



RISE UP Against Domestic Abuse

STYLE GUIDE

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RISE UP against domestic abuse

RISE UP Against Domestic Abuse is Mothers' Union's new campaign to raise awareness about domestic abuse.

Our aim is to make sure that activism against domestic abuse and gender-based violence happens 365 days a year and not just during the 16 Days of Activism campaign in November and December.

The letters of RISE UP stand for **Respond, Inform, Support, Empower, Unite and Pray**.

One of the aims of RISE UP is not to turn us all into domestic abuse professionals, but to teach us how to respond appropriately to a disclosure and ensure we know where to signpost a victim to. If someone discloses something to you, please:

Respond to a disclosure of abuse with compassion and calm

Inform the person where they can get help. If a person is in immediate danger call 999, otherwise direct them to their county domestic abuse helpline or the Refuge 24 hour helpline on 0808 2000 247

Support in a safe manner, listen and believe

Empower them to grow and heal

Unite the members of Mothers' Union and churches to help end domestic abuse

Pray for all affected by domestic abuse

We are working with our members to ensure that as many churches as possible have information about their local domestic abuse helpline.

Domestic abuse can happen to anyone from any walk of life. It isn't just unemployed, single parents who suffer from abuse. It is the educated, the affluent, both women and men. It can happen to anyone.

Abuse can and does happen anywhere. Unfortunately some people hide behind miscommunicated Bible passages to justify their actions or feel like they should stay with an abusive partner. We want to raise awareness that this is not OK. We hope that Mothers' Union members and churches will work together to be a part of the change and will get involved with our RISE UP challenge.

There are bronze, silver and gold awards for branches and churches who take part and complete various activities.

To achieve the **Bronze** award your branch or church should:

1. Put a RISE UP poster raising awareness about domestic abuse in an appropriate public place such as in churches, toilets, community centres, village halls etc. Posters can be downloaded from mothersunion.org/RISEUP
2. Commit to pray for those affected by domestic abuse, including the victims, survivors, perpetrators, and those who work in the field of domestic abuse.
3. Make a connection with your local domestic abuse support organisation to see how you can support them. You could offer moving in and moving on packages.

To achieve the **Silver** award your branch or church should:

1. Host at least one annual speaker from other organisations to speak about domestic abuse (e.g. Restored or other regionally appropriate organisations.)
2. Reach out to churches without an MU branch and actively promote MU and the RISE UP challenge, therefore developing new member opportunities.
3. If asked to do a talk to another group about RISE UP or domestic abuse ask for collections to go towards our RISE UP work.
4. Use the healthy relationship study materials.
5. Include information about abuse and helpful resources in church/branch communications (helplines etc).
6. Preach about equality and mutual respect in all forms of relationships, including equality in relationships in youth work/children's work (as appropriate).
7. Attend the Bystander webinar.

To achieve the **Gold** award your branch or church should:

1. Organise events providing local people with an opportunity to engage with MPs and local leaders on domestic abuse issues.
2. Engage with vulnerable groups, for example prisoners who have been affected by abuse.
3. Commit to pray for Mothers' Union's wider gender-based violence work overseas.
4. Appoint a champion to lead on domestic abuse work and joining the Mothers' Union Domestic Abuse Community of Interest.

Once you have completed your actions and are ready to get an award, please complete this form and someone from Mothers' Union will be in touch with you about your award:

<https://tinyurl.com/Riseupassess>

To find out more visit: mothersunion.org/RISEUP

How to talk about RISE UP

If you only have a small amount of space to talk about RISE UP use the below information:

1. Short explanation:

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If you have slightly more space you can use the medium length explanation:

2. Medium explanation:

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If you have longer to talk about the campaign, use the below:

3. Long version:

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3. If asked to do a talk to another group about RISE UP or domestic abuse ask for collections to go towards our RISE UP work.
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6. Preach about equality and mutual respect in all forms of relationships, including equality in relationships in youth work/children's work (as appropriate).
7. Attend the Bystander webinar.

To achieve the **Gold** award your branch or church should:

1. Organise events providing local people with an opportunity to engage with MPs and local leaders on domestic abuse issues.
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Once you have completed your actions and are ready to get an award, please complete this form and someone from Mothers' Union will be in touch with you about your award:

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Awards

Once you have completed your actions and are ready to get an award, please complete this form and someone from Mothers' Union will be in touch with you about your award:

<https://tinyurl.com/Riseupassess>

Members and churches who achieve the bronze and silver awards will receive a certificate and an electronic badge for use on social media and websites.

Members and churches who achieve the gold award will receive a certificate and an electronic badge for use on social media and websites as well as a plaque and a personalised message from our Worldwide President.

What are moving in and moving on packages?

A moving in package contains essentials a woman may need when she first arrives at a refuge, such as soap, flannel, toothbrush, toothpaste and sanitary towels.

A moving on package contains some of the smaller items a family will need when they move out of the refuge and set up on their own. It could include items such as cutlery, tea towels, washing up liquid, rubber gloves and clothes pegs.

These packages can be small, ideal for refuges that often don't have a lot of space. The moving in package can be contained in a small washbag and the moving on package in a washing up bowl.



You can find out more here: www.mothersunion.org/RISEUP

Language around domestic abuse

When talking about domestic abuse, please always use the words 'domestic abuse' not 'domestic violence' as abuse doesn't always equal violence, in fact coercion and control isn't a physical type of abuse, however violence can be a part of domestic abuse.

The word 'perpetrator' can be used to describe the person carrying out the abuse and the words 'victim' or 'survivor' can be used interchangeably dependent on the circumstances. When talking about an individual, you could ask them if they would prefer to be referred to as a victim or survivor if this is appropriate.

When referred to in text please always write RISE UP in capital letters as it is an acronym for Respond, Inform, Support, Empower, Unite and Pray.

Logo Guidelines

These guidelines are intended to help everyone use the RISE UP logo consistently. The logo is the face of the campaign and it is important to use it correctly in order to ensure a cohesive message is sent out by all those taking part in the challenge.

We want our RISE UP logo to be bold and recognizable to members of the public and our potential partners and supporters. By presenting a consistent look and feel it will make our material more accessible to all our target audiences.

Here are some simple rules about how the logo should (and shouldn't) be used.

If you're not sure about how to use it in a particular instance, contact the Communications team on 020 7222 5533.

Preferred logo:



Black logo:



White logo:



Please note that the RISE UP will always appear as the primary logo unless you have been awarded a Bronze, Silver or Gold e-badge.

Logo Don'ts

- Distort or squash the logo
- Do not change the font
- Do not change any colours of the logos on any iterations
- Do not put the logo on complicated backgrounds with lots of colours
- Do not add wording to the logo
- Do not alter any of the wording

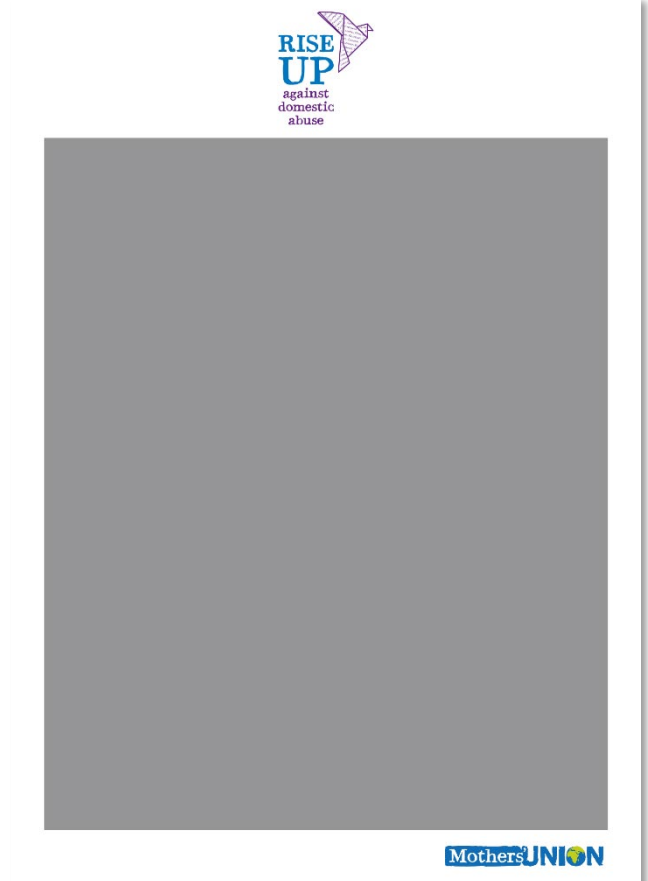
Minimum size

Due to the amount of information the logo has to carry we recommend a minimum size of 21mm but this should only be for used in headers or footers– like this document – or beside other logos such as No More 1 in 3.



Preferred placements

- The RISE UP logo must be used with the Mothers' Union logo in the same document or image i.e.. On a footer of a letter or email
- The RISE UP logo can be more prominent than other logos but Mothers' Union logo must be present on all materials



Fonts and Colours

- Fonts used must be Overpass in the body of the text on every material. If you don't have access to Overpass, please use Calibri
- The text RISE UP is Bondini Hand and should be used when writing the acronym
 - Respond, Inform, Support, Empower, Unite and Pray.

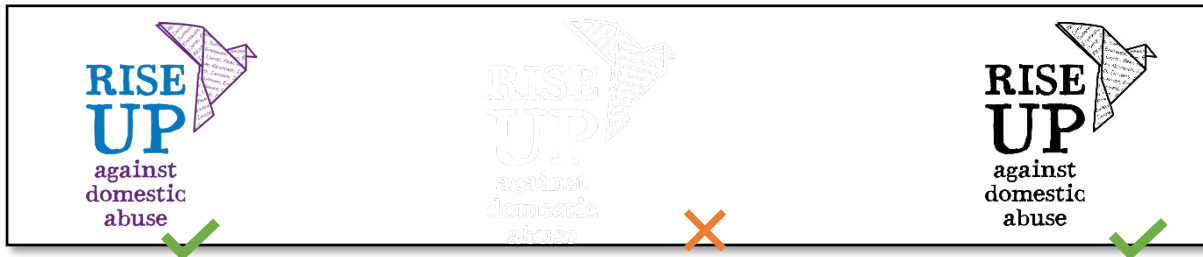
The hexadecimal colours of the logo are:

Blue: #0077C1

Purple: #662383

Background Colours

The blue and purple logo is the primary logo to use when talking about RISE UP and the campaign.



As shown in the above, the white stands out the most but black is also acceptable.

The white should only be used on dark colours where it is not possible to use the primary logo.

The black logo should not be used unless absolutely necessary and works with the specific design. It can be placed on a white background.

Contact

If you have any questions about RISE UP please contact Emily Brailsford, MU's Domestic Abuse Manager: 020 7222 5533 or Emily. Brailsford@mothersunion.org. Emily works Tuesdays and Thursdays.

If you have a query on a day Emily doesn't work please contact the Communications team: 020 7222 5533 or communications@mothersunion.org