

## Get involved member campaign booklet

### Introduction

Gender-based violence happens every day across the world, affecting people of all ages and backgrounds in homes, relationships, communities, and digital spaces.

### 16 Days of Activism

- Campaign dates: 25 November to 10 December annually.
- The aim: A global call to eliminate all forms of violence against women and girls.
- Launch event: Watch the Church of England online service on Facebook or Youtube on Sunday 22 November to kick off the campaign. We will be using the 16 days resources in this.

### Year-round action with Mothers' Union

As abuse happens 365 days a year, this campaign is part of Mothers' Union wider, continuous programmes to act against violence and support survivors.

- Visit the Mothers' Union [Global Programmes](#) page to read about our worldwide initiatives.
- Explore the Mothers' Union Britain & Ireland domestic abuse page for resources and examples of local action members can take. (*link to new DA page*)

### Why this matters

**1 in 3 women** (aged 15 and older), an estimated **736 million to 840 million** individuals, experience physical and/or sexual violence in their lifetime according to data from UN (United Nations) Women [UN Women Facts and Figures](#).

This crisis demands an immediate, unified response to protect women and girls worldwide.

### The benefits of participation

- Drive real change: Your involvement helps empower survivors, shift social norms, and unite communities against gender-based violence (GBV).
- Bring hidden issues to light: The campaign educates members and churches on the root causes of abuse, shedding light on less-visible dangers like digital and domestic harm. This year we will also explore the interconnections between domestic abuse and our prisons and modern slavery programmes.

- Break the silence: Collective support shatters stigma, helping survivors feel seen, believed, and safe enough to seek help.
- Amplify advocacy: A unified global voice demands stronger laws, government accountability, and more funding for frontline services.
- Sustain solidarity: Joining together in prayer and action creates lasting collaboration that goes far beyond the initial 16 days.

## **This year's theme**

### **Together for dignity and safety**

Mothers' Union stands together across the world to promote dignity, safety and peace in every home and community.

The theme reflects Mothers' Union's commitment to:

- Dignity – recognising the value and worth of every person as created in God's image.
- Safety – creating homes, churches and communities where people are protected from violence, abuse and exploitation.
- Togetherness – recognising that preventing violence requires collective action from women, men, young people, families, churches and communities.

Our sub-theme aligns with the United Nations' campaign, **Ensure Justice, Protect Survivors, End Impunity**, placing survivors at the heart of our mission while demanding stronger laws, institutional accountability, and proactive steps to stop violence before it happens.

### **The barriers to safety**

For many women facing gender-based violence, seeking help is difficult, unsafe, or out of reach. Obstacles such as fear of disbelief, social stigma, shame, financial dependence, and safety risks often prevent them from getting support. When they do report abuse, they frequently encounter complex systems, inadequate services, and major hurdles to achieving justice.

### **What ending impunity means**

Impunity happens when abusers act knowing they will not face punishment, often because legal systems or communities fail to intervene. Ending impunity means transforming society and the law so that perpetrators face real legal, social, and economic consequences instead of escaping accountability.

## Our commitment

This shift requires robust laws and accessible services that genuinely support survivors, making safety and justice achievable while ensuring that people who commit acts of violence are fully held to account.

## Get Involved

Members can get involved in this year's campaign in several ways. A good question to start with is 'what is going on in my area already?' Find out about what diocese and partners are doing work to reduce violence in your town, city or region and build upon it. Some other examples are below:

**Engage:** Share the message on social media, using our social media template

**Act:** Specific actions members can take include:

- Hosting or attending local meetings/talks/campaigns that spotlight the barriers to justice that survivors face, challenge blaming and attitudes that enable violence, and call on decisionmakers to strengthen laws, services, and accountability.
- Organising exhibitions that present the issue in visible ways using structures, photography, textiles, craftwork. For example, the Red Chair project involves reserving an empty chair in a public place, alongside information about domestic abuse and violence against women. The empty chair acts as a powerful symbol of the many women who have been killed through gender-based violence.
- Using or wear a colour connected to a domestic abuse campaign (orange, purple or white are common ones). There is no need to get anything new.
- Supporting RISE UP by putting up posters in areas where people congregate and in private spaces and using the materials on our website
- Making connections with partners e.g. Refuges to understand the need
- Talking to friends and family about the campaign and share resources
- Signing local pledges
- Thinking about the leaders and activists you can bring together and how you can connect them locally. Talk to key decision makers in your local area about how they are acting to truly support survivors and make it easier to access safety and justice. Some nations have strategies around this e.g.  
<https://www.gov.uk/government/publications/freedom-from-violence-and-abuse-a-cross-government-strategy>

**Educate:** Read and share our

- Facts and myth busting material

- Article on the links between domestic abuse and trauma and imprisonment.
- Article on the links between domestic abuse and modern slavery.
- Bystander guidance so members can stay safe

#### Faith & Worship:

- Watch the Church of England online service on Facebook or Youtube on [Sunday 22 November](#) to kick off the campaign. We will be using the 16 days resources in this.
- Join our Global Day of Action on [Saturday 28 November 2026](#). Members worldwide will be encouraged to create a visible moment of solidarity.

Branches, dioceses and churches can choose from suggested activities suitable for their context including:

- Prayer gatherings or vigils
- Church services
- Community walks
- Candle-lighting moments
- Ribbon displays
- Public awareness events
- Partner events
- Use our resources including a service outline, prayer resources
- Daily midday prayers on our Facebook page.

#### Key Dates

Below is a step-by-step guide showing when specific activities will happen.

| Date   | Activity                                                                                             | Focus                                                                                                      |
|--------|------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------|
| 22 Nov | CofE national online weekly service on 22 Nov into the plan - service will be 9am on CofE FB/YouTube | MU and 16 days. We will be using our new resources within this.                                            |
| 25 Nov | Launch – together for dignity and safety                                                             | Global launch message from MU leadership                                                                   |
| 26 Nov | Understanding GBV                                                                                    | Facts and statistics; myth vs fact resources; explanation of different forms of abuse; awareness graphics. |
| 27 Nov | Preparing to stand together                                                                          | Reminder of resources available on website. Churches are encouraged                                        |

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|        |                                                              | to include prayer and reflection over the weekend                                                                                                       |
| 28 Nov | GLOBAL MOMENT OF ACTION: Together for dignity and safety     | Share content/reel of action happening by MU members<br><br>Live midday prayers                                                                         |
| 29 Nov | Sunday prayer and commitment                                 | Use faith resources and prayer points will be shared on social media                                                                                    |
| 30 Nov | Justice, restoration and women in prison                     | Link to web article showing the links between domestic abuse and our prisons programme                                                                  |
| 1 Dec  | Men and boys as allies                                       | Link with White Ribbon Campaign and share message about positive masculinity, encourage men and boys to make commitments.                               |
| 2 Dec  | Children, young people and education: starting conversations | Social media posts ideas to help parents, grandparents and families feel confident talking about dignity, safety, boundaries and healthy relationships. |
| 3 Dec  | Modern slavery and sexual exploitation                       | Social media post in collaboration with Clewer Initiative; pull stats and link to article on website                                                    |
| 4 Dec  | Listening, supporting and responding well                    | Encourage communities to respond safely and compassionately when someone discloses abuse – carousel with what to do                                     |
| 5 Dec  | Advocacy and community action                                | Advocacy messages; linked to RISE UP                                                                                                                    |
| 6 Dec  | Churches are places of safety                                | Church safeguarding messaging; faith leaders' role; prayers.                                                                                            |
| 7 Dec  | Girls and young women: building confidence and safety        | Girls' Brigade partnership and MU badges with link to read article.                                                                                     |

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| 8 Dec  | Everyday advocacy: small actions matter     | Active bystander messages resource promoted                                                             |
| 9 Dec  | Prayer and reflection                       | Global prayer focus with prayers used from prayer diary and prayer resource linked.                     |
| 10 Dec | Human Rights Day: continuing the commitment | Closing message thank you message from Kathleen with continued call to build dignity, safety and peace. |

### Feedback

We are very keen to hear how members are participating in this campaign. Please send details of your activities with images to [communications@mothersunion.org](mailto:communications@mothersunion.org)