



# White Ribbon & 16 Days of Activism 2022

## #JoinTheTeam

### Campaign Pack

## What is White Ribbon Day 2022

White Ribbon UK is part of the global White Ribbon movement to end male violence against women by engaging with men and boys, changing cultures and raising awareness.

This year White Ribbon Day 25th November, falls on the same week as the start of the FIFA men's World Cup. There has never been a better time for us to come together and start playing as a team to end violence against women and girls.

All men can join the team to end violence against women and girls - that's **#TheGoal**. Whether you're a football fan or not, let's work together to achieve gender equality. White Ribbon Day 2022 highlights 11 traits men and boys can nurture to help create a world of equality and safety for women

Find out more here; [www.whiteribbon.org.uk/](http://www.whiteribbon.org.uk/)

## What is 16 Days of Activism?

Every year the United Nations calls for people across the globe to take action to end gender-based violence for 16 Days of Activism. Violence against women and girls is one of the most widespread human rights violations in the world.

The global theme for this year's 16 Days of Activism against Gender-Based Violence, which will run from 25 November to 10 December 2022, is "UNITE! Activism to end violence against women and girls". UNiTE campaign calls for global actions to increase awareness, galvanize advocacy efforts, and share knowledge and innovations.

Find out more here <https://www.unwomen.org/en/what-we-do/ending-violence-against-women/take-action/16-days-of-activism>

## NIDAS #JoinTheTeam Campaign

As part of **White Ribbon Day 2022** and **#16DaysOfActivism** we are launching our **#JoinTheTeam** campaign which will focus on the importance of speaking out and breaking the silence around domestic abuse. We are inviting you to **#JoinTheTeam** by making a pledge explaining why you believe it's crucial to speak out against male violence against women. Don't worry, we will provide the template sign and give you some ideas on how to get started.

## #16Ways

We recognise that not all men commit violence against women but **#AllMenCan** can make a difference and be part of the solution. We believe **#AllMenCan** drive conversation about the role men must play in building a safer world for women.

Throughout the 16 Days of Activism we will be sharing **#16Ways** men can take action against male violence against women. We are asking your business or organisation to get involved and support us by challenging harmful masculine norms that encourage violence among other men.

## How to get involved

### #JoinTheTeam Pledge Sign

Using the link below you can find our **#JoinTheTeam** template.

[www.nidas.org.uk/wp-content/uploads/2022/11/NIDAS-ADC-JoinTheTeam-Pledge-Signs.pdf](http://www.nidas.org.uk/wp-content/uploads/2022/11/NIDAS-ADC-JoinTheTeam-Pledge-Signs.pdf)

Here are some examples to get you started:

- I **#JoinTheTeam** because "Women and girls should not have to live in fear"
- I **#JoinTheTeam** because "No one else should suffer in silence"
- We **#JoinTheTeam** because " We must listen and empower"
- We **#JoinTheTeam** because " Perpetrators must be held accountable for their behaviour"

Join us and **#JoinTheTeam** by completing your pledge sign, taking a photo of you and your friends or colleagues holding your pledge sign and sharing it on social media to show your support. #

Don't forget to tag us and use our campaign hashtags below or you could even create your own! You can help us by spreading the word about our campaign by sharing our posts on your social media platforms.

**#NIDASJoinTheTeamCampaign #16DaysActivism #JoinTheTeam #16DaysofAction #Unite**

**Example: #YourOrganisationJoinsTheTeam** You can also send your pledge sign photos to us directly by emailing [marketing@nidas.org.uk](mailto:marketing@nidas.org.uk)

## How to get involved

### #JoinTheTeam & #16Ways campaign graphics:

Download our campaign graphics here [www.nidas.org.uk/wp-content/uploads/2022/11/NIDAS-We-JoinTheTeam-Because.-Campaign-Graphics.zip](http://www.nidas.org.uk/wp-content/uploads/2022/11/NIDAS-We-JoinTheTeam-Because.-Campaign-Graphics.zip) and share across your social media platforms:

Facebook: @nidas.org.uk

Instagram: @nidas.org.uk

Twitter: @nidas\_org\_uk

LinkedIn: @nidas-org-uk

#NIDASJoinTheTeam #WeJoinTheTeam #16DaysActivism #TheGoal #16DaysOfAction #Unite #AllMenCan



## Caption ideas for social media

Here are some caption ideas for social media:

### Instagram:

We are supporting [@nidas.org.uk](https://www.nidas.org.uk) with their #JoinTheTeam campaign as part of #16DaysOfActivism and we are inviting you to join us to say 'no' to violence against women. [www.nidas.org.uk/events/16-days-of-activism-nidas-jointheteam-campaign/](https://www.nidas.org.uk/events/16-days-of-activism-nidas-jointheteam-campaign/)

### Twitter:

This month we are supporting [@nidas\\_org\\_uk](https://twitter.com/nidas_org_uk) with their #JoinTheTeam campaign because even the smallest actions can help stop and prevent domestic abuse. Take a look at the campaign pack to see how you can get involved [www.nidas.org.uk/events/16-days-of-activism-nidas-jointheteam-campaign/](https://www.nidas.org.uk/events/16-days-of-activism-nidas-jointheteam-campaign/)

### Facebook

We are supporting [@nidas.org.uk](https://www.nidas.org.uk) #JoinTheTeam campaign this month because it's critical to keep the conversation going. Check out the campaign pack for more information on how you can get involved : [www.nidas.org.uk/events/16-days-of-activism-nidas-jointheteam-campaign/](https://www.nidas.org.uk/events/16-days-of-activism-nidas-jointheteam-campaign/)

### LinkedIn

This month we are supporting [@nidas-org-uk](https://www.nidas.org.uk) with their #JoinTheTeam campaign because even the smallest actions can help stop and prevent domestic abuse. Take a look at the campaign pack to see how you can get involved [www.nidas.org.uk/events/16-days-of-activism-nidas-jointheteam-campaign/](https://www.nidas.org.uk/events/16-days-of-activism-nidas-jointheteam-campaign/)

### #JoinTheTeam

We are supporting NIDAS with their #JoinTheTeam campaign as part of #16DaysOfActivism.

We are inviting you to join us to say 'no' to violence against women.

#16DaysOfActivism



### What is #16DaysOfActivism?

16 Days of Activism Against Gender Based Violence, takes place annually from 25th November to 10th December, is an international campaign that aims to raise awareness of, and prevent violence against women and girls.

#16DaysOfActivism



## How you can fundraise for us

- Displaying our QR code posters for cashless donations within your workplace or organisation. To download our QR poster please [www.nidas.org.uk/wp-content/uploads/2022/11/JoinTheTeam-QR-poster.pdf](http://www.nidas.org.uk/wp-content/uploads/2022/11/JoinTheTeam-QR-poster.pdf)
- Support our text giving campaign

**Text JOINTHETEAM to 70450 to donate £5.** Texts will cost the donation amount plus one standard network rate message, and you'll be opting into hearing more from us. If you would like to donate but don't wish to hear more from us, please text **JOINTHETEAMNOINFO** instead.

