

Child Abuse Prevention *Month*

Ten emails in thirty days for Zero Abuse Project, built around the real people behind child protection work and designed with care for a sensitive audience.

CLIENT

Zero Abuse Project

ROLE

Strategy, design, copy,
build & QA

CHANNELS

Email (Mailchimp) +
social

AUDIENCE

6,200+ subscribers



Turn a month of awareness into *action*

Every April, nonprofits flood inboxes for Child Abuse Prevention Month. Zero Abuse Project needed to stand out by showing the real people behind the work: investigators, prosecutors, educators and survivor advocates.

The goal was to grow donations and subscribers without overwhelming a sensitive audience.

My role: campaign strategy, design of every campaign graphic (email banners, social templates and calls to action), email copywriting, building and QA in Mailchimp, tracking setup, and coordinating the team and contributors.

10
emails

16+
social posts

9
contributor videos



Professional spotlight



Monthly donor call to action

Four weeks, four *stories*

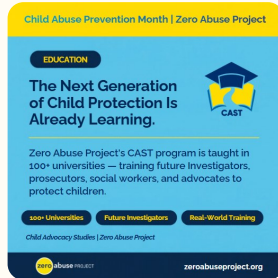
Each week had its own theme, a pair of emails and matching social posts on a Monday, Wednesday, Friday and Sunday rhythm. Readers moved from awareness to prevention, then to justice, then to healing.



WEEK 1

What child abuse looks like today

Kickoff plus Myths vs. Facts. Set expectations and establish urgency.



WEEK 2

What parents & communities can do

Prevention leaders from the Jacob Wetterling Resource Center and the Center for Faith & Child Protection.



WEEK 3

The professionals protecting children

ICAC investigations, trauma-informed prosecution, forensic interviewing and CAST.



WEEK 4

Supporting survivors

National Crime Victims' Rights Week, SurvivorSpace, 1in6 and a thank-you wrap-up.

Ten sends in thirty days

Two emails a week, each built around real people and real programs. Results are from each first send in Mailchimp, which reached about 6,200 to 6,400 subscribers.

SENT	EMAIL	OPEN RATE	CLICK RATE
● Apr 1	Campaign Kickoff	27.1%	3.0%
● Apr 3	Myths vs. Facts	32.7%	3.8%
● Apr 8	Spotlight: Alison Feigh & JWRC	30.7%	3.1%
● Apr 10	Spotlight: Victor Vieth & CFCP	28.8%	3.2%
● Apr 15	Spotlight: Kristina Korobov & Dan Barry	22.9%	2.8%
● Apr 17	Spotlight: Caitie Dahl & Tyler Counsil	28.4%	3.4%
● Apr 19	National Crime Victims' Rights Week	23.7%	2.7%
● Apr 22	SurvivorSpace + Virginia Dinner Recap TOP PERFORMER	48.8%	3.3%
● Apr 24	NCVRW Recap	24.9%	3.0%
● Apr 30	Thank You + Impact Summary + Final Push	24.7%	3.1%

● Week 1 · Awareness ● Week 2 · Prevention ● Week 3 · Justice ● Week 4 · Healing

Plain language for a *hard* subject

“Real people. Real cases. Real impact.”

EMAIL 1 · CAMPAIGN KICKOFF

“Most abuse is committed by someone the child knows and trusts. That’s why prevention is about more than ‘stranger danger.’”

EMAIL 2 · MYTHS VS. FACTS

Trauma-informed by design. Every email included a boxed note: “If this topic feels overwhelming right now, you can pause April awareness emails and resume receiving updates in May.” Readers could step back without unsubscribing.



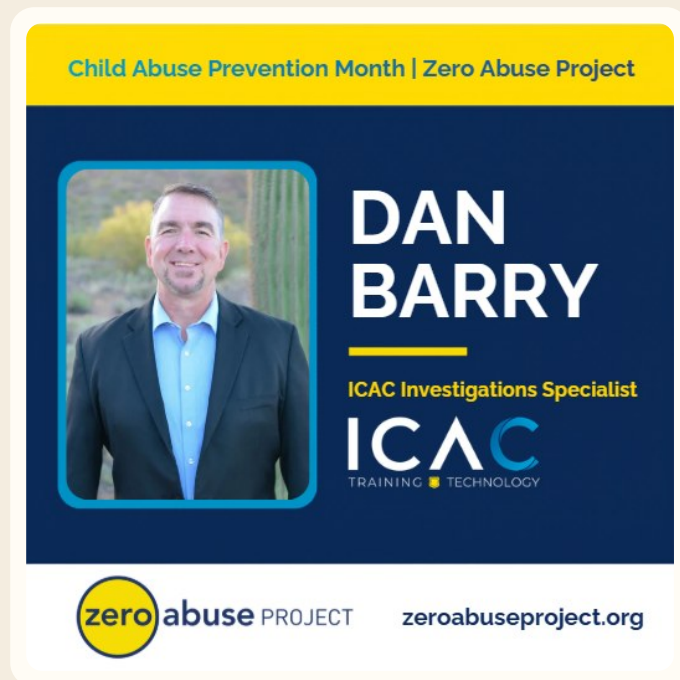
Myth vs. fact



Education & awareness

One visual *system*

I designed every graphic in the campaign as a reusable Canva template set. It kept email banners and social graphics consistent across four weeks: spotlights, stats, myth vs. fact, education and donation calls to action.



Professional spotlight



Impact statistic



Myth vs. fact



Program spotlight

Child Abuse Prevention Month | Zero Abuse Project

EDUCATION

The Next Generation of Child Protection Is Already Learning.



Zero Abuse Project's CAST program is taught in 100+ universities — training future Investigators, prosecutors, social workers, and advocates to protect children.

100+ Universities **Future Investigators** **Real-World Training**

Child Advocacy Studies | Zero Abuse Project

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Education

Child Abuse Prevention Month | Zero Abuse Project

AWARENESS

Prevention Starts With Awareness

Communities that understand grooming behaviors and warning signs are better equipped to protect children.

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Education & awareness

Child Abuse Prevention Month | Zero Abuse Project

Protecting Children Takes All of Us.

Prevention • Training • Justice • Survivor Support

Become a Monthly Donor

Every child deserves someone willing to fight for them.

zeroabuseproject.org **zero** abuse PROJECT

Monthly donor call to action

NATIONAL CRIME VICTIMS RIGHTS WEEK

Listen. Act. Advocate. Protect. Serve Community.

This April, we stand with survivors.

National Crime Victims Rights Week | April 20-26

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NCVRW call to action



Email banner, option 2

A look inside the *inbox*

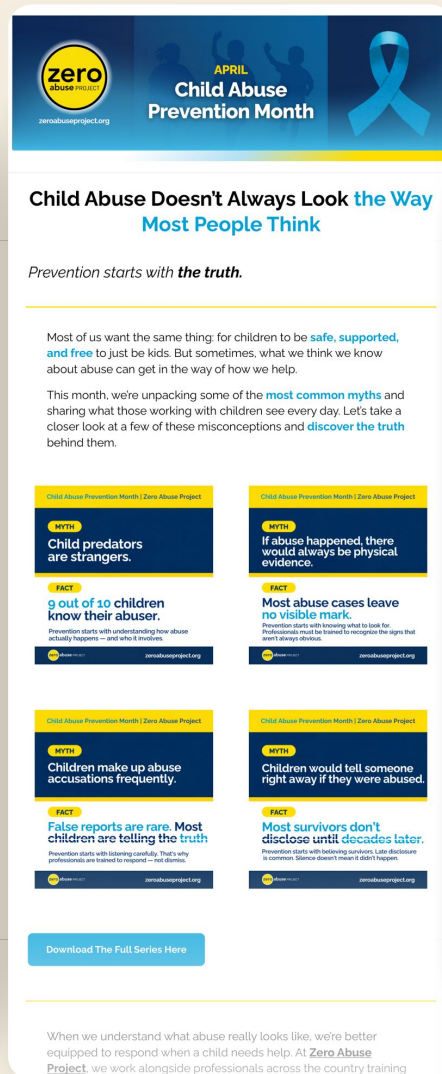
A few of the actual sends, as subscribers received them. Each one pairs plain-language copy with the graphics I designed, a clear call to action and the option to pause April emails.



APR 1 · WEEK 1

Protect Kids: April is Child Abuse Prevention Month

27.1% opens · 3.0% clicks · campaign kickoff and month preview



APR 3 · WEEK 1

Child Abuse Prevention Month Starts with the Truth

32.7% opens · 3.8% clicks · highest click rate of the month



APR 15 · WEEK 3

Meet the Professionals Protecting Children

22.9% opens · 2.8% clicks · ICAC and trauma-informed prosecution spotlight

The work doesn't end when a *case closes*

Sent April 22 during National Crime Victims' Rights Week, this email centered survivors: SurvivorSpace and 1in6, a video from Director of Survivor Resiliency Becky Perkins, real quotes from support-group members, and a photo recap of the Northern Virginia fundraising dinner.

48.8%

open rate,
the
campaign
high

3.3%

click rate

+23.3%

open rate on
the resend

Survivor voices first

Real quotes from 1in6 support groups carried the message instead of statistics.

A face and a video

Becky Perkins introduced the Center for Survivor Resilience on camera.

Clear next steps

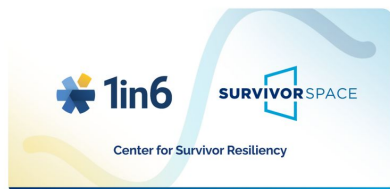
Separate buttons for SurvivorSpace, 1in6, the NCVRW resource guide and donations.

Community proof

Event photos showed supporters showing up for kids in person.



Supporting Survivors of Child Sexual Abuse



When a child abuse case ends, the impact does not disappear.

Through **SurvivorSpace** and **1in6**, Zero Abuse Project supports survivors as they navigate healing—providing access to resources, community, and spaces **where they can be heard and understood**.

Survivors often carry the effects of trauma for years. Healing takes time, support, and access to the right tools. That's why our work doesn't stop at prevention and prosecution. It continues by helping survivors rebuild their lives.

Zero Abuse Project also supports the 2026 **Field-Generated National Crime Victims' Rights Week** - a celebration of **CommUNITY**, where partners across the nation stand side by side to uplift dignity, safety, and healing. Together, through our shared work and commitment to justice and survivor support, we create something stronger than any one of us could build alone.

[Download the Resource Guide](#)

Becky Perkins

Director of Survivor Resiliency



Centering the lived experiences of survivors is essential to preventing abuse, improving systemic responses, and promoting long-term healing.

Through the **Center for Survivor Resiliency**, **Becky Perkins** leads SurvivorSpace and 1in6 initiatives

Part 1 · Opening and survivor programs

that create safe, survivor-led spaces for connection, learning, and growth.

Sometimes the impact of these spaces is best understood directly from those who use them:

- "I'm so grateful for this healing space."
- "It's amazing to communicate with men who have the same experience."
- "This topic is rarely talked about. Thank you for bringing it forward."

These moments reflect what survivor support truly looks like—being heard, understood, and supported without judgment.

[Learn more about our Center for Survivor Resiliency](#)

Survivor Support in Practice

Through **SurvivorSpace** and **1in6**, survivors can access support such as:

- understanding trauma
- navigating reporting and legal processes
- connecting with others who share similar experiences
- building a path forward

For many, simply knowing they are not alone is a powerful first step.

[Visit SurvivorSpace](#)

[Visit 1in6](#)

A Safer World for Kids

Northern Virginia

On Sunday, Board Members Amy Ashworth and Steve Liga hosted *A Safer World for Kids* to recognize **Child Abuse Prevention Month** and **National Crime Victims' Rights Week**. As a team that does this work day in and day out, we were so moved to see the room filled with people who care deeply about Zero Abuse Project's mission.

We're especially grateful to our speakers and special guests Anthony Edwards, Attorney General Jay Jones, Mike Galantino, and Jeff Dion, who shared their time, expertise, and perspective. Their voices echoed the importance and urgency needed to respond to and prevent child abuse across the nation and right here in Virginia.

[SUPPORT THE MISSION](#)



Part 2 · Becky Perkins and survivor support



We recognize that conversations about abuse can be difficult. If this topic feels overwhelming right now, you can **pause April awareness emails** and resume receiving updates in May.

[PAUSE EMAILS](#)



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Our mailing address is:

366 Jackson Street, Suite 300
Saint Paul, Minnesota 55101

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe](#).

[View this email in your browser](#)

Part 3 · Event recap and care note

Built to be *measured*

TRACKING

UTM links on every email and key social post, Mailchimp click tracking, and a conversion goal on the donation thank-you page.

AUTOMATION

Automated thank-you emails for one-time and monthly donors.

CONTRIBUTORS

Short videos and stories from 7 program leaders and 2 board members, requested weeks ahead of each send.

ATTRIBUTION

A Bloomerang campaign for April 2026 with a separate appeal for each email, so every gift could be traced to the send that drove it.

PRODUCTION

A staggered schedule with copy review, graphics and QA deadlines for each week, shared across three staff members.

TESTING

A full test of the donation path (email, click, donation, thank-you page) before launch.



Impact statistic template

An engaged audience, *all month long*

62,529

emails delivered on
first send

29.3%

average open rate
across 10 emails

3.1%

average click rate,
steady from start to
finish

+4,121

extra opens from
resends to non-
openers (+22.5%)

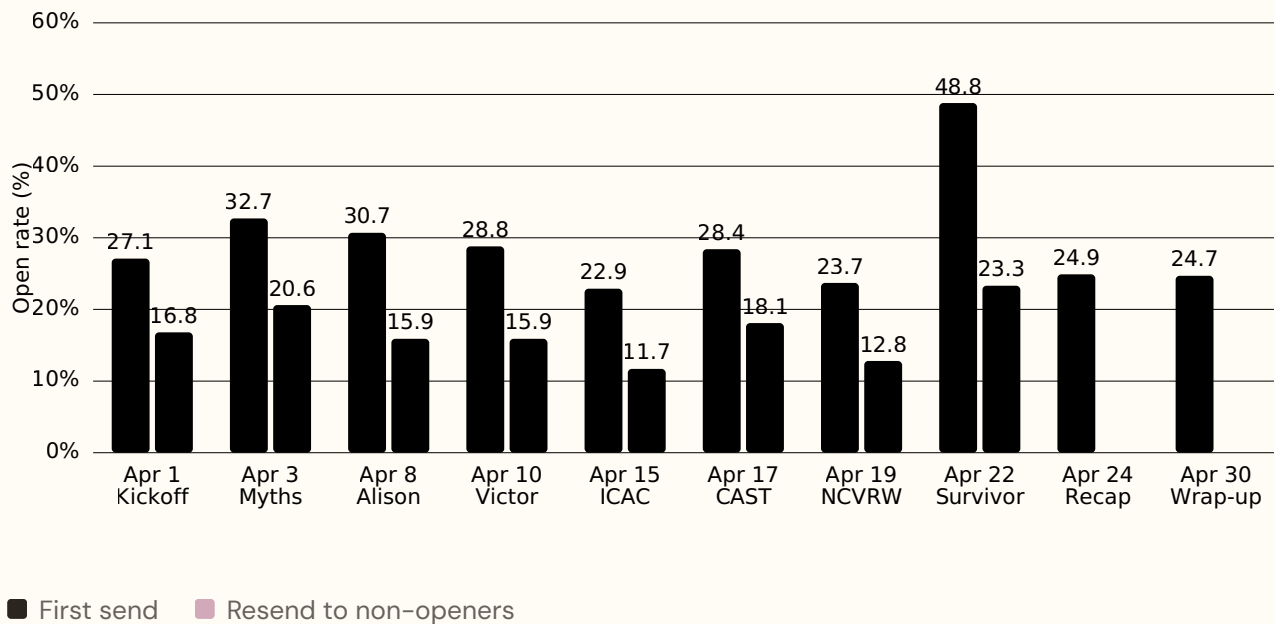
COMPARED WITH OTHER EMAILS TO THE SAME LIST

EMAIL	OPEN RATE	CLICK RATE
April campaign average	29.3%	3.1%
Future Forward (May 4)	17.0%	2.9%
2025 Annual Report (Apr 28)	13.0%	2.1%

Top performer: the SurvivorSpace email, at 48.8% opens. Source: Mailchimp. Averages weighted by recipients.

Resends reached readers the first send *missed*

Each email was resent to people who didn't open it the first time. Resend results for the Apr 24 and Apr 30 emails aren't shown.



What made it *work*

01 Human stories win

Emails built around a person or a myth-busting idea (SurvivorSpace, Myths vs. Facts, Alison Feigh) had the highest open rates.

02 Resends are free reach

Resending to non-openers added 4,121 opens, about 22% more, with no new content.

03 No fatigue

Click rates held between 2.7% and 3.8% across ten emails in thirty days.

04 Care builds trust

An option to pause the emails let readers take a break without leaving the list.



Program spotlight template

LILAC CREATIVE

Stephanie *Hall*

Email strategy, copywriting, design and marketing systems for mission-driven organizations.

[Start a conversation →](#)

lilaccreative.io · stephaniehall.ai ·
contact@lilaccreative.io



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Campaign created for Zero Abuse Project, April 2026.