

Ask me  
why

iCare™

iCare™



# Thank you for saying iCare.

*The awareness generated by this event will help save lives!*

*\*The following are brief instructions on how to get started.  
For the full guide, head to [myharmonyhouse.org/icare](https://myharmonyhouse.org/icare)*

## How to iCare:

1. Hang **iCare flyers** and **window clings** at your business
2. Put up the **SAFE Line tear-offs** in the restrooms
3. Be ready to respond to questions. *We're here to help*
4. Meet with your employees/staff to **discuss why you are participating** in iCare and how they can help
5. **Host a fundraiser** in your business sometime during the month of October that benefits Harmony House. *We are happy to provide ideas to help!*
6. Wear the **"Ask Me Why iCare" buttons and stickers** on **iCare Day - the last Friday in October** (October 31<sup>st</sup>)
  - a. *Optional:* Choose to wear the symbolic "Black Eye" sticker on iCare Day
7. **Take an iCare photo of your team.** Send your team's iCare photo to [quinlanm@myharmonyhouse.org](mailto:quinlanm@myharmonyhouse.org) to post on Harmony House social media.
  - a. *Optional:* Re-share your photo on your business social media and tag Harmony House!
8. Collect all funds to be turned into a member of the Harmony House team that will visit on iCare Day, Friday October 31<sup>st</sup>, 2025. **Thank you so much!**

## iCare Day - October 31<sup>st</sup>, 2025

Because iCare day falls on Halloween this year, we encourage all participants to be respectful when taking iCare pictures. iCare photos with inappropriate costumes, gore, or generally distasteful references that can be construed as insensitive to the topic of domestic violence awareness and support will not be posted.

We suggest taking your team iCare photo early and sending it to [quinlanm@myharmonyhouse.org](mailto:quinlanm@myharmonyhouse.org). We will post photos throughout the day to share the support with the community!

## Haven't signed up yet? No problem!

1. Head to [myharmonyhouse.org/iCare](https://myharmonyhouse.org/iCare)
2. Click "Register to Participate"
3. Select either Business or Individual Registration
4. Fill out the form! Don't forget your "why" and upload a logo or photo
5. After you submit the form, you will receive an email with your unique donation URL. Then start spreading word!

 **Register to participate & learn more today!**