

# JOIN THE FIGHT TO END DOMESTIC VIOLENCE & SEXUAL ASSAULT WITH YOUR LICENSE PLATE

12.7 million people are physically abused, raped or stalked by their partners in one year. That's approximately the population of New York City and Los Angeles combined. That's 24 people every minute.



California is the first state in the nation to establish a specialized NO MORE license plate to fund local programs in the fight against domestic violence and sexual assault.

Assemblymember Jimmy Gomez (D-Los Angeles) authored and successfully passed Assembly Bill 2321. With its passage, AB 2321 created the first-in-the-nation California Says NO MORE license plate and established a domestic violence and sexual assault prevention fund, which will be financed through license plate purchases, to support domestic violence and sexual assault awareness and prevention efforts throughout the state.

Now it's up to you to make this historic program a success! Here's how

- 1 Order your California Says NO MORE license plate today!  
Visit [www.NoMorePlate.org](http://www.NoMorePlate.org)
- 2 Share this flyer and the website with your friends and family.
- 3 Share our website on social media and use the hashtag #NoMorePlate

The California Says NO MORE license plate needs 7,500 orders to begin production. We need everyone's help to meet the goal. Be sure to purchase your license plate today and tell your friends and family!

The California Says No More License Plate was made possible by:



# STAY CONNECTED & HELP US PROMOTE

1

## SOCIAL MEDIA

SAMPLE TWEETS OR FACEBOOK POSTS



Want to say #NOMORE to domestic violence and sexual assault? Get a #CASaysNOMORE license plate. [www.NOMOREplate.org](http://www.NOMOREplate.org) #NOMORE

**[INSERT YOUR TWITTER HANDLE]** joins @JimmyGomezCA @NOMOREorg to end domestic violence and sexual assault with #NOMOREplate. [www.NOMOREplate.org](http://www.NOMOREplate.org) #CASaysNOMORE

2

## WEBSITE

Add the CA Says NO MORE license plate button to your website



3

## SHARE WITH YOUR STAKEHOLDERS

WE'VE MADE OUTREACH TO YOUR STAKEHOLDERS EASY

Customize the e-mail template on the next page and engage your partners to raise awareness.

# SAMPLE STAKEHOLDER EMAIL

**SUBJECT:** End domestic violence & sexual assault with your license plate!

Dear **[INSERT NAME OR ORGANIZATION]**,

Over 12.7 million people are physically abused, raped or stalked by their partners in one year. That's approximately the population of New York City and Los Angeles combined. ([www.nomore.org](http://www.nomore.org))

In California we don't wait, we act. That's why Assemblymember Jimmy Gomez authored and successfully passed Assembly Bill 2321, creating a specialized license plate to raise awareness for and fund domestic violence and sexual assault programs throughout California.

Partnering with the national NO MORE campaign, a group is nationally known for running a series of poignant ads during the 2015 Super Bowl to raise awareness against domestic violence and sexual assault, a license plate was designed with their logo.

By purchasing the California Says NO MORE license plate, you will help send real dollars to real programs that make a difference in the fight to end domestic violence and sexual assault.

**Now it's up to you to make this historic program a success! Here's how:**

- 1) Order your California Says NO MORE license plate today! Visit: [www.NoMorePlate.org](http://www.NoMorePlate.org)
- 2) Share this email with your friends and family.
- 3) Share our website on social media and use the hashtag #NoMorePlate

[WWW.NOMOREPLATE.ORG](http://WWW.NOMOREPLATE.ORG)

The California Says NO MORE license plate needs 7,500 orders to begin production. We need everyone's help to meet the goal. Purchase your license plate today and tell your friends and family!

Sincerely,

**[YOUR ORGANIZATION]**

# LINKS TO BUTTONS AND IMAGES

CLICK IMAGES TO DOWNLOAD

## FACEBOOK COVER

<http://www.casaysnomore.com/wp-content/themes/LEAP/images/FB-Cover.jpg>



## FACEBOOK PROFILE PICTURE

<http://www.casaysnomore.com/wp-content/themes/LEAP/images/FB-Profile-Picture.jpg>



## INSTAGRAM PICTURE

<http://www.casaysnomore.com/wp-content/themes/LEAP/images/IG.jpg>



## WEB BUTTON

<http://www.casaysnomore.com/wp-content/themes/LEAP/images/nm-license.png>

