

**TEARS \ 16 DAYS OF ACTIVISM CAMPAIGN**

There is a war on women in South Africa.

And no matter what we try - awareness campaigns, hashtags, marches, shocking headlines and statistics, 16 Days of Activism - **nothing seems to change**. In fact, during lockdown, GBV has only gotten worse.

Women are tired. Tired of raising awareness around GBV. Tired of talking about it. Tired of protesting. Tired of being brave. Tired of being scared.

This 16 Days of Activism, there will once again be a lot of noise.

But what will more awareness, more hashtags, more conversations, more politicians' speeches and more protests **actually do?**

It can all leave one feeling hopeless & desperate.

But there is something that you can physically **do**.

You can support one of the organisations at the front line of GBV in South Africa, an organisation who's actions (not activism) make a real difference, 365 days a year.

This 16 Days of Activism, if you want to actually do something to help in the war on GBV, **you can donate to TEARS.**

**BIG IDEA**

THIS CAMPAIGN WON'T DO ANYTHING  
**YOUR DONATION WILL**

## **MORE AWARENESS WON'T DO ANYTHING**

We don't need to hear more statistics about rape and gender based violence.  
We know. By now we ALL know. Knowing doesn't do shit.  
We see the shocking headlines. They disgust us.  
But our disgust hasn't done anything. Our outrage hasn't changed anything.  
It doesn't protect anyone.

We are so tired. Tired of being angry... brave... scared.  
Every. Single. Day.  
Tired of demanding men to take responsibility.  
Pleading for the monsters that hurt us to be held accountable.  
We demand, we plead, we hope for things to get better.  
But things get worse.

So, we don't need another ad campaign... another celebrity endorsement.  
Trust us, your temporary profile pic on Facebook won't do anything.  
And here we go with another 16 Days of Activism. 16 days? And then?  
But the politicians will come with their bullshit commitments and promises anyway.  
And we're not expecting much from the police either.  
By all means, surprise us. We'll wait.

More keyboard warriors... More hashtags...  
More thoughts and prayers... more moments of silence...  
More placards... and marching... and activism... won't do anything  
And yes, we know, these words won't do anything either.

## **BUT YOUR DONATION TO TEARS WILL**

# CAMPAIGN LOOK & FEEL

**SIXTEEN  
DAYS OF  
ACTIVISM**

ANOTHER  
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**Your donation will.**

SUPPORT FOR RAPE SURVIVORS

 **tears.co.za**

**1 IN 4  
WOMEN  
WILL BE  
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**BILLBOARD ADS**

**DON'T HELP RAPE SURVIVORS**

**Your donation will.**

 **tears.co.za**



boity

1,989 posts

4,4m posts

4,735m posts



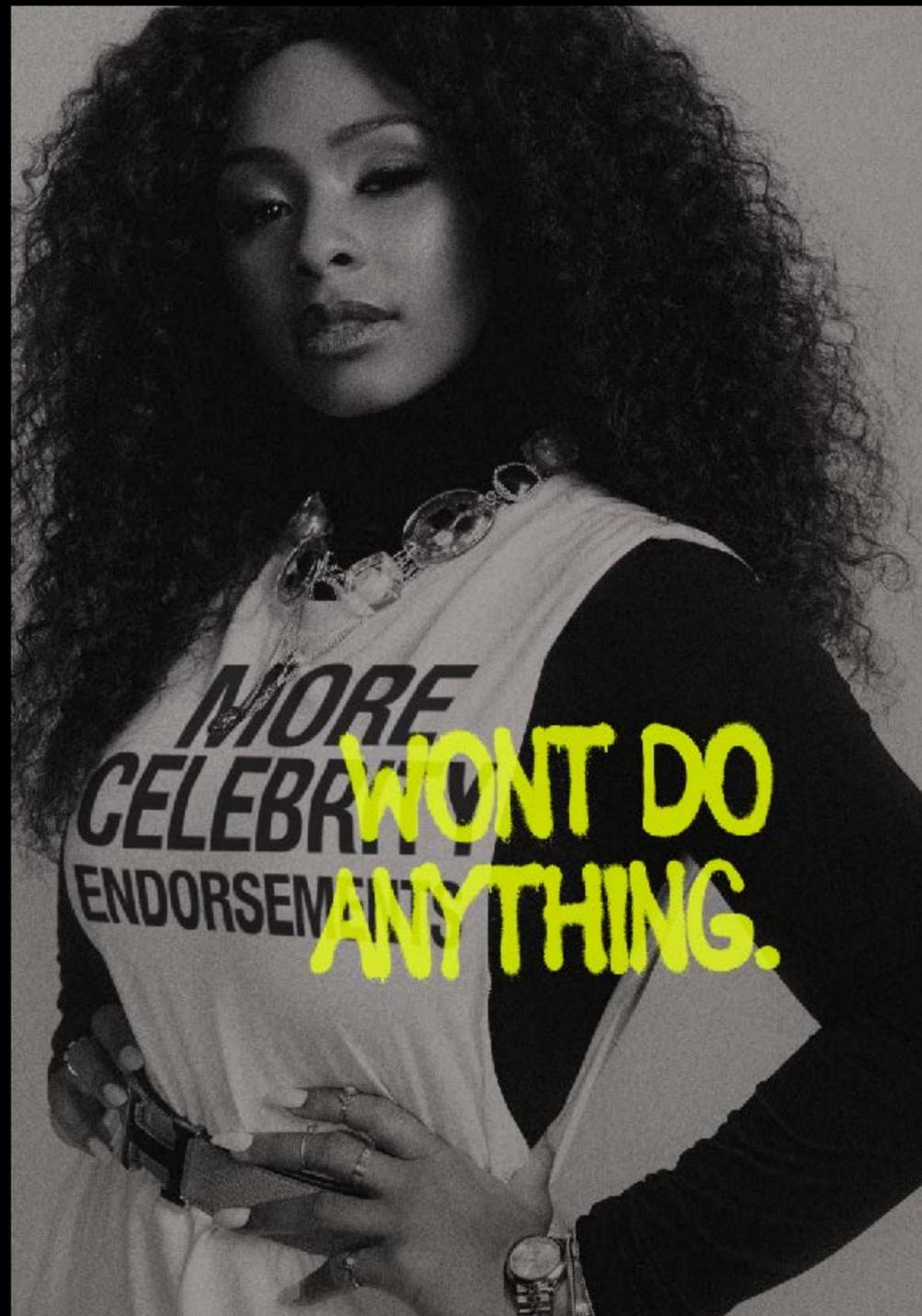


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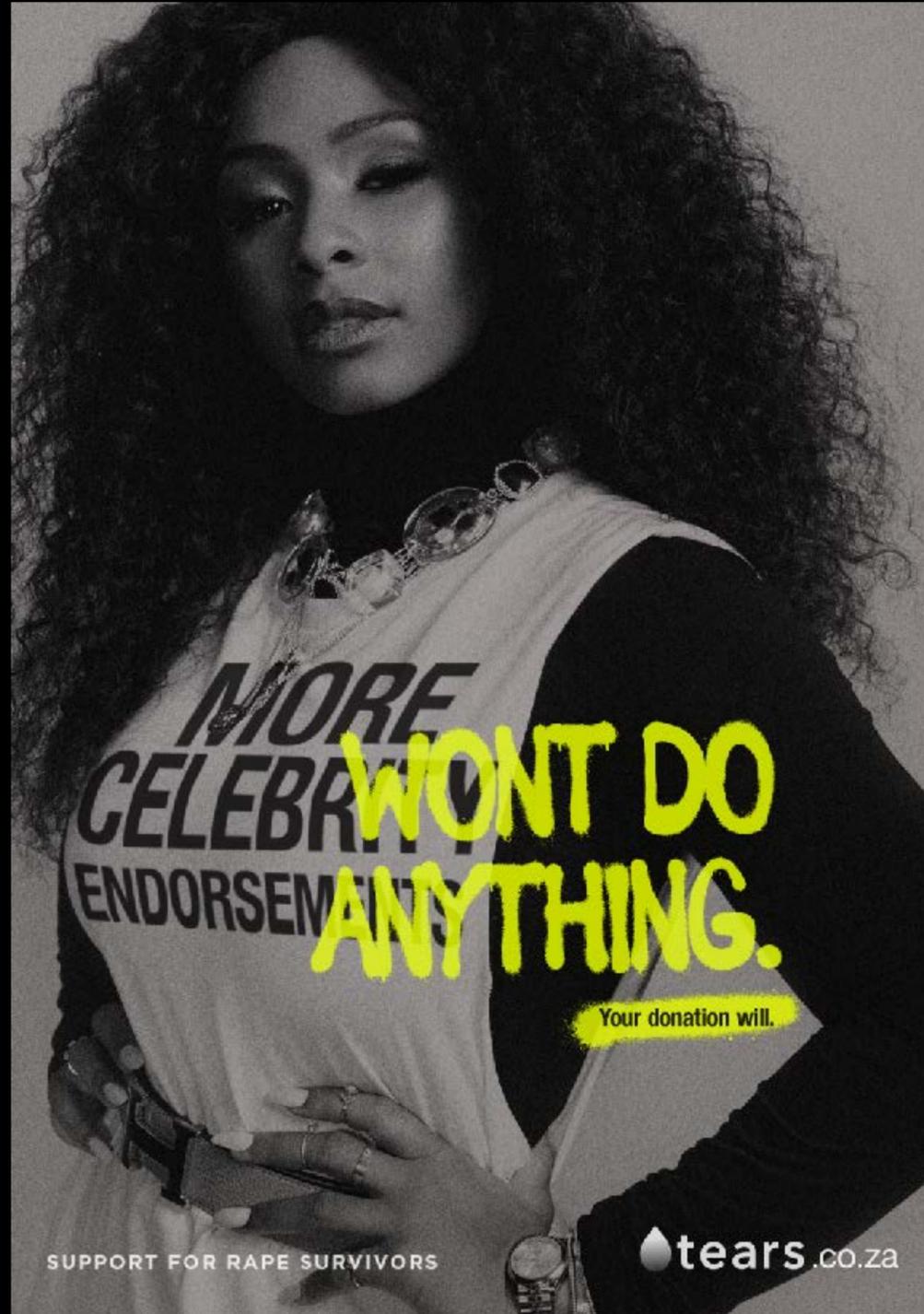


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POSSIBLE TV INTERVIEW



POSSIBLIE TV INTERVIEW



# POTENTIAL CHANNEL PLAN

**RADIO**

**SOCIAL**

**PRESS**

THIS CAMPAIGN WON'T DO ANYTHING  
**YOUR DONATION WILL**

**PR**

**OOH**

**INFLUENCERS**

**THANK YOU //**