Resource Guide for Service Providers and Supportive Organizations
Sharing the StrongHearts Native Helpline In Your Community
THANK YOU

This StrongHearts Marketing Toolkit is designed specifically for service providers and supportive organizations working to prevent and end domestic violence and dating violence in their communities. This toolkit will help support StrongHearts by sharing information about our culturally-appropriate services through your channels and networks.

Enclosed you will find a resource guide including basic messaging, logos, templates and ideas for sharing the StrongHearts Native Helpline.

We kindly thank you for supporting the growth of this critically needed resource for American Indian and Alaska Native survivors of intimate partner violence.
Quick Reference Guide

Use the following table of contents to help you navigate the toolkit and suggested ideas. There are two main sections: The Basics and Promotional Tips and Ideas. The page numbers are listed on the right side.

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Frequently Asked Questions

Q. What is the StrongHearts Native Helpline?
A: The StrongHearts Native Helpline is a safe, culturally-appropriate domestic violence and dating violence helpline created by and for Native people. Offering culturally-appropriate support means our advocates are trained specifically to meet the needs of American Indians and Alaska Natives affected by relationship abuse. We will help anyone who reaches out for support, though our advocacy is tailored to the unique barriers to safety and justice in Tribal communities. The helpline is completely free, anonymous and confidential.

Q: What services do you offer?
A: Through the helpline, Native advocates offer support callers through any part of an abusive relationship. We provide culturally-specific peer support, education on domestic violence, dating violence and healthy relationships, personalized safety planning, crisis intervention, and help in finding direct services in a caller’s area if needed. In addition to helping victims and survivors, Native advocates can help a fellow advocate or service provider find additional resources for a client, provide support to a friend or family member wanting to help a relative, or assist an abusive partner ready to make a change. We here to help anyone impacted by domestic violence in whatever way they choose.

Q: Who do you serve?
A: We serve anyone impacted by domestic violence or dating violence, though we specialize in offering culturally-appropriate support for American Indians and Alaska Natives. We provide assistance to adults, youth and teens, elders, concerned family members and friends, advocates and service providers, people who identify as abusive, or anyone seeking help for someone else.

Q: Will StrongHearts help me trace my Native ancestry or get enrolled with my tribe?
A: As a domestic violence helpline, we do not specialize in tribal enrollment nor assist with researching Native ancestry. We encourage people interested in tribal enrollment to contact the Bureau of Indian Affairs (202-208-3710) or to reach out to the Tribe directly.

Q: Where are you located?
A: The StrongHearts Native Helpline is a national helpline. Our call center is based in Mni Sota Makoce on Dakota land in Eagan, Minnesota.
When referencing StrongHearts, please use the following key messages and boilerplate for consistency. This copy can be used to describe the organization in correspondence, websites, media interviews, social media, advertising, newsletters, reports, in-person, etc.

Key Messages

- The StrongHearts Native Helpline (1-844-7NATIVE, or 762-8483) is a culturally-appropriate domestic violence and dating violence helpline for American Indians and Alaska Natives, offering peer support and a connection with Tribal resources. Advocates are available daily from 7 a.m. to 10 p.m. CST.

- Callers reaching out to StrongHearts after hours can connect with the National Domestic Violence Hotline (1-800-799-SAFE) by selecting option 1. For more information, visit www.strongheartshelpline.org.

- The StrongHearts Native Helpline is a collaborative project of the National Indigenous Women’s Resource Center and the National Domestic Violence Hotline.

Boilerplate

About the StrongHearts Native Helpline

The StrongHearts Native Helpline is a culturally-appropriate, anonymous and confidential service dedicated to serving Native American survivors of domestic violence and concerned family members and friends. By dialing 1-844-7NATIVE (1-844-762-8483) from 7 a.m. to 10 p.m. CST daily, callers can connect at no cost, one-on-one, with knowledgeable StrongHearts advocates, who can provide lifesaving tools and immediate support that enable survivors to find safety and live lives free of abuse. Staffed by advocates with a strong understanding of Tribal cultures, as well as tribal sovereignty and law, the StrongHearts Native Helpline is a partnered effort that combines the technology of the National Domestic Violence Hotline (The Hotline) with the National Indigenous Women’s Resource Center’s (NIWRC) expertise, community connections and trust among Native advocacy groups.
StrongHearts has two logo versions: a vertical logo where the turtle and type are stacked (top), and a horizontal logo where the turtle and text are in line (bottom). The StrongHearts logo is the primary identifier of our services that your networks will become familiar with.

We encourage organizations to place your logo side-by-side or have your logo more prominent with the StrongHearts logo as a secondary. Please use approved digital versions (JPG, TIF, PDF, PNG) of the logos included in the downloadable toolkit zipped file.

Tips:
- Both logo versions should be used with an area of open space around it that is free from all graphic elements such as text and images.
- Do not compress, stretch, angle or distort the logo in any way (no drop shadow, poor resolution, framing, alter color or texture, or omit the turtle or text within the logo).
Primary Logo
The primary StrongHearts logo consists of four colors: Pantone 5135C, Pantone 326C, Pantone 187C, and Pantone 479C. Always maintain these colors whenever possible across all templates, social media and collateral.

Secondary Two-Color Logos
There are also two-color versions of each logo in the red, teal, light purple and light brown. Please utilize each color option appropriately according to the background color it is placed on. Ensure that the logo is clearly defined.

Black and White Logos

Color Palette
Our StrongHearts color palette includes five main colors, with two primary colors and three secondary colors, that can be utilized for design or in a solid background with the white logo. Feel free to use your organization’s colors and branding with StrongHearts’ as a secondary.
Social Media

Twitter graphics: 1024 x 512

Facebook/Instagram graphics: 800 x 800
Print and Digital Advertising

8.375 x 5.4375"  

6.01 x 8"  

5 x 6.125"  

4.8125 x 4.5"  

260 x 90  

300 x 255  

400 x 400
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Example of Slide Template

About the StrongHearts Native Helpline

StrongHearts Native Helpline (1-844-7NATIVE, or 782-8483) is a culturally-appropriate domestic violence and dating violence helpline for American Indians and Alaska Natives, offering:
- peer support and advocacy;
- personalized safety planning;
- assistance with crisis intervention;
- connection with Tribal/Native resources; and
- is safe, anonymous and confidential.

Available daily from 7 a.m. to 10 p.m. CST. Callers reaching out after hours can connect with the National Domestic Violence Hotline (1-800-799-SAFE) by selecting option 1. Make information online at www.strongheartshelpline.org.

Tips:
- To print materials, download PDFs of our materials from the ‘Resources’ page on our website and/or within the downloadable toolkit zipped file.
- To request a shipment of printed materials, visit our ‘Resources’ page on our website and fill out the online request form.

Share in Trainings and Presentations
When adding StrongHearts as a resource in your presentations and webinars, please include information about the helpline’s services and operation hours. This information is provided in a slide template and within a separate document in the downloadable toolkit zipped file.

Request an Introductory Webinar
Members of the StrongHearts leadership team are available to present on StrongHearts services and culturally-appropriate advocacy virtually through a webinar. To request a webinar for your program or team, please email us at info@strongheartshelpline.org. Please provide a few months notice to allow for scheduling whenever possible.

Download or Request Printed Materials
Our team has StrongHearts brochures and posters that you may consider including with your resource materials or at outreach events in your community. Every little bit helps!

Images of Printed Materials
The StrongHearts Native Helpline is continually growing its digital presence, particularly through our social media channels. Share our social media pages with your networks and followers!

**Connect with Us**

- facebook.com/strongheartsdv
- @strongheartsdv
- @strongheartsdv

**Shareable Graphics for Your Use**

Included in the toolkit zipped file are draft posts and graphics for sharing with your followers. Make sure to include our hashtag: #strongheartsDV

**Tip:**
- Share culturally-relevant social media posts directly from StrongHearts Facebook, Twitter and Instagram pages to help drive traffic and awareness to our channels.

**Example of StrongHearts Post**

The StrongHearts Native Helpline is a safe, Indigenous space for American Indian and Alaska Native survivors to share their stories. If you're being hurt in your relationship, call StrongHearts at 1-844-7NATIVE (784-4868) for confidential support. Advocates are available daily 7am-10pm CT. #StrongHeartsDV
Feature in Your Next Newsletter
By featuring the StrongHearts Native Helpline in your next newsletter or e-blast, it helps boost awareness for the helpline as a culturally-appropriate resource for Native American victims and survivors. Included in the toolkit zipped file is copy highlighting StrongHearts to share in your next newsletter or through your email listserve.

Share Blog Content Online
The StrongHearts blog features culturally-relevant information related to domestic violence, dating violence and healthy relationships in Indian country. We encourage organizations and service providers to share blog content through their e-newsletters, social media channels or link to the StrongHearts blog on their websites.

- Visit www.strongheartshelpline.org/blog
Share on Website and in Publications
Advertising about the helpline is a great way to get information about StrongHearts into the hands of those who need us most. Please consider adding the StrongHearts number and website to your organization’s website as a resource.

We also encourage you to publish an advertisement featuring StrongHearts in your next resource guide, conference booklet or local newspaper. Advertising helps us share the helpline within your community and networks.

Included in the downloadable toolkit zipped file are the following print and web-ready ad sizes (PDF and PNG) for your use:

- 4.8125 x 4.5”
- 5 x 6.125”
- 6.01 x 8”
- 8.375 x 5.4375”
- 260 x 90
- 300 x 255
- 400 x 400

Tip:
- To request a custom size for your publications or resource guides, email the dimensions to info@strongheartshelpline.org so we can create a design to fit your needs.
- Add your program or organization logo to the advertisements. Email us at info@strongheartshelpline.org for additional assistance.
There is no doubt that raising awareness about domestic violence and available resources through the media can be lifesaving for survivors of abuse.

Share in Media Interviews
When sharing national resources with media, please include the StrongHearts Native Helpline as a culturally-appropriate resource where Native American victims and survivors can reach out for help:

• The StrongHearts Native Helpline (1-844-7NATIVE, or 762-8483) is a culturally-appropriate domestic violence and dating violence helpline for American Indians and Alaska Natives, offering peer support and a connection with Tribal resources. Advocates are available daily from 7 a.m. to 10 p.m. CST.

• Callers reaching out to StrongHearts after hours can connect with the National Domestic Violence Hotline (1-800-799-SAFE) by selecting option 1. For more information, visit www.strongheartshelpline.org.

• The StrongHearts Native Helpline is a collaborative project of the National Indigenous Women’s Resource Center and the National Domestic Violence Hotline.
Need Help? Reach Out To Us

Helpline Information
Visit www.strongheartshelpline.org

Latest Updates
Visit www.strongheartshelpline.org/blog

Toolkit Questions
Email info@strongheartshelpline.org

Request a Webinar or Printed Materials
Email info@strongheartshelpline.org