

International Widows Day

Raising Awareness One Widow at a Time

June 23, 2020



YOUR INVITATION

On behalf of widows worldwide, we respectfully invite you to join us in raising awareness for **International Widows Day: Tuesday, June 23rd**. This United Nations awareness day began in 2010 to address the issues widows and their dependents face yet has seen little publicity over the last 9 years. Every voice counts in creating impactful change for widows globally.

Who are We?

Modern Widows Club, is a 501(c)3 organization that believes every widow has the potential to be empowered through grief. MWC seeks to raise awareness through a national campaign of the struggles today's widows face in raising children, working, managing their health, and maintaining a household in the midst of a complete life shift after losing a spouse.



KEY FACTS:



- According to the 2015 World Widows Report, the U.S. has the 3rd largest group of widows with 14M, behind China 43M and India 42M.
- 2011 US Census Bureau statistics show that nearly 1M women become widowed every year.
- 66% of US widows are retired and 34% are young and in the workforce.
- Military widows have the most support services such as TAPS, Gold Star Wives and American Widow Project yet represent the smallest portion of widows. Most serve the widow and her family for 2 years and under. Beyond that, there is little outreach yet is when the secondary losses become fully active.

For more information: 844-4-A-WIDOW * awareness@modernwidowsclub.org

How Your Involvement Make an Impact:

1. Share PSA Video on Social Sites: Below are links to the 15, 30 and 60 second video clips on YouTube promoting IWD. Use the hashtags: *#widowsday623* and *#modernwidowsclub*.
 - [International Widows Day PSA – 15 second spot](#)
 - [International Widows Day PSA – 30 second spot](#)
 - [International Widows Day PSA – 1 Minute spot](#)
2. Share the IWD 2018 interviews that Carolyn Moor did in the local community.
 - [International Widows Day of Awareness- Full Video on YouTube](#)
3. Contact local and state representatives to submit a proclamation request if not already requested by the Advocacy Team. Reach out to advocacy@modernwidowsclub.org for guidance and/or questions re: submission process.
4. Be a voice for the voiceless on International Widows Day June 23 by talking to places of worship and community organizations that may be able to help spread the word.
 - Ask for widows to be recognized with a prayer and acknowledge (possibly on Sunday, June 21st), that IWD is a day of awareness of their needs.
 - Ask if they have a widows group and how they serve widows within their community?
5. **Do Something Kind:** for a widow in your life, workplace or neighborhood – do something to make them feel loved, noticed and valued. Here are some ideas:
 - **All Widows:**
 - Phone call, texts, gift cards to their favorite spot
 - Mail them an encouraging card to let them know you care
 - Take their kids on an outing for the day
 - Clean their house for them
 - Just sit and chat with them about their life and favorite memories.

Modern Widows Club Social Media

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|  | <p><u>Facebook Follows</u> 33,002</p> |  | <p><u>Instagram Follows</u> 7,215</p> |
|  | <p><u>Twitter Follows</u> 3,283</p> | <p>MWC Chapters: 31 MWC Chapter Leaders: 59 States Represented: 20</p> | |
| <p><i>Alabama, Arizona (2), California (4), Florida, Georgia, Idaho, Illinois (2), Maryland, Minnesota, Missouri (2), New Hampshire, New Jersey, North Carolina(3), Ohio, South Carolina, Texas (3), Tennessee, Washington, Wisconsin</i></p> | |  | |