



April 26, 2022

Legislative Day of Action 2022

Social Media Toolkit

NYSCADV
NEW YORK STATE COALITION
AGAINST DOMESTIC VIOLENCE

#Safety4DVSurvivors

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2022 VIRTUAL LEGISLATIVE DAY OF ACTION TOOLKIT

On April 26, 2022, 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 featuring several legislative leaders offering remarks about their work to improve the quality of life for DV survivors across the State and a panel of survivor/advocates speaking about their policy and advocacy work.



Senator Andrea Stewart-Cousins
Senate Majority Leader

Assemblymember Linda Rosenthal
Chair of Committee on Social Services

Senator Liz Krueger
Chair of Finance Committee

Assemblymember Helene Weinstein
Chair of Committee on Ways & Means

Senator Cordell Cleare
Chair of Committee on Women's Issues

Legislative Day of Action 2022
Morning Program Featured Speakers
April 26, 2022 9:00 AM - 10:30 AM

NYSCADV
NEW YORK STATE COALITION
AGAINST DOMESTIC VIOLENCE

Contact Information

If you have any questions or would like assistance from NYSCADV, please contact us at policy@nyscadv.org.

Legislative Priorities

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

Fair Access to Victim Compensation

A.8619A Meeks/S.7573 Myrie

Reduce Barriers to Breaking Contracts

A.6207B Rosenthal L./S. 7157A Parker

Healthy Relationships/Sex Ed Curriculum

A.6616 Nolan/S.2584A Brouk

Free Internet for Shelter Residents

A.8552 Reyes/S.3593A Biaggi

Access to Forensic Evaluation Reports

A.8110 Weinstein/S.753 Biaggi

Adult Survivors Act

A.648A Rosenthal L./S.66A Hoylman



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

How to Use This Toolkit

It's easy to participate and YOU can choose how to best contribute your time! This toolkit includes the following tools:

- 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 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 #Safety4DVSurvivors.
- Shareable Graphics: Spread the word by sharing these images on social media, your website, and/or emails.
- 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. This toolkit contains sample scripts. Simply copy and paste, or use them as a jumping off point for your own message.

Connecting With Your Legislator

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

1. Identify your Assembly Member and Senator.
 - a. [Click here to find your legislator in the Assembly.](#)
 - b. [Click here to find your legislator in the Senate](#)
2. Check out their official webpages to find their office phone numbers, social media or email.
3. Prepare in advance by reviewing these talking points and Q&As:
 - a. [Click Here to view the Talking Points](#)
 - b. [Click here to view the Q&A Document](#)

Backgrounds for Virtual Meetings

Zoom and other virtual meeting platforms enable users to display an image as your background. Here are two options for VLDA. Encourage everyone in your meeting group to have one ready to go during your meetings.

[Click here to view a tutorial video on how to use the background during a Zoom meeting.](#)

Or, 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 the 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 the virtual background, choose the option None.



[Click here to download the backgrounds.](#)

Tips for Effective Advocacy

**Strategize +
Be Prompt:**

Legislators run on very tight schedules, even when remote. Meet with your group 10 minutes before start time to discuss roles. Be on time and be patient.

Tell Survivors' Stories:

Make it personal and district-specific. Narratives are powerful advocacy tools that often are more impactful than statistics.

**Keep It Short and
Focused:**

Stress what's important. Focus on what you're asking them to do.

Difficult Questions

Difficult questions happen. Unsure of the answer? Simply say "I don't know but can have someone follow up."

**Take Notes + Make a
Clear Ask**

Make sure at least one member of your group is taking notes. Include who is in the room, any questions that came up, and follow up needed. Don't forget to make the ask and note any commitment made.

Thank Everyone

Recognize everyone in the meeting and thank them for their time.

You're the Expert

Most importantly, remember YOU are the expert.

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.

- 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.
- 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.
- Because some legislative staff continue to work remotely, 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 Meeting Request Email

Dear {Senator/Assembly Member},

I am _____(name), _____(position, title) at _____(organization), a community-based program providing services to New Yorkers experiencing domestic violence and their families.

I am e-mailing to request a meeting with {Senator/Assembly Member} during the New York State Coalition Against Domestic Violence's (NYSCADV) Virtual Legislative Day of Action, on April 26, 2022.

That day, I will be joining domestic violence advocates, survivors, and allies from around the state in asking legislators to support specific legislation that addresses the needs of domestic violence survivors and stops domestic violence from occurring in the first place. We will also be calling for a transformation of New York's domestic violence service delivery system, which was developed more than 30 years ago and has not been updated since.

I look forward to meeting with {Senator/Assembly Member} to discuss these important issues. Please let me know when the Senator/Assembly Member is available.

Sincerely,

{name}

Sample Email Script

April 26, 2022

Re: NYSCADV Virtual Legislative Day of Action

Dear {Assembly member/Senator + last name},

I am writing to you today as a/an {advocate, program director, executive director, etc.} at {your organization}.

Domestic violence (DV) victim advocates, survivors, allies, and community members from across the state are joining together today for the New York State Coalition Against Domestic Violence's (NYSCADV's) annual "Virtual" Legislative Day of Action.

With the use of remote technologies and social media platforms, we are sending a resounding message to state lawmakers: Significant reforms are needed to ensure equitable, survivor-centered services are accessible to New Yorkers experiencing DV. Structural change and additional funding also are needed to enhance and expand the options available for DV victims and their families.

New York, once again, has the highest demand for services in the country. In fact, for six out of the last seven years, the state has maintained this number one spot. 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 2021, more than 6,600 victims of DV received services. What's worse, on that same day in 2021, nearly 1,000 DV survivors did not get the services they requested. Even just one survivor not receiving services is unacceptable.

During NYSCADV's Virtual Legislative Day of Action, advocates across the State will be supporting the following legislation to enhance support services for DV victims:

- 1.A.8619A Meeks/S.7573 Myrie: expands eligibility for victims of crime to access victim compensation funds;
- 2.A.6207B Rosenthal/S.7175A Parker: permits DV survivors to self-attest to their status as a victim to be eligible to break phone, cable TV, satellite TV and utility contracts without penalty;
- 3.A.6616 Nolan/S.2584A Brouk: requires K-12 comprehensive sexuality instruction for students in grades K-12;
- 4.A.8552 Reyes/S.3593A Biaggi: requires New York State to pay all costs to ensure individuals living in temporary shelters have access to the Internet;
- 5.A.8110 Weinstein/S.753 Biaggi: enables parents and their attorneys to obtain copies of court-ordered child custody evaluations and the underlying information supporting the evaluation; and,
- 6.A.648A Rosenthal/S.66A Hoylman: creates one-year window to allow adult survivors of sexual assault to pursue civil action against an abuser.

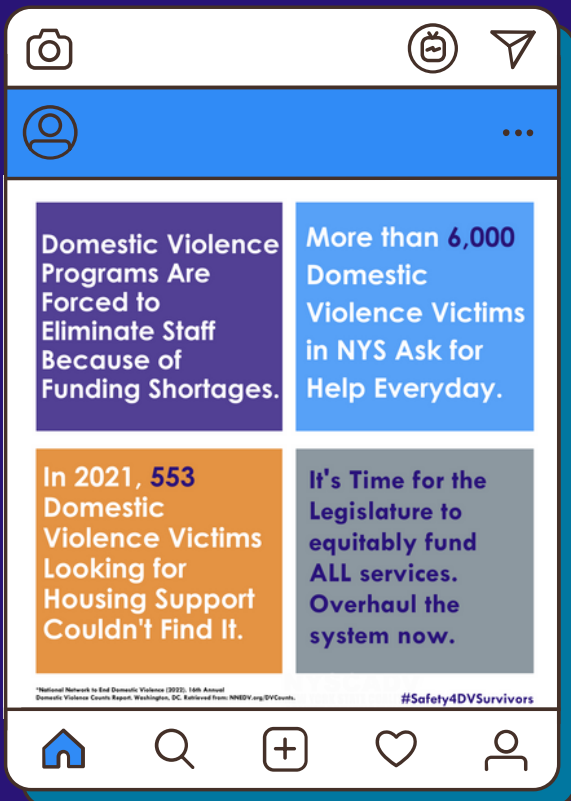
If you would like more information, I can be reached at {phone number}, or you can contact Joan Gerhardt, Director of Public Policy and Advocacy at NYSCADV, at 518-482-5465.

Thank you for your time.

Sincerely,

{Your name and title}

Show Your Support on Social Media



[Click here to download graphics.](#)



Add a Twibbon to your profile

What is a Twibbon?

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

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.](#)



Sample Tweets

[Click here to download accompanying graphics.](#)



Sample Twitter posts:

1. New York leads the country in demand for DV services. Today we join @NYSCADV in saying #Safety4DVSurvivors.
2. On just one day, DV advocates served over 6,600 survivors but the work is far from done. #Safety4DVSurvivors
3. People experiencing DV deserve access to services equitably. Overhaul the delivery system now. #Safety4DVSurvivors
4. Survivors' requests for services can be complex. Programs deserve the ability to innovate delivery and meet these needs. #Safety4DVSurvivors

Sample Facebook & Instagram Posts

Here are a few sample posts to help get your message out there! [Click here to download accompanying graphics.](#)



Don't forget to tag your representatives in your posts!

1. New York State leads the country in demand for domestic violence services. Today, we join the @New York State Coalition Against Domestic Violence along with advocates and survivors from across the state to call on state lawmakers to ensure all DV survivors get the support they need. #Safety4DVSurvivors.
2. On just one day, DV advocates served over 6,600 victims of domestic violence. Due to lack of funding, 766 requests went unmet. #Safety4DVSurvivors
3. New York's approach to funding services for DV survivors is OUTDATED, and leaves many victims behind. Survivors deserve access to residential and nonresidential services, equitably. The time for funding innovation is now. #Safety4DVSurvivors.
4. DV survivors' requests for services are complex, from legal assistance and childcare to financial assistance and advocacy. Yet New York's approach still prioritizes emergency shelter. Overhaul the system now to better meet the needs of victims into the future. #Safety4DVSurvivors.

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www.nyscadv.org



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