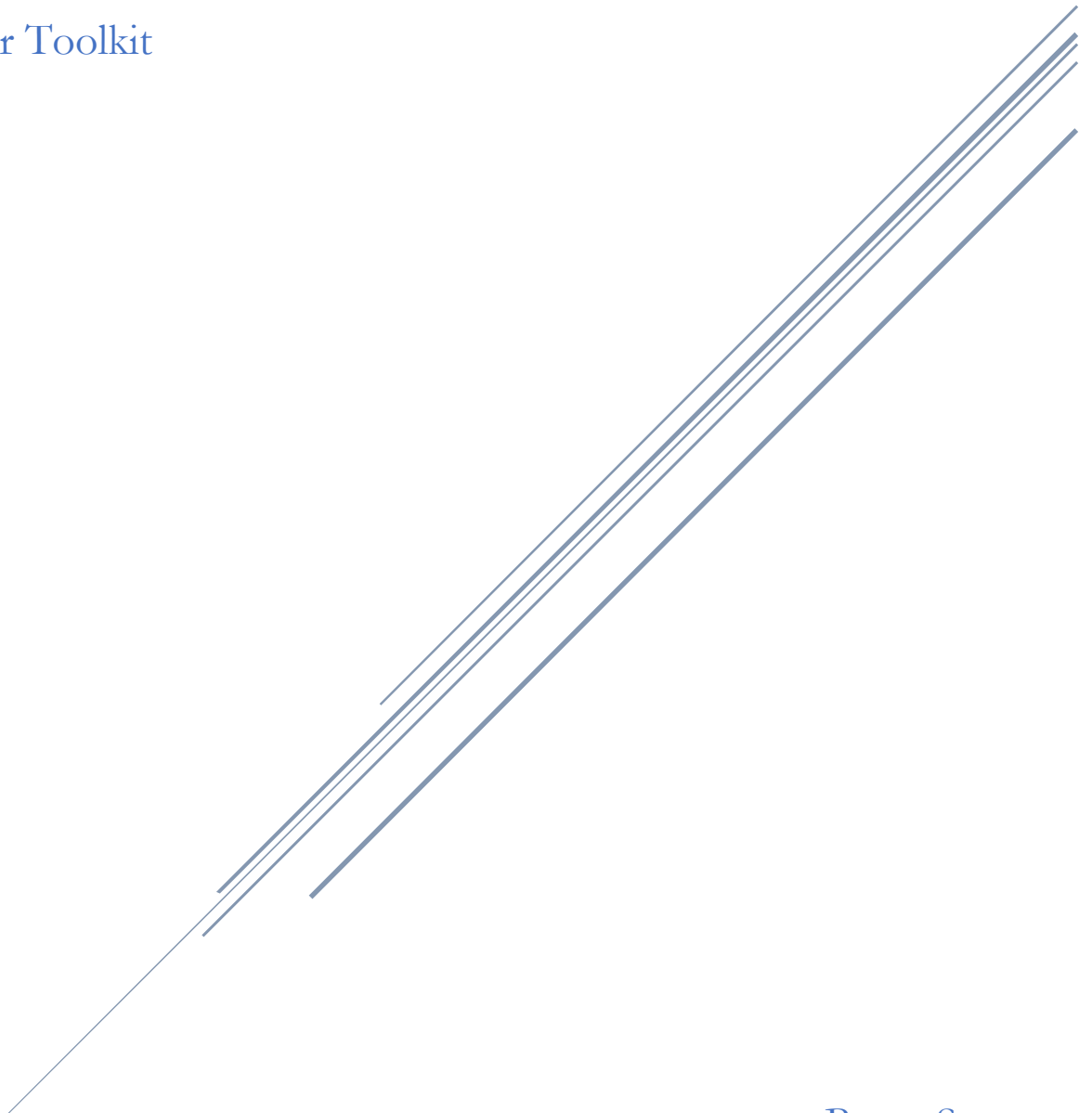




bravestep

CHANGEMAKER

Supporter Toolkit



Brave Step
March 2021

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WELCOME TO BRAVE STEP'S CHANGEMAKER PROGRAM!

“Our lives begin to end the day we become silent about things that matter.” Martin Luther King Jr.

You are here because you courageously recognize the prevalence of sexual violence, agree to learn about its complexities and solutions, and take bold action to shape a strong, supportive community. Thank you for that bravery.

Brave Step and its team are here to be a partner on this journey. It's not a sprint. It's a marathon, and the tools below are designed to help you and help us spread this program far and wide.

As you are emboldened through this program and process, consider the reach you have both to individuals, communities, and organizations. The more we can share this message the more we can create lasting change for current and future generations.

Thank you for being a courageous change agent!

The Brave Step team of Changemakers

WHAT IS BRAVE STEP?

Brave Step is a nonprofit that empowers individuals who have been impacted by sexual violence. To shape a strong, supportive community, we:

- Provide personalized services that help adults impacted by sexual violence reclaim the life they deserve;
- Foster brave public conversations about sexual violence; and
- Cultivate courageous changemakers.

Brave Step equips adult survivors, loved ones and the community with the skills and understanding to shape a strong, supportive community.

How do we do that? In a number of ways:

- **Adult Survivor Care:** Adult survivors deserve to lead their best life, one that is not defined by or limited by past abuse. To help survivors reclaim the life they deserve, Brave Step presents a multi-faceted healing model that includes individual counseling, group therapy, peer-led support groups, empowerment programs, and ways to find one's voice.
- **Care for Loved Ones:** We believe that educating and supporting the loved ones of a survivor is a critical component to giving survivors the best possible chance to heal. We offer therapeutic interventions for loved ones and a supportive, understanding place to process their emotions.
- **Community Education:** Fostering brave public conversations about sexual violence must be at the heart of what we do. It is our responsibility to inform the community on the impact of sexual abuse, preventative measures to take and how we can collectively fight this pervasive issue.
- **Changemakers:** By harnessing the passion and courage of survivors, loved ones and the community, Brave Step nurtures the skills, understanding and strength to become a changemaker for sexual violence. We curate, educate and activate through training curriculums, policy education, storytelling, survivor advocacy and more.

WHO IS A CHANGEMAKER?

Webster's New World College Dictionary defines a changemaker as one who makes change. Specific to Brave Step, a Changemaker is someone who learns how to take action within his/her own life, family, community, workplace, at Brave Step and/or beyond. It's not limited to one title; it's defined by brave action and taking brave steps on this important subject matter.

Characteristics of our Changemakers:

- Brave
- Agenda setters
- Goal oriented
- Authentic
- Have integrity.
- Willing to use his/her voice if even a whisper.
- Willing to take one brave baby step at a time.
- Yet, willing to shoot for the stars.

A Changemaker should abide by and embody Brave Step's guiding principles as it relates to his/her situation.

Guiding Principles:

- Brave is **empowering** our bravest to reach new heights through **personal healing and growth**.
- Brave is being **survivor- and loved one-centered** at the core of every program, project and decision.
- Brave is demonstrating **compassion** and building **trust** at each interaction.
- Brave is embodying **integrity** when the stakes are high, **advocating** for survivors and loved ones, and **honoring** them with our actions.
- Brave is delivering **multi-disciplinary** services that are **responsive** and **flexible to the need** while maintaining **a personal touch**.

BRAVE STEP CHANGEMAKER

The Changemaker program gives participants the tools they need to support one another and help prevent future sexual violence.

Changemakers are engaged in a variety of activities to gain education and take steps toward action. Brave Step has designed pathways for different audiences (survivors, loved ones, workplace, community, policy), with low-, medium- and high-effort engagement opportunities.

By strengthening adults and providing the tools, skills and knowledge to proactively move forward, we are protecting our children, creating more stabilized family environments, reinforcing the workplace and community as a better place to work and live, and giving adults a voice and truth to speak out about sexual violence.

WHAT YOU CAN DO

Brave Step relies on the courage and action of brave individuals. Each person may find a different path for how or if they demonstrate his/her role as a Changemaker. Please note, this is specific to promoting your role as a Changemaker. You are under NO obligation to do that.

- Make your voice heard through social media.
 - Write and share a post specific to your role as a Changemaker and/or invite others to sign The Brave Pact.
 - Invite 5 friends to follow Brave Step on Facebook, Instagram or LinkedIn.
- Utilize a blog, email or web platform to share a story or message to your followers.
 - Spread the word about Brave Step by sending an email to 10 friends telling them about Brave Step.
- [Order a Changemaker t-shirt.](#)
- Organize a friend get together to share the Changemaker program and ask them to sign The Brave Pact.

- [Apply to be a Brave Step volunteer.](#)

WHAT GROUPS CAN DO

The opportunity to engage a group is an important element in reaching others and educating them on the power of sexual violence.

- Invite a Brave Step speaker to address your group, religious organization, civic group, etc.
- Take a stand on social media on behalf of the group. Challenge other community organizations to do the same.
- Utilize a blog, email or web platform to share the groups' support of the Changemaker program.
- Create a group-level challenge to reach a specific goal in support of the Changemaker program. <https://bravestep.org/changemaker-team-goals/>
 - Distribute posters or marketing materials on the program and challenge.
- [Purchase Changemaker t-shirts for the group.](#)
- Organize a volunteer day or fundraiser to benefit Brave Step.

PROMOTIONAL TOOLS

Key Messages:

1. **Be an ally. Sign The Brave Pact.**
The Changemaker program gives participants the tools they need to support one another and help prevent future sexual violence.
2. Being a Brave Step Changemaker is for everyone - survivors, loved ones, policy educators, employers, and community leaders. All are impacted by sexual violence.
3. Changemakers will have access to carefully vetted and trusted materials, goal setting and support, information sessions and trainings, volunteering opportunities, and more to gain education and take steps toward action.
4. What's the first brave step you can take? Sign The Brave Pact.
www.bravestep.org/changemaker
5. Brave Step empowers individuals who have been impacted by sexual violence. To shape a strong, supportive community, we provide personalized services that help adults impacted by sexual abuse reclaim the life they deserve; foster brave public conversations about sexual abuse; and cultivate courageous changemakers.
6. Brave Step is on a mission to cultivate courageous changemakers and ultimately help prevent future sexual violence. We need an army of changemakers which means we need YOU.

Websites:

- www.bravestep.org
- www.bravestep.org/changemaker

Social Media Accounts:

- Facebook: <https://www.facebook.com/ABraveStep/>
- Instagram: <https://www.instagram.com/bravestep/>

- Twitter: <https://twitter.com/abravestep>
- LinkedIn: <https://www.linkedin.com/company/abravestep>

Images and videos:

- Badge <https://bravestep.org/wp-content/uploads/2020/11/Brave-Step-Changemaker-Badge.png>
- Changemaker Videos <https://youtu.be/ovh3MxZj3R4>

SPREAD THE WORD: SOCIAL MEDIA

Social media is a powerful tool in cultivating courageous Changemakers. Use your social media platforms to:

- Educate your followers about Brave Step’s Changemaker program.
- Drive traffic to The Brave Pact. www.bravestep.org/changemaker
- Encourage your followers to donate to Brave Step and/or volunteer.

Please use the following program hashtags:

- #BraveStep
- #CourageousChangemakers
- #BraveStepChangemaker
- #TheBravePact

Additional hashtags to consider:

- #changemaker
- #bebrave
- #sexualviolence
- #signandshare
- #braveconversations
- #toolstolearn
- #sexualviolenceeducation
- #metoo

Sample Social Media Posts:

Please feel free to change the wording to personalize it and be sure to include a relevant program hashtag.

- Be an ally. Sign The Brave Pact to gain access to the tools you need to help prevent future sexual violence. <https://bravestep.org/changemaker/> #BraveStepChangemaker #TheBravePact
- Hero. Survivor. Changemaker. It’s time to take action and utilize the tools we need to support one another on sexual violence. Sign The Brave Pact today and get started. <https://bravestep.org/changemaker/> #BraveStepChangemaker #TheBravePact

- EVERYONE is impacted by sexual violence. Be a Brave Step Changemaker and an ally. Sign The Brave Pact. <https://bravestep.org/changemaker/> #BraveStepChangemaker #TheBravePact
- Are you concerned about sexual violence? What's the first brave step you can take? Sign The Brave Pact and get the tools you need to combat it. <https://bravestep.org/changemaker/> #BraveStepChangemaker #TheBravePact
- Brave Step is on a mission to cultivate courageous changemakers and ultimately help prevent future sexual violence. We need an army of changemakers which means we need YOU. Sign The Brave Pact today. <https://bravestep.org/changemaker/> #BraveStepChangemaker #TheBravePact

Additional Social Media Ideas:

- Grab the Badge. Help us share the Changemaker program.
 - Grab a Changemaker badge from <https://bravestep.org/wp-content/uploads/2020/11/Brave-Step-Changemaker-Badge.png> and share it on your social media account as a profile image, post or on your website. Include a link to The Brave Pact.
- Develop a Changemaker identifying message for your social account.
 - Depending on your comfort level, add a self-identifying status line regarding your Changemaker status, survivor status, ally status, and specific interests. Examples:
 - A #bravestepchangemaker for survivors of #sexualviolence and their loved ones.
 - Emily is a Brave Step Changemaker, a survivor, a survivor ally, and especially interested in developing PTSD programming, media training and rape kit backlog.
 - Sarah Smith, XXXX, is a Brave Step Changemaker, survivor or ally, and especially interested in support groups and resources for parents, and in addressing assaults within underserved communities.
- Outreach to social media influencers
 - For interested volunteers, please send a social post to a social media influencer and ask them to sign The Brave Pact. As many people who can make contact, the higher chance we have at a re-share. Here is a list of some social media influencers.
 - https://drive.google.com/file/d/1aehcEq-qs_t3MdTka1kdc77eLbT3xkFI/view?usp=sharing

Social Media “How-To” Tips:

Suggestions provided by [Reliablesoft.net](https://reliablesoft.net). Read and follow the 10 tips below to get started:

- [1. Decide which social media platform\(s\) to use](#)
- [2. Optimize your social media profiles](#)
- [3. Connect your website or blog with your social media pages](#)
- [4. Add social media buttons on your website](#)
- [5. Find and follow the influencers in your niche](#)

- [6. Keep a balance between following and followers](#)
- [7. Share interesting content \(text, images, videos\)](#)
- [8. Post many times per day but don't overdo it](#)
- [9. Don't forget to follow back](#)
- [10. Follow the rules and be patient](#)

SPREAD THE WORD: EMAIL

Whether you have a small contact list or a large database, email is a useful tool in sharing good news such as the Brave Step Changemaker program. Here is a sample email to personalize as you like.

Subject: Join me as an ally. Sign The Brave Pact.

Copy:

Dear friends,

As you know, I am a supporter/volunteer/Changemaker, etc. of [Brave Step](#), a nonprofit that empowers individuals impacted by sexual violence.

In a world where everyone is impacted by sexual violence (yes, including you), Brave Step is introducing a new program to give Changemakers the tools they need to support one another and help prevent future sexual violence.

Being a Brave Step Changemaker is for everyone - survivors, loved ones, policy educators, employers, and community leaders.

As a Changemaker, you will have access to carefully vetted and trusted materials, goal setting and support, information sessions and trainings, volunteering opportunities, and more to gain education and take steps toward action.

So, please join me today. **Be an ally. Sign The Brave Pact.** <https://bravestep.org/changemaker/>

With appreciation, (name)

SPREAD THE WORD: WEBSITES, BLOGS, ETC.

If you have a blog, website, or other digital tools, please consider sharing the Changemaker program.

1. Placing the Changemaker badge on the home page of your website and linking to <https://bravestep.org/changemaker/>.
2. Write a blog on the Changemaker program and why it is important to you. If you need ideas or suggestions, please contact Brave Step at changemaker@bravestep.org.

If you are in need of custom art such as web banners, please contact us using the email address below.

CONTACT US

For additional support or materials, please contact us at changemaker@bravestep.org.

THANK YOU FOR YOUR SUPPORT!