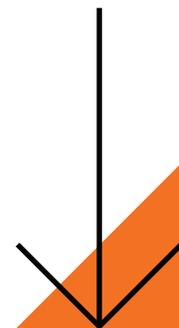


FREEDOMUNITED

**WELCOME
TO THE
MODERN
ABOLITIONIST
MOVEMENT**



What does it take to be a successful fundraiser?

Fundraising can seem intimidating in the beginning. But don't worry! We're here for you!
Remember there's a reason you started down this path.



**Believe in
our Mission**



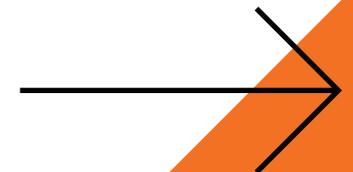
**Commit to
the Challenge**



**Be Yourself
and Have Fun**

Oh ... and follow the steps in this simple guide to use all the
resources we've put together for you.

STAY INSPIRED!



HOW TO LAUNCH YOUR FUNDRAISER FOR FREEDOM

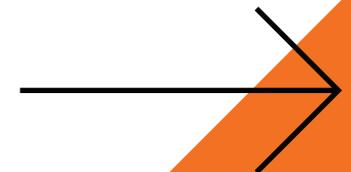


FUND THE FIGHT AGAINST MODERN SLAVERY

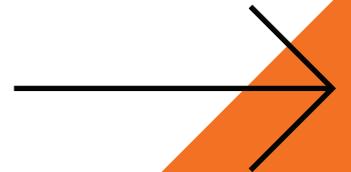


Want to fund the fight against modern slavery?
Go to freedomunited.org/fundraise now.

- 1** Go to freedomunited.org/fundraise (or freedomunited.org/fundraise/birthday for a birthday fundraiser). Setting up the page takes < 5 minutes.
- 2** Set a fundraising goal, then personalize your page with your story and photos.
- 3** Share your fundraiser on social media & email to invite people you know to give.
- 4** Have fun! Ask people to sponsor you bake, make, run, bike, sing, or swim for freedom.
- 5** The money you raise will automatically go towards our efforts to fight human trafficking. No collection necessary!



FIVE SIMPLE STEPS TO FUNDRAISER SUCCESS



STEP ONE

Launch Strong

Do these three things after starting your fundraiser

MAKE THE FIRST DONATION. Ever notice buskers or baristas putting a dollar in the tip jar? They know that people are more likely to give when they see someone else already did. Donating first also shows potential supporters you're serious.

PERSONALIZE YOUR PAGE. Add your own story and photos. Sure, people are interested in the issue of modern slavery, but they're more interested in you. It doesn't have to be long, but you should tell them why you decided to get involved.

EMAIL YOUR INNER CIRCLE. Start with the 5 – 10 people you are most comfortable asking and email them one-on-one to ask for support. It will help you build confidence (and help your fundraiser build momentum).



STEP TWO

Use The Promotion Pyramid

Promote your fundraiser from the top down. Start with a small group of close family and friends, and gradually work your way down to the broad base of all your acquaintances.

DAY 1 EMAIL: Send to 5 – 10 of your closest family & friends,

DAY 2 EMAIL: Send to 10 – 15 close friends you can count on.

DAY 3 EMAIL: Send to as many people in your contact list as you feel comfortable. (Be careful! If you're sending to your whole contact list, send them out in small batches to avoid getting flagged for SPAM.)

DAY 4 SOCIAL MEDIA: Promote your fundraiser on social media and ask people to share. If you usually post on Facebook to friends only, consider making those posts public.



STEP THREE

Email Like An Expert

Feeling a little intimidated? Don't be! Here are some easy examples to get you started.

FOR A GENERAL FUNDRAISER: Hi! Did you know that millions of people are in slavery worldwide? But we can do something about it. That's why I'm joining the movement to end modern slavery and started a fundraiser for freedom. Please help me reach my goal by donating here: [\[include a link to your page\]](#). Every donation helps to fight slavery!"

FOR A BIRTHDAY FUNDRAISER: Hi! This year I am doing something a little different to celebrate my birthday. I'm pledging it to help end modern slavery. Instead of gifts and cards, I'm asking that you help give the gift of freedom. My goal is to raise [\[\\$XX list your fundraising goal\]](#) for Freedom United, an organization which works to put an end to this exploitation. Will you join me? [\[include a link to your page\]](#) It would make my (birth)day!

...AND NO MATTER WHAT

BE YOURSELF. These examples are just ideas to get you going. If they feel forced or fake, use your own words.

BE HELPFUL. Remember to include a link to your fundraiser. Make it simple for people to give.

BE RESPECTFUL. Thank them for their time and support, even if it's just a short, informal message.

STEP FOUR

Be Social Media Savvy

Now it's time to tag your social network on Facebook, Instagram and Twitter.

Visit our fundraising resource page to find downloadable images and copy-and-paste text to help you promote your fundraiser on social.

SOME TIPS FOR SOCIAL MEDIA SUCCESS: Tag a friend (or several!) Tagging images can be a great way to get attention. Tag people who've donated to thank them. It will go into their activity feed and provide "social proof" for your fundraiser.

TELL YOUR STORY. Consider doing a live video. You can tell people why you decided to fundraise for freedom. Or you can volunteer to do silly (but safe!) stunts on video when you reach your goals.

TAKE A BOW. Let everybody know when you reach a milestone. Post an update for your first donation, when you're halfway to your goal, and when you reach your goal (you can even start a "bonus round").



STEP FIVE

Don't Forget Follow-Up

It's easy to overlook your first message; it's okay to follow up with people to make sure they don't miss out.

SHARE YOUR PROGRESS. Get back in touch with non-responders when you get close to a milestone and encourage them to join.

INSPIRE AND INFORM. Consider sharing some inspirational stories, personal anecdotes or [eye-opening facts](#) and statistics.

MAKE IT RELEVANT. Our [news channel](#) is filled with stories which can help people connect the issue to their own lives.



**HELLO!
IT'S ME AGAIN.**

FREEDOMUNITED

THANK YOU FOR JOINING THE TEAM

We so appreciate your support! If you get stuck, need help or have a question, [contact us here](#).

