Dressember
Elevator Pitch

Whether you’re in line at a coffee shop, hanging out at home or in a professional interview, you could be asked why you’re wearing a dress or tie in December. This is an awesome opportunity to share Dressember’s mission and ask others to join the fight against human trafficking! You can use the template below to help you prepare for these conversations, learn how to explain human trafficking and find ways to personalize your pitch according to your surrounding community.

WHAT DRESSEMBER IS

Dressember is a style challenge in which you wear a dress or tie every day of December to begin conversations about human trafficking and resource organizations working to end it.

WHY YOU’RE DOING IT

The Dressember Foundation works with a network of domestic and international anti-trafficking 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 more than $10 million to fund vital anti-trafficking work worldwide.

Over the past seven years, the Dressember movement has grown from a just-for-fun style challenge to a community of thousands of people across six continents. The Dressember community of advocates and supporters have shown the power of both individual and collective action in creating impact.

In 2019 alone, Dressember raised over $2.6 million.
Forming an elevator pitch is important in order to explain why you care about human trafficking, why Dressember is important and what others can do to become part of the solution.

To help you develop your elevator pitch, consider the following example from fellow Dressember advocate Madelyn.

“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 an estimated number of around 400,000 people currently trafficked in the U.S, and hundreds of thousands more across the world. I’m super excited to be advocating 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 through this 2020 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. If you’d prefer to Venmo me or donate in cash, and I’ll make a donation in your name!”

Take this elevator pitch example as a starting point. Consider taking the time to write a one-paragraph summary of what human trafficking is, whom it affects and how it is harmful. Add one specific reason why Dressember is important to you, and end with a straightforward call to action. This pitch can help create natural conversations to showcase your passion for Dressember and demonstrate how being an advocate plays a role in fighting human trafficking.
Dressember Fundraiser

Fundraisers can take a lot of different shapes—maybe your team will put on virtual events (such as digital watch parties featuring films about human trafficking), host socially distanced 5ks or even challenge one other to make Instagram Reels and Tik-Toks showcasing your Dressember outfits. These are all great ways to build momentum and engage with your community while raising awareness and funds.

Thank guests for coming

“Hi everyone! Thank you so much for coming out to this event! We appreciate you taking the time to come and (Insert: what they did at the event—ex. join our virtual watch party, run in our virtual 5k for Dressember or make Dressember TikToks)! “

Optional: “Thanks to all of you, we were able to raise _____ dollars/ we had over ___ people attend this event. (Include numbers of the donors or detail the 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 your organization). It has been so encouraging seeing our community/students/faculty members join the fight against human trafficking.”

Have a bake sale · host a clothing swap · sell your clothes · partner with local businesses · have a benefit concert · watch a human trafficking film · organize on your college campus · participate in a socially distanced 5k · sell your artwork · get together as
The Dressember Foundation is an organization that educates the public on human trafficking and partners with domestic and international organizations working to prevent human trafficking, intervene on behalf of victims and provide protective services for survivors.

In 2019, Dressember launched a country-specific campaign, Dressember Canada, by linking arms with an existing global partner, International Justice Mission (IJM)—the world’s biggest anti-trafficking nonprofit. Dressember also launched a program with car-sharing service Lyft and Dressember Network member BEST (Businesses Ending Slavery and Trafficking) to train drivers in Miami and Las Vegas on how to identify trafficking victims leading up to the Super Bowl.

Additionally, in 2019 Dressember launched its first ethical tie collection and biggest dress collection, launched a campaign to provide COVID-19 crisis emergency funding to survivors of trafficking and released an online Ethical Fashion Directory with over 400 brands as a resource for conscious consumers seeking ethical fashion brands.

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 programmatic partners IJM and A21, as well as many other organizations, have incredible resources, videos, and testimonies featuring the survivors these organizations benefit.

“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 __ (survivors’ names).”) 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 the protection and freedom of millions. (Insert: How people can donate, whether 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).”