A great way to raise money is to ask businesses for donations or products to help the cause. Here are 4 tips on how to ask businesses for donations.
1 Practice your “ask”

Asking for money can be awkward, but it doesn’t have to be! Practice your “ask” in the mirror, to your roommate or significant other, to your dog, or in the shower - anything to boost your confidence. The more you practice, the more comfortable you will be. Here's a short ask we like:

"DRESSEMBER FOUNDATION RAISES MONEY AND AWARENESS FOR ANTI-TAFFICKING WORK LOCALLY AND INTERNATIONALLY. WOULD YOU BE WILLING TO MAKE A DONATION IN SUPPORT OF THIS CAUSE?"

2 Reach out to the right person

Businesses are more likely to give to people they know or are within their community or network.

They are also more willing to help out a local cause, so be sure to tell them about how Dressember is taking place in your area. You can research if Dressember is benefiting an organization local to you or find out how human trafficking specifically impacts your local community. Before you approach the business, find out who the best person would be to contact.

If it is a large enough company to have someone in charge of corporate social responsibility, reach out to them. If not, contact a manager. Let them know that you would like to discuss Dressember with them. Asking them ahead of time for a coffee on their break might provide the best setting for them to rest and really get to know why you are raising money.
Think about non-monetary support

DONATIONS DO NOT HAVE TO BE FINANCIAL.
If you are asking a restaurant, see if they would be willing to donate a gift card for dinner for 2 that you can auction off, or hosting a percentage night (where they agree to give 10-20% of profit one night to Dressember-- make sure to advertise as much as possible to make sure people take advantage of it!). Perhaps a coffee shop would provide some coffee and pastries for you to sell as a bake sale fundraiser. There are many possibilities, so don’t hesitate to get creative!

Follow up and Express your gratitude

ONCE YOU FIND A BUSINESS THAT WILL DONATE TO DRESSEMBER, BE SURE TO SEND A THOUGHTFUL THANK-YOU NOTE OR GIFT.

To maintain contact, keep in touch by sending them updates on your advocacy or success stories from our grant partners. That way, they can see the fruit of their donations and will be willing to donate again in the future. If donors are kept in the loop about what is happening within the organization, they will delight in knowing that they have contributed to a wonderful cause, and will appreciate the transparency.

Asking businesses for money can be daunting. But they most likely have a set budget for charitable giving-- We just need to reach out! The worst thing that could happen is receiving a “no” and moving on to another business. So hold onto confidence that your efforts are never wasted when advocating for this cause.

Now that you’re ready to get out there, be sure to download the flyers on the next two pages to hand out to businesses you meet with. This includes our tax id # and a note from our founder for the business to hold onto once you leave.
Our Vision is a world without slavery

We know that...

1. **MORE THAN 40 MILLION PEOPLE ARE IN HUMAN TRAFFICKING AROUND THE WORLD.**

2. **ABOUT 1 IN 4 ARE CHILDREN.**

3. **HUMAN TRAFFICKING GENERATES ABOUT $150 BILLION A YEAR.**

Raise your voice with us this Dressember and help us end slavery for good.

Learn more at Dressember.org

TAX ID #46-4704743
Thank you for considering a charitable donation to the Dressember Foundation. As a crowd-funded organization, we count on the local support from businesses like yours to ensure that those trapped in slavery are given the gift of freedom. We’re working hard to end slavery locally and internationally. We invite you to learn more about our impact at dressember.org. Please note that donations made to the Dressember Foundation are tax-deductible in the United States. Our tax ID is #46-4704743. Should you have more questions, please feel free to reach out to us at hello@dressember.org.

Blythe Hill

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CEO - Dressember Foundation