



FREEING YOUTH FROM SEX TRAFFICKING

Promoting Your Special Event Fundraiser

You've thought of an event you want to do, and you've set a date. Have you thought about how you will promote it? Below are several ideas on promoting your event through local calendars and press.

Get featured on community and event calendars

- Submit your event to local newspapers, TV, and radio stations to add to their community calendars and websites
- Ask local churches or community centers to list your event on their calendars or notice boards

Contact the Press and Tell Your Story

You've been compelled by justice issues—make sure you share that passion when you talk about your event!

- Research reporters in your area who cover human interest stories or similar issues. Reach out to them and see if they would report on your event.
- Let your local news know how your event will help raise funds and awareness about an important cause. Explain your motivation, why your event stands out in the crowd, and why the media should cover it.
- Submit a press release about your event to local newspapers, TV, and radio stations.

A Press Release Made Simple

A press release is a great way to give local media all the details of your event and invite them to cover it. Make sure your press release includes all the basic details: what the event is, where it will be, when it starts, who will attend, and what it hopes to accomplish.

Here's a sample press release (blue is your information to be filled in):

Please customize all information below, save, and send to cheryl@traffick911.com for approval **prior to distributing to media contacts**. Our staff will review your press release and deliver approved press release back to you within 3-4 business days.

FOR IMMEDIATE RELEASE
Month, Date, Year

CONTACT: Your Name
Email Address
Phone Number

[Your city] [Your group/event name] is shining a light on domestic minor sex trafficking by supporting Traffick911.

[CITY, STATE] — [Your group/campaign name] [is/are] supporting the anti-human trafficking organization **Traffick911** to make freedom possible for youth who are being bought and sold in the United States. The funds raised will support Traffick911's work to free youth from sex trafficking through a three-prong strategy of prevention, identification, and empowerment.

[Include a paragraph here with the basic details of your event—date, type of activity, etc.—plus the target audience and what your event hopes to accomplish. Add the details that make this the most compelling: Are you giving up a special day of your life? Are you expecting a big turnout or special guests? Are you raising funds in honor of someone in the community?]

Location: [Location specifics, address, parking]

Time: [Date and time]

Visuals: [Highlight great visuals that will be a part of your event for press photo opportunities]

For more information, visit [\[your fundraising page URL or Facebook page or page on Traffick911 website\]](#).

For more information on Traffick911 visit Traffick911.com or contact info@traffick911.com.

FAQs for Promoting Your Event

1. Can Traffick911 help promote my event?

Traffick911 will promote your event on our social media pages at least once, however we won't be able to directly promote your event through other media channels. You will have everything you need to become a public relations guru for your event with this toolkit!

2. If someone from the local media wants to interview me, what should I make sure to say?

Here is a great fundraising tip: Know your stuff! Give yourself a refresher on the problem and Traffick911's solution. Briefly share what inspired you to start fundraising for Traffick911 and why raising these funds is meaningful to you and/or your group. Don't feel pressured to speak about anything beyond your own event and passion for the cause.

3. What can I say about Traffick911 to the media?

When engaging with media, first share that you are raising funds to support Traffick911. You can also explain that you are a passionate supporter, but not a Traffick911 representative or spokesperson. That way the pressure is off, and you can focus on sharing your personal story and why you've committed to helping Traffick911 end child slavery!

Feel free to share basic information on Traffick911's core strategy, which you can find on Traffick911.com. Our three-prong strategy is:

- **PREVENTION:** Be the leader in raising awareness of and prevention of domestic minor sex trafficking through educating adults and youth on the issue and how to stay safe.
- **IDENTIFICATION:** Identify and divert domestic minor sex trafficking survivors and assist with perpetrator prosecution through our outreach work in the juvenile justice system, internet surveillance and the training of first responders.
- **EMPOWERMENT:** Once victims are identified, our team of experts work to get them plugged into the support they need and maintain long-term relationships with them throughout their journey to healing.

4. If local media wants to interview someone at Traffick911, where should I direct them?

Direct all media requests for interviews with Traffick911 or more in-depth information on Traffick911 to cheryl@traffick911.com.

5. How can I share press articles that cover my event with Traffick911?

Please send all press coverage of your event to cheryl@traffick911.com. You might see your event's press coverage highlighted on Traffick911's social media, or even our website. Your success can inspire other people to become supporters!

Don't Forget About Social Media!

Utilizing Facebook, Twitter, and other social media platforms can help extend the reach of your event.

Quick Tips:

- Share your fundraising page on Facebook and Twitter, but be sure to include WHY you are fundraising. People are more likely to act when they hear a relatable message or stories that evoke emotion, so keep it personal.
- Consider creating an event on Facebook to post information and updates, and send invitations.
- Be specific with your asks and tailor each tweet/post to the group you're reaching out to—i.e.
 - o *On Twitter:* [[@yourchurchschoolhandle](#)] I'm fundraising to #freeouryouth #traffick911 by supporting @Traffick911! Come to my event on [[Date](#), [Time](#)] at [[Location](#)] to be a part of the movement!
 - o *On Facebook:* Did you know an estimated 100,000 children are at risk of being sexually exploited in the U.S.? I'm outraged by this number, so I'm fundraising to support Traffick911 ([be sure you've liked Traffick911's page to tag us!](#)) and their work to end domestic minor sex trafficking. Come to my event [[date](#), [time](#), [location](#)] to support me! [[tag people who you want to see at your event](#)]