



## DOWNTOWN **WOMEN'S** CENTER

### COMMUNICATIONS TOOLKIT

#### *Raising Funds for DWC*

Thank you for raising funds for the Downtown Women's Center! We're thrilled to have support from community members in ending women's homelessness in Los Angeles. This communications toolkit will ensure you have a successful fundraising event.

#### **Before** YOU BEGIN RAISING FUNDS FOR DWC

- We ask that all fundraising events in support of the Downtown Women's Center receive written permission from DWC prior to the start of the fundraising event by filling out an application.
- If your fundraising event is approved, we will ask you or a representative from your organization to sign a Memorandum of Understanding (MOU) with DWC.
- Promotional materials: All promotional materials or press releases for the event that mention the Downtown Women's Center must be reviewed and pre-approved by DWC.
- DWC values: Please keep in mind that the women we serve at DWC are our priority. All external fundraising events should fit with our mission of creating a safe and healthy community fostering dignity and respect for women experiencing homelessness in Los Angeles.

#### **Access DWC Logo**

You can [access our official logos here](#). Please be advised that you may *only* use our logo on your materials if your event/fundraiser/donation drive has already been approved by DWC.

Please do not change, alter, or modify the logo in any way. This includes color, scaling, or adding clip art to the logo, as well as separating the 'W' from the name and tagline.

For final approval, DWC kindly requests that you share your material/publication with us before publishing or distributing.

### **Access DWC Boilerplate Language**

When writing or talking about the Downtown Women's Center, please use our full name, Downtown Women's Center and the correct acronym (DWC). Please do not refer to Downtown Women's Center as a *shelter*. Take a look at [our frequently asked questions here](#).

Please use the following copy when describing DWC:

The Downtown Women's Center (DWC) is the only organization in Los Angeles focused exclusively on serving and empowering women experiencing homelessness and formerly homeless women. DWC envisions a Los Angeles with every woman housed and on a path to personal stability. Its mission is to end homelessness for women in greater Los Angeles through housing, wellness, and advocacy. Founded in 1978, DWC was the first permanent supportive housing provider for women in the U.S. Learn more at [www.DowntownWomensCenter.org](http://www.DowntownWomensCenter.org).

### **Social Media Promotion**

Our DWC social media handle is @DWCweb on Facebook, Twitter, and Instagram. MADE by DWC social media handle is @MADEbyDWC on Facebook, Twitter, Instagram, and Pinterest. Please go ahead and tag us in any promotional posts.

Note that approval of your event does not guarantee we will promote your event on social media. We have an internal editorial calendar and communications plan that may or may not align with your fundraising event.

### ***During* THE TIME YOU'RE RAISING FUNDS FOR DWC**

We encourage the promotion of your fundraising during your event. Our DWC social media handle is @DWCweb on Facebook, Twitter, and Instagram. MADE by DWC social media handle is @MADEbyDWC on Facebook, Twitter, Instagram, and Pinterest. Please go ahead and tag us in any promotional posts.

### ***After* YOU RAISE FUNDS FOR DWC**

Recaps, event highlights, and write-ups about the fundraiser online are welcome! Be sure to tag us and/or send anything you/your attendees produce, so that we can keep apprised of your good work.

Per the terms of the MOU, you'll issue payment to us representing the donation within 4 weeks of the fundraiser. You can [pay by credit card here](#).

If paying by check, please mail to:

Downtown Women's Center

Attn: Ana Martinez

442 S. San Pedro St.

Los Angeles, CA 90013