

NNEDV

The National Network to End Domestic Violence's **20th Annual Domestic Violence Counts Survey**

NNEDV.org/DVCounts ★ #DVCounts

Survey Day Social Media Toolkit

We are excited for you to participate in the National Network to End Domestic Violence's **20th Annual Domestic Violence Counts (DV Counts) Survey** on **Wednesday, September 10, 2025!** Sharing this content through your website, emails, and social media helps spread the word about why #DVCounts is critical and why your organization has chosen to participate.

NNEDV's [Domestic Violence Counts](#) Survey is an annual noninvasive, unduplicated count of adults and children who seek services from U.S. domestic violence shelter programs during a single 24-hour survey period. Conducted annually by NNEDV since 2006, #DVCounts takes into account the dangerous nature of domestic violence by using a survey designed to protect the confidentiality and safety of victims.

- ★ Please share the below content leading up to – and especially during – the survey day (**Wednesday, September 10, 2025**).
- ★ Please include the hashtag **#DVCounts** and tag **@NNEDV** on all platforms so we can amplify what you're sharing!
- ★ We encourage you to use **alt text** and **image descriptions** (included below) to make content more accessible.
- ★ If you have trouble with the [NNEDV.org/DVCounts](#) URL, please use <https://nnedv.org/content/domestic-violence-counts-20th-annual-report/> instead.
- ★ Please find more information about the survey and report [here](#).
- ★ Please reach out to Communications@NNEDV.org with any questions.

Sample Press Release

Every Survivor Counts: **[Your Organization Name]** Proudly Participates in the National Network to End Domestic Violence's 20th Annual Domestic Violence Counts Survey

September 10, 2025

FOR IMMEDIATE RELEASE

Contact: **[your coalition or program contact information]**

[City, State/Territory] – Today, **[your organization name]** will join nearly 2,000 domestic violence programs across the country for the National Network to End Domestic Violence (NNEDV)'s [20th Annual Domestic Violence Counts](#) survey day.

Conducted annually by NNEDV since 2006, the Domestic Violence Counts Survey is a one-day, unduplicated count of adults and children seeking domestic violence services in the United States. Each year, the Domestic Violence Counts Report summarizes this data and shares stories of both hope and heartbreak – from advocates connecting survivors and their children with lifesaving assistance, to programs being forced to turn away victims who urgently need help.

[Insert a quote from your leadership about the importance of the services you provide, why it's important for your program to participate in DV Counts, etc.]

Programs in **[your state or territory]** and nationwide need increased funding to support all survivors seeking help while also working toward preventing violence in our communities. The lack of adequate resources has devastating consequences for victims and survivors. Funding for Violence Against Women Act (VAWA), Family Violence Prevention and Services Act (FVPSA), and Victims of Crime Act (VOCA) grants are essential for programs, advocates, and survivors.

Additional resources must be provided, system-wide responses must be improved, and barriers to safety and justice must be eliminated to ensure that survivors are not left without resources and that no program is ever forced to turn away survivors or close their doors when faced with a decrease in funding.

[your organization name] is proud to participate in the Domestic Violence Counts Survey and to share more about the essential services we provide. Learn more at [NNEDV.org/DVCounts](https://nnedv.org/DVCounts).

###

[insert your coalition or program's boilerplate language]

Suggested Generic Captions

Please feel free to mix and match these captions with any images on [pages 5-9](#).

Suggested Generic Captions
Every year, advocates across the country participate in @NNEDV's #DVCounts survey day. This count of survivors seeking domestic violence services across the country helps us spotlight their needs and bring their stories to lawmakers. Learn more: NNEDV.org/DVCounts
We're excited to participate in @NNEDV's #DVCounts survey day. This one-of-a-kind annual count shows the services domestic violence survivors seek in a 24-hour period as well as the needs that can't be met due to a lack of resources. Learn more: NNEDV.org/DVCounts
Each year, @NNEDV's #DVCounts survey captures the urgent needs and heartbreaking stories of domestic violence survivors, along with the lifesaving work of advocates and programs that support them. We're thrilled to participate! Learn more: NNEDV.org/DVCounts
The #DVCounts survey is instrumental in raising awareness about domestic violence and the incredible work advocates and programs undertake every single day of the year. We're excited to join @NNEDV and participate. Learn more: NNEDV.org/DVCounts
Every day, thousands of domestic violence survivors access essential programs and services. Every survivor has a story to tell. @NNEDV's #DVCounts survey helps us tell the stories behind the numbers, and we're so excited to participate. Learn more: NNEDV.org/DVCounts
Today and every day, domestic violence advocates and programs make a difference for the survivors who are counting on them. We're honored to participate in @NNEDV's #DVCounts survey and help tell their stories. Learn more: NNEDV.org/DVCounts
The @NNEDV #DVCounts survey tells the stories behind the statistics: of the domestic violence survivors who reached out, and of the advocates who were there to support them. We're participating to help ensure every story is told. Learn more: NNEDV.org/DVCounts
Every year, @NNEDV's #DVCounts survey sheds light on the needs of domestic violence survivors and the work of advocates and local programs supporting them. We're participating in the survey to help spotlight these stories. Learn more: NNEDV.org/DVCounts
Every domestic violence survivor counts. We're honored to participate in @NNEDV's #DVCounts survey day and make sure everyone knows how resourceful, resilient, and brave these survivors are. Learn more: NNEDV.org/DVCounts
We're joining @NNEDV's #DVCounts survey to share the needs of domestic violence survivors, advocates, and programs. Learn more: NNEDV.org/DVCounts

Suggested State- and Territory-Specific Captions

Did you know #DVCounts provides annual summaries for each participating state and territory? Find your summary [here](#) to fill in the blanks and create captions specific to your location. Please feel free to mix and match these captions with any images on [pages 5-9](#).

Suggested State- and Territory-Specific Captions
Advocates in [state/territory] served [number] adult and child domestic violence victims in just one day in 2024. @NNEDV's #DVCounts survey helps us tell the stories behind the numbers and we're thrilled to participate this year. Learn more: NNEDV.org/DVCounts
On September 4, 2024, domestic violence advocates in [state/territory] received [number] hotline contacts from victims in need—that's [number] per hour! We're participating in @NNEDV's #DVCounts survey this year to spotlight these needs. Learn more: NNEDV.org/DVCounts
In just one day last year, domestic violence advocates in [state/territory] were unable to meet [number] requests for help due to a lack of resources. We're joining @NNEDV's #DVCounts survey this year to bring these needs to the halls of Congress. Learn more: NNEDV.org/DVCounts.
On September 4, 2024, [percentage] of domestic violence victims' unmet needs in [state/territory] were for emergency shelter, hotels, motels, and other housing. @NNEDV's #DVCounts survey shows why having a safe place is a lifeline, and we're excited to participate this year. Learn more: NNEDV.org/DVCounts
Did you know [percentage] of domestic violence programs in [state/territory] provided [service] in just one day in 2024? This service is essential, and we're participating in @NNEDV's #DVCounts survey this year to show why it must be funded. Learn more: NNEDV.org/DVCounts

Images, Suggested Alt Text, Suggested Image Descriptions

*** [CLICK HERE TO DOWNLOAD GRAPHICS](#) ***

Graphic	Suggested Alt Text	Suggested Image Descriptions
	<i>A smiling person wearing a scarf. Domestic Violence Counts 2025 Survey Day. September 10, 2025. NNEDV National Network to End Domestic Violence. NNEDV.org/DVCounts.</i>	<i>On the left, a person with dark hair pulled up, wearing lipstick, earrings, and a chunky knit scarf, smiling widely at the camera. On the right, orange and white text reads: "Domestic Violence Counts 2025 Survey Day September 10, 2025" with the NNEDV logo and "NNEDV.org/DVCounts" below. The NNEDV logo consists of 66 small house shapes arranged in a large house shape, and text reading: "NNEDV National Network to End Domestic Violence."</i>
	<i>Domestic Violence Counts 2025 Survey Day. September 10, 2025. NNEDV National Network to End Domestic Violence. NNEDV.org/DVCounts. A person with dark hair, smiling slightly.</i>	<i>On the left, orange and white text reads: "Domestic Violence Counts 2025 Survey Day September 10, 2025" with the NNEDV logo and "NNEDV.org/DVCounts" below. The NNEDV logo consists of 66 small house shapes arranged in a large house shape, and text reading: "NNEDV National Network to End Domestic Violence." On the right, a person with dark bangs framing their face, wearing a white t-shirt, smiling slightly at the camera.</i>
	<i>Domestic Violence Counts 2025 Survey Day. September 10, 2025. NNEDV National Network to End Domestic Violence. NNEDV.org/DVCounts. A smiling child with long, dark braids.</i>	<i>On the left, orange and white text reads: "Domestic Violence Counts 2025 Survey Day September 10, 2025" with the NNEDV logo and "NNEDV.org/DVCounts" below. The NNEDV logo consists of 66 small house shapes arranged in a large house shape, and text reading: "NNEDV National Network to End Domestic Violence." On the right, a child with long, dark braids partially pulled up, wearing a ruffled yellow dress, smiling up at the camera.</i>
	<i>Domestic Violence Counts 2025 Survey Day. September 10, 2025. NNEDV National Network to End Domestic Violence. NNEDV.org/DVCounts. An adult with a serious expression.</i>	<i>On the left, orange and white text reads: "Domestic Violence Counts 2025 Survey Day September 10, 2025" with the NNEDV logo and "NNEDV.org/DVCounts" below. The NNEDV logo consists of 66 small house shapes arranged in a large house shape, and text reading: "NNEDV National Network to End Domestic Violence." On the right, a person with short hair and a red t-shirt looks straight ahead at the camera with a serious expression.</i>

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Graphic	Suggested Alt Text	Suggested Image Descriptions
	<i>Domestic Violence Counts 2025 Survey Day. September 10, 2025. NNEDV National Network to End Domestic Violence. NNEDV.org/DVCounts. An adult with a serious expression.</i>	<i>On the left, orange and white text reads: "Domestic Violence Counts 2025 Survey Day September 10, 2025" with the NNEDV logo and "NNEDV.org/DVCounts" below. The NNEDV logo consists of 66 small house shapes arranged in a large house shape, and text reading: "NNEDV National Network to End Domestic Violence." On the right, a person with light facial hair and a dark, collared shirt looks straight ahead at the camera with a serious expression.</i>
	<i>A smiling person with dark hair. Domestic Violence Counts 2025 Survey Day. September 10, 2025. NNEDV National Network to End Domestic Violence. NNEDV.org/DVCounts.</i>	<i>On the left, a person with dark hair pulled up, wearing a necklace and smiling softly at the camera. On the right, orange and white text reads: "Domestic Violence Counts 2025 Survey Day September 10, 2025" with the NNEDV logo and "NNEDV.org/DVCounts" below. The NNEDV logo consists of 66 small house shapes arranged in a large house shape, and text reading: "NNEDV National Network to End Domestic Violence."</i>
	<i>A person with short, curly hair. Domestic Violence Counts 2025 Survey Day. September 10, 2025. NNEDV National Network to End Domestic Violence. NNEDV.org/DVCounts.</i>	<i>On the left, a person with short, dark, curly hair, wearing a necklace and a gray t-shirt, looking at the camera with a serious expression. On the right, orange and white text reads: "Domestic Violence Counts 2025 Survey Day September 10, 2025" with the NNEDV logo and "NNEDV.org/DVCounts" below. The NNEDV logo consists of 66 small house shapes arranged in a large house shape, and text reading: "NNEDV National Network to End Domestic Violence."</i>
	<i>Domestic Violence Counts 2025 Survey Day. September 10, 2025. NNEDV National Network to End Domestic Violence. NNEDV.org/DVCounts. A person with long, curly hair.</i>	<i>On the left, orange and white text reads: "Domestic Violence Counts 2025 Survey Day September 10, 2025" with the NNEDV logo and "NNEDV.org/DVCounts" below. The NNEDV logo consists of 66 small house shapes arranged in a large house shape, and text reading: "NNEDV National Network to End Domestic Violence." On the right, a person with long, dark, curly hair, wearing a denim shirt, smiles slightly at the camera.</i>

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Graphic	Suggested Alt Text	Suggested Image Descriptions
	<p>A person with dark hair and beaded earrings. Domestic Violence Counts 2025 Survey Day. September 10, 2025. NNEDV National Network to End Domestic Violence. NNEDV.org/DVCounts.</p>	<p>On the left, a person with long, dark hair, wearing long, beaded earrings and a dark-colored, long-sleeved shirt, smiles slightly at the camera. On the right, orange and white text reads: "Domestic Violence Counts 2025 Survey Day September 10, 2025" with the NNEDV logo and "NNEDV.org/DVCounts" below. The NNEDV logo consists of 66 small house shapes arranged in a large house shape, and text reading: "NNEDV National Network to End Domestic Violence."</p>
	<p>Domestic Violence Counts 2025 Survey Day. September 10, 2025. NNEDV National Network to End Domestic Violence. NNEDV.org/DVCounts. A smiling person with short, dark hair.</p>	<p>On the left, orange and white text reads: "Domestic Violence Counts 2025 Survey Day September 10, 2025" with the NNEDV logo and "NNEDV.org/DVCounts" below. The NNEDV logo consists of 66 small house shapes arranged in a large house shape, and text reading: "NNEDV National Network to End Domestic Violence." On the right, a person with short, dark hair, wearing a light-colored shirt, smiles at the camera.</p>
	<p>A smiling person with long, dark hair. Domestic Violence Counts 2025 Survey Day. September 10, 2025. NNEDV National Network to End Domestic Violence. NNEDV.org/DVCounts.</p>	<p>On the left, a person with long, dark hair smiles at the camera. On the right, orange and white text reads: "Domestic Violence Counts 2025 Survey Day September 10, 2025" with the NNEDV logo and "NNEDV.org/DVCounts" below. The NNEDV logo consists of 66 small house shapes arranged in a large house shape, and text reading: "NNEDV National Network to End Domestic Violence."</p>
	<p>Domestic Violence Counts 2025 Survey Day. September 10, 2025. NNEDV National Network to End Domestic Violence. NNEDV.org/DVCounts. A smiling person wearing a head scarf.</p>	<p>On the left, orange and white text reads: "Domestic Violence Counts 2025 Survey Day September 10, 2025" with the NNEDV logo and "NNEDV.org/DVCounts" below. The NNEDV logo consists of 66 small house shapes arranged in a large house shape, and text reading: "NNEDV National Network to End Domestic Violence." On the right, a person wearing a head scarf and a blazer smiles at the camera.</p>

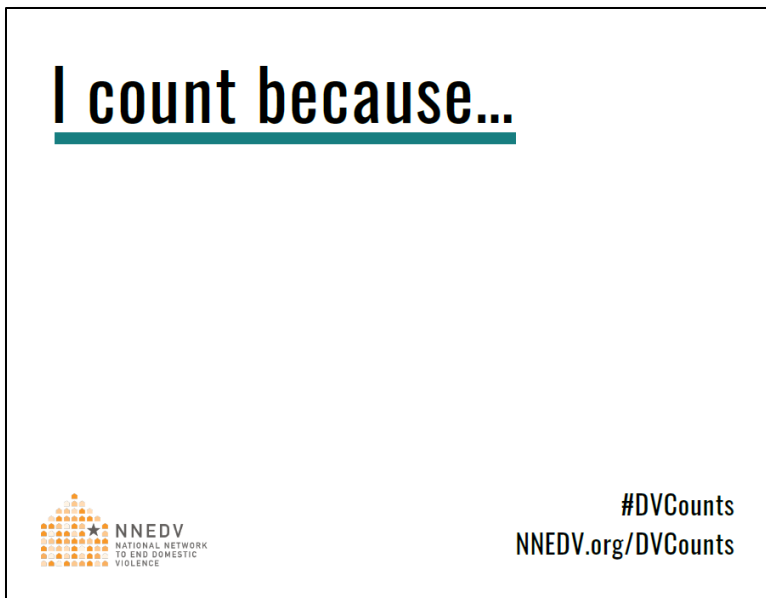
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Graphic	Suggested Alt Text	Suggested Image Descriptions
	<i>Domestic Violence Counts 2025 Survey Day. September 10, 2025. NNEDV National Network to End Domestic Violence. NNEDV.org/DVCounts. A person with long, dark hair.</i>	<i>On the left, orange and white text reads: "Domestic Violence Counts 2025 Survey Day September 10, 2025" with the NNEDV logo and "NNEDV.org/DVCounts" below. The NNEDV logo consists of 66 small house shapes arranged in a large house shape, and text reading: "NNEDV National Network to End Domestic Violence." On the right, a person with long, dark hair, wearing an off-the-shoulder patterned top, looks straight ahead at the camera.</i>
	<i>A person with light, curly hair. Domestic Violence Counts 2025 Survey Day. September 10, 2025. NNEDV National Network to End Domestic Violence. NNEDV.org/DVCounts.</i>	<i>On the left, a person with light, curly hair pulled back, wearing a multicolored, striped shirt, smiles slightly at the camera. On the right, orange and white text reads: "Domestic Violence Counts 2025 Survey Day September 10, 2025" with the NNEDV logo and "NNEDV.org/DVCounts" below. The NNEDV logo consists of 66 small house shapes arranged in a large house shape, and text reading: "NNEDV National Network to End Domestic Violence."</i>
	<i>Domestic Violence Counts 2025 Survey Day. September 10, 2025. NNEDV National Network to End Domestic Violence. NNEDV.org/DVCounts. A person with short, gray hair.</i>	<i>On the left, orange and white text reads: "Domestic Violence Counts 2025 Survey Day September 10, 2025" with the NNEDV logo and "NNEDV.org/DVCounts" below. The NNEDV logo consists of 66 small house shapes arranged in a large house shape, and text reading: "NNEDV National Network to End Domestic Violence." On the right, a person with short, gray hair, wearing a patterned button-up shirt and a cardigan, smiles slightly at the camera.</i>
	<i>Domestic Violence Counts 2025 Survey Day. September 10, 2025. NNEDV National Network to End Domestic Violence. NNEDV.org/DVCounts. A person with long hair and freckles.</i>	<i>On the left, orange and white text reads: "Domestic Violence Counts 2025 Survey Day September 10, 2025" with the NNEDV logo and "NNEDV.org/DVCounts" below. The NNEDV logo consists of 66 small house shapes arranged in a large house shape, and text reading: "NNEDV National Network to End Domestic Violence." On the right, a person with long hair and freckles, wearing a t-shirt, smiles slightly at the camera.</i>

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Graphic	Suggested Alt Text	Suggested Image Descriptions
	<i>A smiling person with headphones around their neck. Domestic Violence Counts 2025 Survey Day. September 10, 2025. NNEDV National Network to End Domestic Violence. NNEDV.org/DVCounts.</i>	<i>On the left, a person with short hair, wearing a sweater, a denim jacket, and red headphones around their neck, smiles at the camera. On the right, orange and white text reads: "Domestic Violence Counts 2025 Survey Day September 10, 2025" with the NNEDV logo and "NNEDV.org/DVCounts" below. The NNEDV logo consists of 66 small house shapes arranged in a large house shape, and text reading: "NNEDV National Network to End Domestic Violence."</i>
	<i>Domestic Violence Counts 2025 Survey Day. NNEDV September 10, 2025. National Network to End Domestic Violence. NNEDV.org/DVCounts. An older person with glasses and gray hair.</i>	<i>On the left, orange and white text reads: "Domestic Violence Counts 2025 Survey Day September 10, 2025" with the NNEDV logo and "NNEDV.org/DVCounts" below. The NNEDV logo consists of 66 small house shapes arranged in a large house shape, and text reading: "NNEDV National Network to End Domestic Violence." On the right, an older person with a moustache and goatee, wearing blue glasses and a blue button-up shirt, smiles slightly at the camera.</i>
	<i>Domestic Violence Counts 2025 Survey Day. September 10, 2025. NNEDV National Network to End Domestic Violence. NNEDV.org/DVCounts. A smiling person with a beaded necklace and earrings.</i>	<i>On the left, orange and white text reads: "Domestic Violence Counts 2025 Survey Day September 10, 2025" with the NNEDV logo and "NNEDV.org/DVCounts" below. The NNEDV logo consists of 66 small house shapes arranged in a large house shape, and text reading: "NNEDV National Network to End Domestic Violence." On the right, a person wearing a beaded necklace and earrings and a blue tank top smiles at the camera.</i>
	<i>Domestic Violence Counts 2025 Survey Day. September 10, 2025. NNEDV National Network to End Domestic Violence. NNEDV.org/DVCounts. A person with long, dark braids in a wheelchair.</i>	<i>On the left, orange and white text reads: "Domestic Violence Counts 2025 Survey Day September 10, 2025" with the NNEDV logo and "NNEDV.org/DVCounts" below. The NNEDV logo consists of 66 small house shapes arranged in a large house shape, and text reading: "NNEDV National Network to End Domestic Violence." On the right, a person with long, dark braids, seated in a wheelchair, wearing a patterned tank top and light-colored pants, smiles slightly at the camera.</i>

I Count Because... (Sign)



***** [CLICK HERE TO DOWNLOAD SIGN](#) *****

Consider filing out this sign and snapping a picture to share why you're participating in #DVCounts. Here are some ideas to get you started:

- ★ ...advocates' work saves lives.
- ★ ...advocates' work changes lives.
- ★ ...survivors' stories deserve to be heard.
- ★ ...domestic violence services desperately need funding.
- ★ ...there's a lot of work yet to do.
- ★ ...we need to tell the stories behind the statistics.
- ★ ...every survivor's story deserves to be told.
- ★ ...I care about survivors.
- ★ ...I am a survivor.
- ★ ...it will make a difference.
- ★ ...together, we can end domestic violence.