

Note: This social media toolkit was designed for Layers of Dignity to share with community partners participating in a Sexual Assault Awareness Month campaign. Partners included local businesses, influencers and nonprofits.

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Generic

Instagram Posts

April is Sexual Assault Awareness month. You can support survivors in Raleigh this month by giving to @LayersofDignity—it's as easy as making an @Amazon purchase. Learn more at the link in their bio! #SAAM

Every dollar and every donor counts. This April, show your support for survivors of sexual abuse by giving to @LayersofDignity. They've made it easy for you to show your support: Venmo your gift to @LayersofDignity. #SexualAssaultAwarenessMonth

This month is Sexual Assault Awareness month and I'm supporting survivors by giving to @LayersofDignity, a local non-profit providing essentials to women and children who have survived sexual abuse. You can give too! Send your gift to @LayersofDignity on Venmo. #SAAM

Facebook Posts

April is Sexual Assault Awareness month. You can support survivors this month by giving to Layers of Dignity—it's as easy as making an Amazon purchase. Learn more at layersofdignity.com.

Every dollar and every donor counts. This April, show your support for survivors of sexual abuse by giving to Layers of Dignity. They've made it easy to show your support: Venmo your gift to @LayersofDignity. #SexualAssaultAwarenessMonth

This month is Sexual Assault Awareness month and I'm supporting survivors in Raleigh-Durham by giving to Layers of Dignity, a local non-profit providing essentials to women and children who have survived sexual abuse. You can give too! Send your gift to @LayersofDignity on Venmo.

Sample Email

Hi *|FNAME|*,

April is Sexual Assault Awareness Month and we're showing our support for survivors by partnering with [Layers of Dignity](#), a local nonprofit providing essentials to women and children who have survived sexual abuse—will you join us in supporting these brave survivors?

Ways you can get involved:

- 👉 Attend an event. See the lineup [here](#).
- 👉 Give new clothes. [See what to give](#).
- 👉 [Venmo](#) a donation to @layersofdignity.
- 👉 Connect on social media: follow @LayersofDignity.

We hope you will take part in this movement to stand with members of our community who have been affected by sexual assault. Every dollar and every donor counts!

For questions, email layersofdignity@gmail.com.

Sincerely,

<Your Name or Organization>

Visual Assets



[Generic Square Flyer](#)

Social Media Challenge

#Give5Pick5

April is Sexual Assault Awareness Month. Spread the word and support survivors by participating in the #Give5Pick5 challenge! Be sure to tag @LayersofDignity when you post on Instagram!

How It Works

1. Give \$5 to support sexual assault survivors by Venmo-ing @LayersofDignity.
2. Share this [graphic](#) on your Instagram story and tag 5 friends to complete the challenge!

Visual Assets



[Instagram Story Challenge Post](#)

City Gallery Opening

Facebook Event Link

layersofdignity.info/april-5

Instagram Posts

Show your support for sexual assault survivors by going to #FirstFridayRaleigh at @CityGallery_Raleigh for a special show on April 5 from 6-9p. All proceeds from art sales will benefit @LayersofDignity, a local non-profit that provides essentials to sexual assault survivors through emergency rooms and women's advocacy centers.

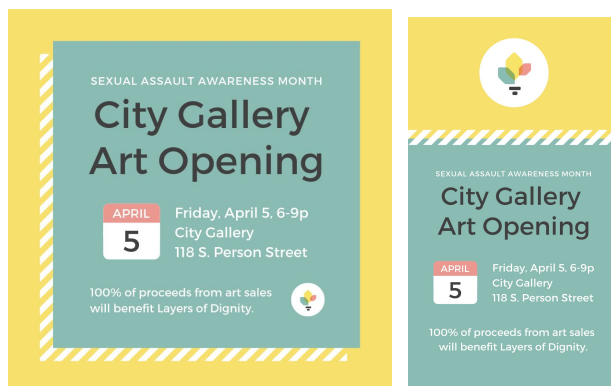
@CityGallery_Raleigh is hosting a special #FirstFridayRaleigh show in recognition of Sexual Assault Awareness Month on April 5 from 6-9p. Art sales will benefit Layers of Dignity. I'm going, are you? Find more details on @LayerofDignity's profile!

Facebook Posts

Show your support for sexual assault survivors by going to #FirstFridayRaleigh at City Gallery for a special show on April 5 from 6-9p. All proceeds from art sales will benefit Layers of Dignity, a local non-profit that provides essentials to sexual assault survivors through emergency rooms and women's advocacy centers. layersofdignity.info/april-5

City Gallery is hosting a special #FirstFridayRaleigh show in recognition of Sexual Assault Awareness Month on April 5 from 6-9p. Art sales will benefit Layers of Dignity. I'm going, are you? Details at layersofdignity.info/april-5.

Visual Assets



[Square Event Flyer](#) (left)

[Instagram Story Graphic](#) (right)

Trophy Drink for a Cause

Facebook Event Link

<Still waiting on this from Trophy>

Instagram Posts

April is full of opportunities to support sexual assault survivors. Grab some friends and drink for a cause Tuesday, April 16 from 4-8p at @TrophyMaywood. 10% of taproom sales will support survivors through @LayersofDignity. #SAAM

Drink for a cause at @TrophyMaywood Tuesday, April 16 from 4-8p! In recognition of Sexual Assault Awareness Month, 10% of taproom sales will support survivors in Raleigh-Durham through @LayersofDignity.

Facebook Posts

April is Sexual Assault Awareness Month and there are so many opportunities to support sexual assault survivors. Grab some friends and drink for a cause Tuesday, April 16 from 4-8p at Trophy on Maywood. 10% of taproom sales will support survivors through Layers of Dignity.

Drink for a cause at Trophy on Maywood Tuesday, April 16 from 4-8p! In recognition of Sexual Assault Awareness Month, 10% of taproom sales will support survivors in Raleigh-Durham through Layers of Dignity.

Visual Assets



[Square Event Flyer](#) (left)

[Instagram Story Graphic](#) (right)