

OVERCOME **HER**

STEP 1: Think about It!

Brainstorm your testimony! Ladies, we truly want you to be vulnerable with your testimonies. This is the most important part! We want you to be as open as possible. You can share experiences that may focus on the hardships, pain, joy, love, and passions in your life. The length of your testimony is up to you; there is no limit to what you can share with the world!

STEP 2: Wear a white shirt

The shirt can be any style, short sleeve, long sleeve, tank top, etc. All styles are okay to wear, as long as the shirt is white. Why white? The color white represents purity. Through your testimony you will be in your purest form. You will be demonstrating the courage to post a powerful message that will empower women of our generation and encourage those women to do the same.

STEP 3: Apply red lipstick to lips

Red is the international color for **STOP!** By wearing Red Lipstick we want people to ***STOP*** and internalize the message in your testimony. No matter what race or background people come from, we all have similar stories that we can relate to, learn, and grow from.

STEP 4: Write #overcomeHER on your forearm

This is vital, because this is our slogan for the campaign! Using a black marker of your choice, write #overcomeHER on your forearm. It does not matter which arm you use, as long as the hashtag/pound symbol is closest to the wrist on your left arm and/or closest to the elbow on your right arm. This will allow viewers to read #overcomeHER more efficiently. Having a friend write it for you or using a mirror to write it on your forearm will make this step a bit easier to complete.

STEP 5: Take a picture!

This step is easy! You can use your cell phone camera or a professional camera for this step. When thinking of a facial expression for your picture think of your testimony and how you want to portray that with your face. There are two ways you can complete this step:

1. You can have a friend take the picture for you. When posing, hold up your arm diagonally across your chest with the #overcomeHER showing. Using either your left or right arm, your elbow should be lower than your wrist, and with a closed

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fist your hand should be placed across your chest to the opposite side of your body adjacent to the elbow. (See example picture above).

2. You can take a selfie. The hand holding the phone should be held up high in order to capture your face and forearm in the picture frame. When posing, hold up your arm diagonally across your chest with the #overcomeHER showing. Using either your left or right arm, your elbow should be lower than your wrist, and with a closed fist your hand should be placed across your chest to the opposite side of your body adjacent to the elbow. (See example picture above).

How to post!

Here it is ladies, the final step! Once you have completed the first four steps you are now ready to post to social media! Your picture is going to be what you are posting, and the caption will be your amazing testimony! In the caption it is important to write #overcomeHER and tag @overcomHER 's social media page in order for the campaign to work! By adding that to your caption, it will make it easier for other overcomeHER 's to find your testimony! We encourage you to comment and like other campaign photos posted by all of our #overcomeHER 's! We hope you enjoy this experience as much as we have, and we can't wait to read your stories!