



CANADIAN CENTER
FOR WOMEN'S
EMPOWERMENT

CENTRE CANADIEN
POUR L'AUTONOMISATION
DES FEMMES

November 26, Economic Abuse Awareness Day 2023

“Counting the Cost”

Social Media Toolkit

Introduction

November 26th marks Economic Abuse Awareness Day (EAAD) in over 100 cities, ten provinces, and three territories. EAAD is a day dedicated to raising awareness about the impact of Economic Abuse. It is fulfilling to see that this day has gained recognition in Canada, the UK, Australia, New Zealand, and Israel.

This year's International [Economic Abuse](#) Awareness Day theme is *“Counting the Cost.”* The theme has been selected to raise awareness of the long-lasting and compounding costs of [Economic Abuse](#) on survivors and was chosen by the six organizing countries: Canada, England, Israel, South Africa, New Zealand, and Australia.

Join us in the [#HelpUsRise Campaign](#) and be part of this year's [Economic Abuse Awareness Day on November 26th](#), where we'll be counting the cost of Economic Abuse and advocating for change as we work towards eradicating Economic Abuse in Canada and globally.

Hashtags

#HelpUsRise2023 #EndEconomicAbuse #EAAD2023

Save the Date

November 26, 2023, and be part of the movement to raise awareness and take action against Economic Abuse.

THANK YOU FOR BEING A PART OF THE MOVEMENT ADVOCATING FOR CHANGE.

This year, we're urging the House of Commons to officially declare November 26th as National Economic Abuse Awareness Day. Your signature can make a difference.

Sign the petition and be part of the change:

<https://www.ourcommons.ca/petitions/en/Petition/Sign/e-4660>

Social Media Graphics

Engage your audience with our eye-catching graphics. Download and share from our toolkit [here](#).



November 26, National Economic Abuse Awareness Day



Sample Captions

- On Economic Abuse Awareness Day, let's unite against financial control and manipulation. Join the #HelpUsRise Campaign. Sign our petition <https://www.ourcommons.ca/petitions/en/Petition/Sign/e-4660>. #EndEconomicAbuse #EAAD2023
- Every signature counts! Stand with us on November 26th to raise awareness about Economic Abuse. Sign our petition urging the House of Commons to officially declare November 26 National Economic Abuse Awareness Day <https://www.ourcommons.ca/petitions/en/Petition/Sign/e-4660> and be part of the solution. #HelpUsRise2023 #EAAD2023"
- This November 26th, let's count the cost of Economic Abuse. Together, we can make a difference. Sign the petition and join the #HelpUsRise Campaign <https://www.ourcommons.ca/petitions/en/Petition/Sign/e-4660>. #EndEconomicAbuse #EAAD2023
- Count the cost; raise your voice! Join @ccfwe on Nov 26 for Economic Abuse Awareness Day. Let's empower survivors and break free from financial abuse. Sign the petition now! <https://www.ourcommons.ca/petitions/en/Petition/Sign/e-4660> #HelpUsRise2023 #EAAD2023"
- Every story counts. This #EAAD2023, let's amplify the voices of survivors. Join the #HelpUsRise Campaign and sign the petition for change. <https://www.ourcommons.ca/petitions/en/Petition/Sign/e-4660> #CountTheCost"
- Why is Economic Abuse Awareness Day important? It's an opportunity for collective action. Sign the petition <https://www.ourcommons.ca/petitions/en/Petition/Sign/e-4660> and join us on Nov 26 to eradicate domestic Economic Abuse. #HelpUsRise2023 #CountTheCost" #EAAD2023"

November 26, National Economic Abuse Awareness Day

Other ways to get involved

- **Share Personal Stories:** Encourage survivors to share their stories using the hashtag #HelpUsRise2023. Your story can inspire and empower others.
- **Spread the Word:** Retweet, share, and repost content from the #HelpUsRise Campaign. Together, our collective voices can make a lasting impact.
- **Collaborate:** Tag influencers, organizations, and individuals who support the cause. Let's amplify our message together.

Key Messages:

- #CountTheCost: Shed light on the long-lasting impact of [Economic Abuse](#).
- [#HelpUsRise Campaign](#): Join the movement to empower survivors and end economic abuse.
- Sign our petition: Urging the House of Commons to officially declare November 26 National Economic Abuse Awareness Day
<https://www.ourcommons.ca/petitions/en/Petition/Sign/e-4660>

Additional Resources

Access educational resources, infographics, and more from our toolkit: [Insert link]

- [Economic Abuse Power and Control](#)
- [CCFWE Economic Abuse Screening Tool](#)
- [What is Economic Abuse?](#)
- [CCFWE six-step checklist before you leave an abusive relationship](#)
- [What should you do if you are being financially abused?](#)
- [Learn more about Coerced Debt.](#)
- [Find help across Canada](#)
- [Financial Literacy Program Brochure](#)
- [The State of Economic Abuse in Canada report](#)
- [National Policy Score Map report](#)
- [Financial Literacy program](#)
- [CCFWE Policy Recommendations and Submissions](#)
- [CCFWE Economic Abuse Fact Sheets](#)

Email Template: Economic Abuse Awareness Day - November 26, 2023

Send personalized emails to your network, urging them to sign the petition and spread the word.

Subject: Join the Movement: Economic Abuse Awareness Day (EDDA) - November 26, 2023,

Dear (Name),

I hope this email finds you well. As a valued supporter of [Your Organization], we wanted to reach out and share our enthusiasm about the upcoming Economic Abuse Awareness Day (EAAD) on November 26, 2023, a key highlight of the month-long Help Us Rise Campaign hosted by our wonderful friends, the Canadian Centre for Women's Empowerment -CCFWE.

This year's theme, "Counting the Cost," emphasizes the long-lasting impact of Economic Abuse on survivors. We believe it's crucial to unite in raising awareness and advocating for systemic change. To this end, we're reaching out to invite you to join the #HelpUsRise campaign and support CCFWE's initiative to declare November 26th National Economic Abuse Awareness Day officially.

How You Can Get Involved:

Sign the Petition: Add your voice to the call for recognition and urge the House of Commons to officially declare November 26 National Economic Abuse Awareness Day. [Click here to sign the petition.](#)

Spread the Word: Download the Economic Abuse Awareness Day Social Media Toolkit and Share the campaign on your social media platforms using #HelpUsRise2023 and #EAAD2023.

Your involvement can make a significant impact, contributing to the collective effort to eradicate domestic Economic Abuse. We've attached a press release with more details about the initiative.

Thank you for your ongoing support, and we look forward to standing together against Economic Abuse.

If you have any questions, you can contact the organizers at patrick.mwesigye@ccfwe.org

Best regards,

Your Full Name
Your Title
Your Organization
Email

November 26, National Economic Abuse Awareness Day

Sample Commitment Letter

Commitment to National Economic Abuse Awareness Day - November 26, 2023
Encourage individuals and organizations to commit to raising awareness and supporting survivors.

Sample Commitment Letter

(Your Organization's Letterhead)

(Date)

(Recipient's Name)

(Recipient's Title)

(Organization's Name)

(Address Line 1)

(City, State, Zip Code)

Dear (Name),

Subject: Commitment to Economic Abuse Awareness Day (EDDA) - November 26, 2023

As [Your Organization's Name], a committed advocate for social change and empowerment, we are reaching out to invite [Recipient's Organization or Individual Name] to join us in commemorating Economic Abuse Awareness Day on November 26, 2023, organized by our friend Canadian Centre for Women's Empowerment.

This day serves as a poignant reminder of the impact of Economic Abuse on survivors and the urgency to raise awareness and advocate for systemic change. EAAD also holds great significance as it raises awareness about the long-lasting and compounding costs of Economic Abuse on survivors.

We believe that collective efforts play a pivotal role in creating a safer and more supportive environment for those affected by economic abuse.

This year, CCFWE's commitment to EDDA is part of the broader Help Us Rise Campaign (#HelpUsRise2023), a national awareness initiative aimed at empowering survivors of Economic Abuse, enabling them to access the resources they need to break free from financial abuse and attain economic empowerment. The campaign addresses various audiences, including families, educators, policymakers, financial institutions, social service providers, and governments.

Our Commitment:

As part of this significant awareness initiative, [Your Organization's Name] is committed to:

November 26, National Economic Abuse Awareness Day

1. **Sign the Petition:** We commit to urge the House of Commons to officially declare November 26th as National Economic Abuse Awareness Day by signing the [CCFWE petition](#).
2. **Raising Awareness:** We will actively engage in initiatives to raise awareness about Economic Abuse within our organization and through external channels.
3. **Supporting Survivors:** We will contribute to efforts aimed at supporting survivors of Economic Abuse, recognizing their resilience and strength.
4. **Advocating for Change:** We will advocate for policy changes and systemic improvements that address the root causes of economic abuse and promote financial empowerment.
5. **Sign the Pledge:** We commit [to signing the CCFWE pledge](#) to fight Economic Abuse and be advocates for Economic Justice within our social circles and local communities.

Your Commitment

We invite [Recipient's Organization or Individual Name] to commit to:

1. **Sign the Petition:** We commit to urge the House of Commons to officially declare November 26th as National Economic Abuse Awareness Day by signing the [CCFWE petition](#).
2. **Raising Awareness:** Actively participate in initiatives to raise awareness about Economic Abuse within your community or organization.
3. **Supporting Survivors:** Extend support and resources to survivors of Economic Abuse, fostering a safe and understanding environment.
4. **Advocating for Change:** Advocate for policy changes and contribute to systemic improvements that address the challenges faced by survivors of Economic Abuse.
5. **Sign the Pledge:** Commit [to signing the CCFWE pledge](#) to fight Economic Abuse and be advocates for Economic Justice within our social circles and local communities.

By collectively committing to these actions, we can make a meaningful impact on the lives of survivors and contribute to a society that is more aware, supportive, and empowered.

Please confirm your commitment by [Confirmation Deadline]. We look forward to standing together on National Economic Abuse Awareness Day, making a difference in the lives of those affected by economic abuse.

Thank you for your dedication to this crucial cause.

Sincerely,

Best regards,

November 26, National Economic Abuse Awareness Day

Your Full Name
Your Title
Your Organization
Email