2, 3:

1. Click below to identify your Assembly Member and Senator.

- [Click here to find your legislator in the Assembly](#)
- [Click here to find your legislator in the Senate](#)

2. Check out their official webpages to find their office phone numbers or email.

3. Prepare in advance by reviewing these talking points and Q&As:

- [Click here to download talking points](#)
- [Click here to download Q&A](#)



## Virtual Meeting Advocacy Tips

- 1) Be Prompt:** Even working remotely, legislators run on very tight schedules. Be on time for your virtual meeting and be patient. It's not uncommon for them to be late or be interrupted.
- 2) Tell Survivors' Stories:** Make it personal and district-specific. Discuss how the Pandemic has impacted the survivors you assist and your work.
- 3) Keep It Short and Focused:** Stress what's important. Focus on what you're asking them to do.
- 4) Work from a Quiet, Carpeted Room:** This will help create a softer sound without echoes.
- 5) Use a Computer or Laptop, not a Phone:** The apps on smartphones may seem easier to use, but it is very difficult to have a stable image.
- 6) Limit Distractions.** Silence smartphones and shut down extraneous apps to avoid pop-ups and other notifications.
- 7) Avoid Multi-Tasking.** Give legislators your undivided attention. Silence your cell phone. And avoid eating during the meeting.



## Phone-Based Advocacy Tips

Calling a legislator's office to provide information is well worth the time and preparation. Legislators keep detailed records regarding the calls they receive and the issues raised.

- 1) Remember your message prep! You won't have much time to deliver information, so it can be helpful to write out some talking points ahead of time to make sure you know what you want to say.
- 2) Use the prepared email scripts as a launching pad to get you started. It's best, however, to use your own words. Rehearse what you intend to say a few times. The more you practice, the easier it will become to deliver your message.
- 3) Because legislative staff are working remotely now, it is unclear who will be answering the phone when you call a particular office. When you get someone on the phone, tell them you are a constituent and you'd like to speak to someone about domestic violence issues. This information will help direct you to the most appropriate person. Alternatively, you can ask to speak with the chief of staff or the legislative director.

**Contact NYSCADV If You Need Assistance!**



# Sample Email Scripts 1

**Subject: Promote Victim Safety in NY**

Senator/Assembly Member \_\_\_\_\_:

I am the \_\_\_\_\_ (position/title) at \_\_\_\_\_ (name of agency), a community-based program serving working every day to end domestic violence.

New York's approach to providing services for domestic violence victims is no longer working. Under New York's current model, on a daily basis, thousands of New Yorkers experiencing domestic violence do not receive the services they need. In fact, according to a national survey, nearly 2,000 requests for domestic violence services went unmet in New York on just one day in 2020. That's more than double the number of unmet requests received on a similar day in 2019.

Frankly, the State's system of funding and oversight of domestic violence programs is antiquated, having been established more than 30 years ago when most domestic violence victims sought emergency shelter. This focus on residential programs continues to be the primary method for funding domestic violence service providers, despite the fact that a majority of domestic violence victims are seeking non-residential services. These survivors want to stay in their homes, or with family or friends, while they obtain services such as counseling, legal services, childcare, housing assistance, etc.

**New York's domestic violence service delivery system needs a major overhaul in light of this new reality.** We must re-structure funding to support DV survivors' individual needs, and we need to broaden the range of services and options available to them.

Thank you for your time and your commitment to safety in New York. If you have any questions or concerns, please don't hesitate to reach out to me.

Thank you!

\_\_\_\_\_ (Name, title, agency, contact information)

## Sample Email Scripts 2

### Subject: Pandemic Increases Demand for DV Services

Senator/Assembly Member \_\_\_\_\_:

I am the \_\_\_\_\_ (position/title) at \_\_\_\_\_ (name of agency), a community-based program serving working every day to end domestic violence.

Did you know that, for five of the last six years, New York has had the highest demand for domestic violence services in the country, despite not being the most populated state?

Further, requests for DV services have skyrocketed during the Pandemic. According to the annual DV Counts nationwide survey conducted by the National Network to End Domestic Violence, on just one day in New York in 2020, more than 8,300 victims of DV received services -- 2,500 more victims than the year prior. More than half of these survivors were seeking non-residential assistance and services, including individual counseling, legal advocacy, and children's support groups. What's worse is that, on that same day, nearly 2,000 requests for domestic violence services went unmet in New York. That's more than double the number of unmet requests received on a similar day in 2019.

Clearly, New York's approach to providing domestic violence services to those who need them is insufficient. That's because the system hasn't been updated since it was established more than 30 years ago. The system prioritizes emergency shelter, even though more survivors today are seeking legal services, financial assistance, advocacy, childcare and other non-residential services.

I am asking you to stand alongside New York's domestic violence service providers and work with us to transform New York's DV service delivery system so it can be more responsive to the needs of DV survivors and their families.

If you have any questions or concerns, please contact me.

Thank you!

\_\_\_\_\_ (Name, title, agency, contact information)



## Sample Email Scripts 3

**Subject: Legislative Priorities to Enhance Services for Domestic Violence Survivors**

Senator/Assembly Member \_\_\_\_\_:

I am the \_\_\_\_\_ (position/title) at \_\_\_\_\_ (name of agency), a community-based program serving working every day to end domestic violence.

Today, I am joining domestic violence survivors, advocates, allies and community members from across the state to send a resounding message to state lawmakers: Significant reforms are needed to ensure trauma-informed, survivor-centered services are available and accessible to New Yorkers experiencing domestic violence.

We have identified the following legislation that aims to prevent domestic violence from occurring in the first place, and to support domestic violence victims when it does happen:

- o **A.2520 Weinstein/S.1789 Sanders**, to extend federal confidentiality protections to New York's DV advocates, further clarifying that conversations between advocates and survivors are privileged.
- o **A.3891 Ramos/S.3086 Salazar**, to increase the age of consent for the purposes of marriage to the age of 18.
- o **A.6616 Nolan/S2584A Brouk**, to require age-appropriate, comprehensive healthy relationships and sexual education instruction for K-12 students in all public and charter schools.
- o **A.6207 Rosenthal/S.4815 Salazar**, to permit DV survivors to self-attest to their eligibility for breaking bundled or family-plan cell phone and TV contracts.
- o **A.211 Rosenthal/S.401 Biaggi**, to establish a women's health education program in correctional facilities and enhance services for pregnant inmates.

Please consider co-sponsoring this legislation, if you haven't already done so, and voting to support the bills in committee and in the chamber.

If you have any questions or concerns, please contact me.

Thank you!

\_\_\_\_\_ (Name, title, agency, contact information)

# NYSCADV #PurpleintheHouse Awareness Campaign

Everyone with a Smartphone can participate in NYSCADV's social media campaign on May 11, 2021. Simply take a selfie of yourself wearing **PURPLE** anytime between now and then. Take it alone, with other household members, with pets. Be as creative as you want to be!

[Click on the image to download](#)



**Sample Facebook post:** I'm wearing purple today to support survivors of domestic violence. Purple symbolizes survival, courage and peace. I urge New York's lawmakers to recognize the increasing demand for domestic violence services across the state. Significant reforms are needed to ensure trauma-informed, survivor-centered services are available to all who need them. **#DVSurvivorsNeedHelp #PurpleintheHouse**

# Twibbon Yourself

What is a Twibbon?

A twibbon is a small icon or logo that lays on top of your Facebook or Twitter profile picture.

You + Twibbon = Total Awesomeness



+

**#PurpleintheHouse for  
Domestic Violence Survivors**

=



You can support NYSCADV's Virtual Legislative Day of Action in a number of ways using a Twibbon:

- Add a Twibbon to your Facebook profile picture
- Add a Twibbon to your Twitter profile
- Send out a tweet from your Twitter account
- Post a link to our Twibbon campaign to your Facebook Timeline
- Add a Twibbon to your selfie and post on Facebook or Twitter

[Click here to make your own Twibbon](#)

# Freshen Up Your Social Media Channel

[Click on each image to download. Click here to download all the graphics.](#)

Facebook Cover Image



Twitter Cover Image



Instagram Post



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**#DVSurvivorsNeedHelp**  
**#Safety4Survivors**  
**#PurpleintheHouse**



NYSCoalitionAgainstDomesticViolence



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



NYSCADV



nyscadv2020

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