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.
WHAT TO SAY AT YOUR NEXT DRESSEMBER FUNDRAISER

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 Dressember)! 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 organization). It has been so encouraging seeing our community/students/faculty members join the fight against human trafficking.

Who Dressember Is:

The Dressember 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, Dressember partnered with A21 to open a New Freedom Center in Bulgaria to accommodate and provide holistic aftercare to sex trafficking survivors. Another example, Dressember 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 Dressember’s partnership. Additionally, Dressember 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 partner's 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 Dressember and join the fight for the dignity of all people. Your partnership with Dressember 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 through following a link to donate to your Dressember Campaign page, any in-kind donations they could offer to be raffled off, cash or checks that will be collected, etc).