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Start With Your Circle of Influence

You likely know more people than you think you do. Mapping out your network can be helpful when you set our to make your fundraising goals! Let’s assume the average donation amount is $10, so multiply your number of contacts by 10 then multiply by the conversion rate to identify your goal in the last column.

Measure Your Reach

<table>
<thead>
<tr>
<th>Channel</th>
<th># of Contacts</th>
<th>Conversion</th>
<th>Goal</th>
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<tbody>
<tr>
<td>Instagram</td>
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<td>In Person*</td>
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<td>Other</td>
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*Will you be at any events or locations in person this December? Or are there any essential businesses you frequent?
# Map Out Your Supporters

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<th>Name</th>
<th>Email</th>
<th>Platform</th>
<th>Contribution</th>
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Use this page to keep track of who supports your campaign and where they came from. Then you can follow-up later to thank them!
Make a Shortlist of Businesses

Who do you know / what companies do you know that might be willing to contribute to your campaign? Can you pitch an Instagram takeover to your favorite local boutique? You can also reach out to your employer to see if they’d like to be involved through a match for your campaign.

<table>
<thead>
<tr>
<th>Businesses/Brands</th>
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<tbody>
<tr>
<td>Name</td>
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Leverage Your Social Media Platforms

Be authentic. Be consistent. Be clear.
What Should I Post?

Tell your followers why you’re advocating and participating in Dressember. Your audience wants to hear your why. Make sure you help them connect the dots between your ask and your why. And don’t be afraid to post this multiple times!

Remember to download the free Dressember graphics on the resources page at dressember.org/resources. We have 31 days of statistics as well as several Dressember graphics with sample captions you are welcome to post!

Show your followers how you’re participating in the style challenge this year. Whether you choose to wear dresses or ties, don’t be afraid to post about the challenge and remind followers why you’re participating. Don’t forget to use the hashtags #youcandoanythinginadress #itsbiggerthanadress and #Dressember2020!
How Do I Encourage People to Donate?

1) Always have more than one CTA (call to action). Most people won't donate, that's fine, but maybe someone can share.

2) Keep your asks clean. Avoid making an ask within a really long paragraph and break down the ways they can help in simple bulleted sentences.

3) Be different. Wear a dress doing something difficult. Wear a dress trying something new. Wear a dress doing something that makes you uncomfortable. Add to the story of the dress by creating a narrative. Get uncomfortable because sex trafficking is uncomfortable.

Tips from Top Advocate, Lairs Johnston

“In a world of consistent morphing definitions of masculinity I can think of nothing more manly than doing whatever it takes to save one child from sex trafficking.”
Connect a Facebook Fundraiser

Did you know that you can connect a Facebook fundraiser directly to your advocate page? Last year over 20% of our total donations came in from Facebook alone. See the directions below to link your advocate page & if you have a Fall birthday, this is the perfect opportunity to start campaigning early!

Make Sure Your Facebook Donations Count Toward Your Goal

**DO:** Go into your settings at dressember.org/fundraise and scroll down until you see the option to link a Facebook Fundraiser.

**DON'T:** Add a donate button to your post.

**DON'T:** Create a separate fundraiser on Facebook.
What if I Don’t Have Social Media?

Make a list of people in your contacts and send a text message or email to 1 or 2 every day, including a photo of your Dressember look. Remind them that they can donate to your page and ask if they will send the picture and link to their friends, too!

If you send holiday cards, include an insert or a note about Dressember with your fundraising link.

Wear a Dressember button (or make adhesive labels) to invite conversation and keep business cards or fliers handy with your fundraising information. Be sure to practice your talking points so you can be ready!

Tips from Top Advocate,
RuthAnn Deveney
Host a Virtual Event

This year it seems connecting virtually is more important than ever. We need each other, and your community is likely looking for ways to connect with you online.
Host a Watch Party
Online

There are several amazing documentaries on human trafficking available online. Now with platforms like Netflix Party, you can watch online together.

The feature film Hosea is a modern-day retelling of an ancient biblical story through the eyes of its forgotten female character. For so long, the ancient story of Hosea has been told from the male perspective as a metaphor for love and forgiveness. It has also and unfortunately been used throughout history to subjugate women, justify spousal abuse, and blame victims of violence and sex trafficking as though their painful experiences were their own fault.

The filmmakers made this film to fuel conversation and action around themes such as the power of love, the importance of belonging, and the discovery of the Light, even in our darkest hour.

You can watch the trailer at hoseafilm.com and follow @hoseafilm to learn more!

*Before you watch: In addition to dealing with themes of love, redemption, and identity, Hosea also covers sensitive – sometimes triggering – topics such as sexual abuse and self-harm. Given the film’s dynamic themes, we want to make sure anyone watching the film is able to do so safely and in a way that welcomes meaningful reflection and dialogue.
Offer a Donation-Based Class

Do you have something you can share with your audience? Perhaps you can teach a pilates class, host a crafting afternoon or a virtual wine tasting class!

Run a Virtual 5K

Show the world that #youcandoanythinginadress (or a tie) by running a Dressember 5K in your neighborhood.

1. Commit to running a 5K in a dress or tie.
   Run solo or grab some friends to join you. You can join a local 5K in your area or create your very own event!

2. Make a free Dressember fundraising page.
   In minutes, you’ll have your own fundraising page that you can share with your community.

3. Set a goal.
   How much do you want to raise? Set a goal based on the impact you want to make, then breathe deep. We’re in this together!

4. Run for change.
   Set a date and use your run as an opportunity to raise funds and awareness for anti-trafficking work around the world.

Connect With Your Supporters

Make yourself available to your community of supporters. Try hosting an Instagram or Facebook Live to talk about trafficking and your involvement with Dressember.

Refer back to your shortlist of businesses and brands. Reach out to see if they might offer matching for your campaign or allow you to do a social media takeover!
Redefine the Dressember Style Challenge

How will you make this year different?
Make it Your Own

Even though you may not be working / advocating in person this year, you can still participate in the 2020 style challenge. Below are a few ideas to consider!

Challenge yourself to wear the same dress or tie for 31 days.

Challenge yourself to go live on social media for 10 minutes every day.

Challenge yourself to connect with someone virtually every day.

Challenge yourself to take a WFH selfie in every room in your house or apartment.

Host your own self-challenge. If you reach $_____ by _____ date, then challenge yourself to do something new like run around your neighborhood in a dress or wear ties for the month of January.

Boast about the fact that you’re not only giving up pants this year—you’re giving up pajamas. You are making an even bigger sacrifice because you care about ending trafficking, and your commitment will inspire your supporters.
#YouCanDoAnythingInADress

_no, really._

So many of our advocates have gotten creative with this hashtag throughout the years. Challenge yourself to do something new or adventurous in a dress this year. For inspiration, see the photos below!
How to Make an Instagram Reel

An Instagram reel is comprised of a series of short video clips mashed together in a 15-second video. The app will allow you to upload videos from your camera roll or film directly in the app.

When you open Instagram, select the camera icon in the top left-hand corner. At the bottom, you can toggle between three options (live, story, and reels). Select “reels.”

If you’ve pre-recorded your video clips, you can swipe up to upload them. If not, you can press the circular icon at the bottom to start recording. Once you upload or take a video, you can clip the video to the length and segment desired. Continue uploading or filming content until the reel reaches 15 seconds (Instagram will not allow you to record or upload anymore after this). If you are filming your own content in the app, you can use the icons to the left to set a timer, zoom in, or use Instagram filters.

After you have your 15 seconds assembled, you can upload music to the video by clicking the music icon to the left. Here you can browse new songs or search for your own.

When you’re ready to post, click the white arrow on the bottom right of the screen. This will lead you to write a caption for your video and select a cover image. Once you’re finished, click “share!”
How to Create a Photo Backdrop at Home

Looking for ways to get creative and set up your own photo shoot indoors? You don't need much to get started! In fact you may have everything you need laying around the house. To add some funky colors and creative effects to some self portrait images all you need is a tripod (or elevated flat surface to lay your camera on), a piece of material (could be a thin baby blanket or sheet), plastic sandwich baggy, colored gift tissue paper and tape.

For a few of the photos I set up an RGB light but it's not crucial if you have some good window light and some colored paper to tape around your lens!

I like to take the plastic sandwich bag and tear the bottom open. I place it around the lens and let it hang over the sides a bit. This will capture light around the sides of the lens creating a creamy effect. I add torn pieces of colored tissue around the sides letting the bag hold it. Feel free to use a little tap if you're having trouble holding the bag or tissue in place.
For these images I created in two spots in my bedroom. I stood next to some natural light coming in from the window for two sets. You can clip up a cloth or drapes as your backdrop to add some texture and color break. For the third set I sat on my bed in front of the wall. I let some window light peek in creating a cool shadow effect and set up a colored light to hit another half of my wall. This way I was able to play on both "cool" and "warm" colors colliding.

There are endless ways to get creative at home. Just look for something that stands out to you that you could place in front of your lens for a nifty effect. You can use plastic wrap, foil, water droplets, an old wedding veil, etc.

I look forward to seeing what everyone creates. This is such a special and unique challenge that is shedding light on something so dark. Every image created and word shared is a contribution. Take care and let's do what we can together.

Tips from Photographer
Amanda Canton
@amandacantonphotography
amandacanton.com
Templates

In the following section you will find content for you to use and re-purpose.
Social Media Captions

This year I’m excited to participate in my _____ Dressember! @Dressember utilizes fashion and creativity to help end human trafficking. Through their annual style challenge every winter, thousands of men and women pledge to wear a dress or tie every day for the 31 days of December. The dresses and ties serve as a conversation starter to raise awareness and funds to end human trafficking for good. Registration for Dressember 2020 is now open! Head to dressember.org to find out more and register. #itsbiggerthanadress #dressember2020

What if you could take a stand against human trafficking by getting dressed? Join me in raising funds and awareness for an end to human trafficking by committing to wear a dress or tie every day during the month of December. Sign up for the campaign and learn more at dressember.org or donate at the link in my bio. #itsbiggerthanadress #dressember2020

There are over 40 million people involved in human trafficking *right now*. And 1 in 4 of those people are children. But @dressember has been dedicated to ending that statistic since 2013. With their Dressember Challenge they’ve raised over $10 million dollars since then and they’re still going strong. This year I’m participating and hoping to raise $________. Would you join me? #itsbiggerthanadress #dressember2020
Elevator Pitch

WHAT DRESSEMBER IS

Dressember is an annual campaign based best known for a style-challenge that invites people to wear a dress or tie every day in December to start conversations about human trafficking. Since 2013, Dressember has raised over $10 million to resource vital anti-trafficking work worldwide. Last year, during the 2019/20 campaign, Dressember raised over $2.5 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.
Thanking Your Donors

Your donors are supporting your personal Dressember campaign page because you have inspired them to give their resources to fight human trafficking. Thanking your donors is a critical fundraising tool that will inspire your donors to support your campaign year after year. Dressember will take care of sending a standard thank you to your donors, which includes a tax-receipt (for US-based donors), but be sure to personally show your donors how much you appreciate their support!

Thank them personally: pick up the phone, send snail mail (have you seen our thank you cards!?), and explain to your donors how much it means to you that they came alongside you this #Dressember.

Thank them publicly: and get creative with it! Host a raffle for everyone that gives to your campaign, and announce the winner on social media. Use our story templates to thank donors and be specific with how their giving is impacting victims and survivors of trafficking.

Marissa Peden, Dressember Director of Strategic Partnerships
Thank you for participating in Dressember 2020

Our team is available to assist you via email at hello@dressember.org or direct message.