Speech Templates
For University Dressember Ambassadors
THE ELEVATOR PITCH

Whether you’re in line at a coffee shop, weightlifting in a dress at a gym, or in a professional interview, you could be asked why you’re wearing a dress in December. This is an awesome opportunity to share Dressember’s mission and ask others to join our fight against human trafficking! You can use the template below to help prepare for these conversations, personalizing it to your story and community!

What Dressember Is:

Dressember is a style campaign where you wear a dress or tie every day of December to start conversations about human trafficking.

What Is The Dressember Foundation’s Impact:

The Dressember Foundation works with domestic and international grant partners to bring relief, restoration, and resources to victims around the world. It is our hope that through a growing, collaborative community of advocates, we will ultimately dismantle the human trafficking industry from every angle. Since 2013, Dressember has raised over $7.5 million to fund vital anti-trafficking work worldwide. In 2018 alone, Dressember raised over $2.4 million.

Why You’re Doing It:

Human trafficking is present in almost every city around the world. Over 40 million people are being trafficked today - that’s more people trafficked today than at any other point in history. (Insert: how human trafficking affects your local area). I first learned about human trafficking ___ years ago when (Insert: your story of how you learned about human trafficking. Include here how and why you felt so personally moved by this issue).

How Can Others Get Involved:

There are a lot of ways you can join Dressember’s campaign!
• Become an advocate
• Support your campaign financially
• Spread the message: share your posts and Dressember’s posts on your social media and ask others to donate to your campaign

*Madelyn’s (an advocate at her university for three years) Pitch Goes A Little Like This:

I’m wearing a dress for Dressember which is an incredible organization that fights to end human trafficking through thousands of advocates across the globe wearing dresses or ties every day of December. I heard about Dressember three years ago and have been an advocate since, but I actually learned about the crisis of human trafficking when I was in 7th grade and I was so horrified by the fact that there are more slaves today than in the over 400 years Trans-Atlantic slave trade combined. I’m super excited to be working with Dressember again this year because of the amazing impact they have had so far in communities across America and the globe and I know they’re going to make an even greater impact this 2019 campaign! If you want to join my team you can sign up online with this link or if you want to donate to my campaign you can use this QR code that goes straight to my campaign page or venmo me and I’ll make a donation in your name!*

*Changes based on the context of the conversation and whom Madelyn is talking to.
How To Convince Your Student Org To Do Dressember

As a University Dressember Ambassador, you may already be a part of student organizations that are active in anti-human trafficking work or you see an opportunity for your student organization to become further involved in activism. These organizations could be social justice groups, religious organizations, women’s rights and empowerment groups, health and psychology societies, service fraternities, you name it!

Each organization is structured differently; you may be on the executive leadership team or a general member or pitching the idea to a multi-org initiative so based on the audience you have, your speech will obviously change. This speech template is particularly oriented towards you speaking to your student organization’s executive leadership team. If you are looking for a speech template for inviting a larger group - perhaps a group of your organization’s general members - feel free to look at "How To Talk About Dressember In Your Classes" and "The Elevator Speech" Templates for more inspiration!

Introduce Yourself:

Hi, my name is ____. Thank you for meeting with me today. I wanted to meet with you all to discuss this exciting opportunity I would love our org to take part in. This year I am going to be joining Dressember Foundation to join the fight against human trafficking (Insert: statistic or the fact most prevent to the mission of your student org. This could be about: higher risk of women being exploited, the health impacts on human trafficking victims, the lack of prosecution of traffickers, or a more general overview of what human trafficking is and its prevalence across the world). I will be joining thousands of advocates across the globe who are wearing dresses and ties every day of December to raise awareness about human trafficking and show my commitment to joining the fight to end it.

Why Your Student Org:

I think getting involved with Dressember would be perfect for our student org because of (Insert: how anti-trafficking advocacy aligns with your organization’s mission).

How Your Student Org Can Get Involved:

My idea for how (Insert: Your Student Org’s Name) can get involved with Dressember is: (Insert your idea: having members join your Dressember Team and wear dresses/ties for the month of Dressember, fundraising event your student org could put on, advocacy work your student org could do including an awareness event, appealing to government representatives, hosting guest lecturers at your university, etc.).

Wrap It Up:

Thank you so much for taking the time to meet with me and hear me out. I am so excited to see what our organization can do by working with Dressember to end human trafficking. I think we can make a huge impact on our campus and in our community by (reiterate your idea for how your student org can get involved). Do you have any questions for me?
HOW TO TALK ABOUT DRESSEMBER IN YOUR CLASSES

Speaking in the few minutes before class starts to your classes can be an awesome way to spread awareness about human trafficking and Dressember’s mission, but we know it can be a little intimidating. But it doesn’t have to be! Shoot your professors an email briefly explaining your involvement with Dressember as a University Dressember Ambassador and how what you want to talk to the class about will relate to the course curriculum. Most professors will be more than happy to let you talk to the class in the first few minutes before class starts, especially if you show how passionate you are about it and how it connects to class!

Introduce Yourself

Hi, my name is ____. I wanted to spend a few minutes to talk about human trafficking and my involvement with Dressember. Who here has heard of Dressember? (They raise hands, you can ask a follow-up question or have someone say what they think it is)

This year I am going to be joining Dressember Foundation to join the fight against human trafficking. (Insert: statistic or fact most prevalent to your class’ focus. This could be about: higher risk of women being exploited, the health impacts on human trafficking victims, the lack of prosecution of traffickers, or a more general overview of what human trafficking is and its prevalence across the world). I will be joining thousands of advocates across the globe who are wearing dresses and ties every day of December to raise awareness about human trafficking and show my commitment to joining the fight to end it.

How Human Trafficking Relates To Your Class:

While your class might explicitly discuss or even mention, human trafficking can be related to almost any academic field; including, economics, anthropology, human geography, history, international studies, psychology and sociology, humanitarian engineering, social justice, gender and women’s studies, and more! Make sure you do your research here and think creatively about how human trafficking fits into your class’s subject.

How Your Class Can Get Involved:

If this sparks any sort of sense of injustice in you and you want to make an impact on the fight for the protection and freedom of millions you can (Insert: how your classes can get involved ex. joining your Dressember Team and wear dresses/ties for the month of Dressember, fundraising or awareness event your class could put organize, donating directly to your Dressember Campaign Page, etc.) Thank you all so much for your time and attention, do you have any questions for me?
WHAT TO SAY AT YOUR NEXT DRESSEMBER FUNDRAISER

As an Ambassador, you’re probably going to be putting on a fundraiser for your university’s Dresseember campaign. Fundraisers can take a lot of different shapes - maybe your team will put on a big spaghetti dinner, a silent auction, a trivia night, a gala, or 5k race! This is a huge opportunity to thank those attending for taking the time to come to your event and to ask them to donate or support your cause in a different capacity!

Thank Them For Coming:

Hi everyone! Thank you so much for coming out to this event! We so appreciate you taking the time to come here and (Insert: what they did at the event - ex. Eat amazing food with us, raffle on all these amazing prize baskets, running our 5k for Dresseember)! Optional: Because of all of you were able to raise _____ dollars/ we had over ___ people attend this event (Include numbers of the donors/attendees impact!).

Introduce Yourself:

I’m ___ - I’m the ___ (Insert: if you have a certain title for this event such as event coordinator or Fundraising Chair of a certain student organization) and a University Dresseember Ambassador. It has been so encouraging seeing our community/students/faculty members join the fight against human trafficking.

Who Dresseember Is:

The Dresseember Foundation is an incredible organization that partners with domestic and international organizations that are working to prevent human trafficking, rescue victims, and provide aftercare programs to survivors. In 2018, Dresseember partnered with A21 to open a New Freedom Center in Bulgaria to accommodate and provide holistic aftercare to sex trafficking survivors. Another example, Dresseember also partnered with IJM which in 2018 was able to expand its rescue operations and justice and law enforcement training in South Asia because of Dresseember’s partnership. Additionally, Dresseember partners with over a dozen domestic partners so that you can feel like your fundraising is impacting your neighborhoods in the US.

Make It Real:

(At this part, most people respond well if you can make the huge, complex problem of human trafficking seem more real and personal. In other words, putting a human face behind all the numbers and statistics. Our partners IJM and A21, as well as many other organizations, have incredible resources, videos, and testimonies of the people these organizations help)

How They Can Further Their Impact:

We at (your organization’s name) want to give you an opportunity to further your impact today. (Insert: Sum up the event. eg."We’ve heard from incredible speakers today and heard the stories of ___(survivor’s name)!”) Now we want to invite you to partner with Dresseember and join the fight for the dignity of all people. Your partnership with Dresseember will have a tangible impact on communities all around the world and will be vital to leading the protection and freedom of millions. (Insert: how people can donate whether through following a link to donate to your Dresseember Campaign page, any in-kind donations they could offer to be raffled off, cash or checks that will be collected, etc).