

Email Template 1: To Staff from Owners or Managers (Encouraging Staff Participation)

Subject: Join Us in Saying "iCare" – Let's Stand Together!

Hi [Team],

As you may have heard, this October we are participating in the iCare campaign, supporting Harmony House in their mission to stand with survivors of domestic violence. Domestic violence is not just something that happens behind closed doors, it impacts people right here in our community. Greene County has one of the highest rates of domestic violence per capita in the state of Missouri. That's why we are joining together to raise awareness, take a stand, and show that we care.

On October 25th, our team will be proudly wearing the symbolic black eye stickers and lapel pins that say, "Ask me why I care." This simple gesture can start important conversations and let survivors know they're not alone. We'll also be hosting our own internal [fundraiser/event] to further support Harmony House's vital services.

I'm asking all of you to join us in this effort by:

- Wearing the symbolic iCare sticker and/or pin on October 25th
- Spreading the word about iCare to your family and friends
- Participating in our [fundraiser/event] to raise donations for Harmony House

This is a powerful opportunity to show that we, as a company and community, stand together with survivors. Let's make a real difference.

Thank you all for your support and participation. Together, we can make an impact.

Email Template 2: To Clients from Businesses (Promoting Participation)

Subject: We're Saying "iCare" – Join Us in Supporting Survivors!

Dear [Client Name],

At [Business Name], we are proud to announce that we are participating in the iCare campaign to raise awareness and support survivors of domestic violence. iCare is an initiative led by Harmony House, our community's largest domestic violence shelter, and it plays a vital role in supporting individuals affected by domestic violence right here in Greene County.

On October 25th, we will be wearing iCare stickers and pins, and hosting [event/fundraiser] to raise funds for Harmony House. We invite you to join us in supporting this important cause by:

- Wearing an iCare sticker and/or pin on October 25th to help spread awareness
- Contributing to our [fundraiser/event] to support Harmony House's life-saving work
- Sharing this initiative with your friends, family, and colleagues to help us make an even greater impact

Domestic violence affects 1 in 3 women and 1 in 4 men in their lifetime, these are people we know and care about. By standing together, we can help bring this issue out from behind closed doors and support those who need it most.

We appreciate your support and look forward to making a difference together.

Email Template 3: General Email (Why You Should Stand with Survivors and Say iCare)

Subject: Stand with Survivors – Join the iCare Movement

Dear [Recipient Name],

Did you know that 1 in 3 women and 1 in 4 men will experience domestic violence in their lifetime? These are not just statistics, they represent people we know, love, and care about. Domestic violence is not just someone else's problem; it's an issue right here in our community.

That's why I'm reaching out today to ask for your support in the iCare campaign, a month-long awareness and fundraising initiative hosted by Harmony House, our local domestic violence shelter. On October 25th, iCare participants will wear symbolic black eye stickers and/or lapel pins that say, "Ask me why I care," to raise awareness and spark meaningful conversations about domestic violence.

I invite you to join us in saying "iCare" by:

- Wearing the iCare sticker and pin on October 25th to show solidarity with survivors
- Sharing information about domestic violence and the iCare campaign with your friends and family
- Donating to Harmony House to help fund their crucial work in providing shelter, advocacy, and resources for survivors

Domestic violence is a deeply personal and devastating issue, but together, we can take action. Will you stand with survivors and say "iCare"?

Thank you for your support in making our community a safer, more compassionate place for everyone.