

Introducing the Campaign to Your Community – Why This Matters

Violence has a devastating impact on family and community structures. By reinforcing existing inequality, violence undermines the health, dignity, security and independence of those affected. It also greatly contributes to the cycle of poverty. Survivors, spouses and their communities work together to address trauma and promote healing, which leads them to become more resilient.

When your community decides to spend time learning about women's rights and empowerment and ending violence against women and girls, everyone benefits.

Using this toolkit, you and your team can learn how Episcopal Relief & Development collaborates with local leaders to help prevent violence and respond to those impacted. We are contributing to research that highlights the ways faith leaders can galvanize social and cultural change. Our programs play a pivotal role in creating interfaith networks that provide tools, skills and support for leaders to challenge the attitudes and behaviors that perpetuate injustice and discrimination.

Training leaders and heightening awareness around these issues changes lives. Here are three simple steps to help you discern how this ministry might take shape in your community:

1. Host a small group discussion (sample following) with persons you believe will be interested in forming a small leadership team. At that meeting, take notice of which areas they have the most energy and passion.
2. Following that meeting, distribute the survey, also included in this section on [page 9](#), to your faith community, in order to gauge their interest around this important ministry. Using the [“Conversations and Goal Setting: Starting a Ministry in Your Community of Faith”](#) resource also in this section, begin planning your course of action and engagement.

The Small Group Discussion

Select a group of people from your community, including men, women, parents, elders and others you believe might engage this ministry.

Hand out the resource [“It's Our Time: Applying Proven Approaches for Faith-Based Change in the US”](#) found in this section of the toolkit. Begin by reviewing the section called “The Challenge in the US” and talk about how this group believes their community might already be impacted by violence against women.

Then discuss the four priorities Episcopal Relief & Development focuses on, Promoting Women's Rights & Empowerment, Creating Economic Stability, Cultivating Women Leaders and Ending Violence Against Women & Girls and consider which of those areas need the most attention in your community.

After you have had these important conversations with your leadership group and discerned their passion and capacity, it's time to survey your community, identify their interests and set goals around the work of education, awareness and action. Use the survey in this section.

Once you have combined your leadership team goals with the survey responses of your community, Day 2, page 15 of our [16 Days of Activism Toolkit](#), provides a pledge your team can make as they begin their work in taking action to eliminate Violence Against Women and Girls.

Charm is deceptive and beauty is vain, but a woman who fears the LORD is to be praised. Give her a share in the fruit of her hands, and let her works praise her in the city gates.

— Proverbs 31:30-31



Mary, an apprentice seamstress, will soon have her own small business in Northern Ghana. She has been part of a Savings with Education group in her community.