For those who have a heart that is burdened by human trafficking...
For those who desire to partner with organizations that are making a difference... For those who are committed to seeing a world in which true freedom reigns...

WELCOME. You are an Everyday Abolitionist. You’ve scoured our website. You’ve liked us on Facebook and followed us on Instagram. You may have donated a bra or two. And now, your passion and purpose invite you to a deeper level: fundraising!

This doesn’t have to be intimidating – it can be fun, we promise! Because what could be more awesome than gathering your family, friends, and community around something that matters and making a huge difference in the lives of sex trafficking survivors around the world?

So thank you for your passion and your commitment to true freedom. Grab a cup of coffee, a notebook to jot down ideas, and settle in to create your very own fundraising campaign for Free The Girls!
So who are we, and what do we do?

**WHO WE ARE**
We are a 501(c)(3) that exists to help women rescued from sex trafficking in the developing world reintegrate into their communities. We want to see a world in which previously enslaved women are leading vibrant, successful, integrated lives. We believe in partnership and collaboration. We are convinced that each person has unique talents and passions that can be leveraged for good in the fight for justice.

**WHAT WE DO**
Our solution is built on empowerment – we believe that the women we serve are already perfectly made to be powerful and free despite the circumstances that have overpowered them. We believe cultivating economic opportunity and independence through empowerment is the critical path to reintegration. Rather than employing these women, we help them set up their own microenterprises as entrepreneurs – they work for themselves.

**WHY FUNDRAISE? I’VE ALREADY GIVEN BRAS**
The bras are the heartbeat of what we do, but it’s not cheap to ship thousands of bras over to our program sites. Not only is there the actual shipping costs but import fees and taxes are also tacked on once the shipment lands. In addition, we’ve expanded our program in the last few years to be able to offer more to the women including sobriety counseling, job skills training, trauma therapy, and others. Bras are fun to collect, but fundraising to get those bras over there is just as important!
KNOW THE FACTS

- Approximately 21 million people are currently enslaved in human trafficking.
- Only 1-2% of victims are rescued.
- Only 1 in 100,000 Europeans involved in trafficking are convicted.
- The rate of recidivism is extremely high.
- Many women return to prostitution because it’s what they’ve known for so long.
- 80 women have gone through the FTG program since our launch in 2010.
- 13 women have purchased land or built a house from their business.
- 100% of the children of the women in our program are enrolled in school.
- 2 women have been able to attend university.
- We’ve had supporters from all 50 states as well as Europe, Asia, & Central America.
- About 18,000 bras show up at our collection site each month.
- 1 in every 335 people on the planet are victims of trafficking.
- About 18,000 bras show up at our collection site each month.
- 80 women have gone through the FTG program since our launch in 2010.
What type of fundraiser do you want to hold? Here are a few ideas to help you get started!

**BRA DRIVE:**
The classic FTG event. Collect bras and bucks with your book club, your PTA, your service club, Sunday school, your school or your neighborhood! However you define your community, get them involved! We recommend asking for $2 for every bra donated – a buck for each cup! This can be through your own personalized campaign page online or stick a jar on the table for people to put cash in!

**PLEDGE YOUR BIRTHDAY**
Many people have everything they need (and more!), so instead of receiving gifts for their birthday, they choose to raise money in lieu of presents. Turning 30? Fundraise $300, $3,000 or even $30,000! Celebrate the day you were given life by helping others take back control of their own lives.

**COMMUNITY CHALLENGE**
The sky is the limit here! Hold a 5k. A dance-a-thon. A music festival. A lemonade stand. An art show. We’ve had people do everything from a fashion show to a beer garden, a concert to a rugby match. Bring your creativity and have a blast for a good cause!

**ONLINE CAMPAIGN**
If you have friends all around the country (or even the world!), this is a great opportunity to allow everyone to get involved. Set up a campaign page and watch your impact grow with every new donation! Every time our staff and Board do this, we are surprised and humbled by who shows up to give!
BEFORE YOU LAUNCH

SET YOUR GOAL

How much are you wanting to raise?

$50
Pays for 1 box of bras (200 bras) to be shipped overseas

$100
Ships an entire month’s worth of inventory for a woman in Mozambique

$500
Inventory for all the women in El Salvador for an entire month

$750
Inheritance Project Grant for an entire year’s worth of university tuition

$1,000
Pays for 1 pallet of bras (about 4,000 bras) to be shipped overseas

$25,000
Funds all of our locations for 3 months or El Salvador for an entire year

$50,000
Funds our Mozambique program (our largest) for an entire year

$100,000
Funds all of our international programs for an entire year

SET YOUR TIMEFRAME

Once you’ve set your goal, figure out your timeframe – how long do you want this campaign to run? We recommend shorter timeframes as they tend to be more successful. Two weeks seems to be the magic number for individual events, but if you’re hosting a Community Challenge Event with your school you can extend it for an entire semester! You figure out what works best for you! Do keep in mind that your excitement and commitment level largely influences the success of the campaign – we don’t want you burned out!

SET UP AN ONLINE CAMPAIGN

This will be the easiest way to gather donations online, for you to share through email or social media, and for you to keep track of your goal in real-time! Personalize it and truly make it your own! Share why this cause means so much to you or why you chose to partner with FTG. Click on the Fundraising tab at www.freethegirls.org or email Selah, our incredible Operations Manager at selah@freethegirls.org for her to help you out with your personalized page.

BUY A BRA DRIVE PACKET

If holding a Bra Drive, consider purchasing a Bra Drive Packet. You can choose among Bra Drive signs, a human trafficking fact sheet, some literature about FTG and what we do, promo cards, and more. If you’re a member of a faith community, ask for us to include our Quarterly Prayer Guide to help facilitate prayer and discussion.
COMMUNICATE
Let the world know that you’re on a mission! People are busy so keep communicating! Continue updating, explain why this is important to you, share stories of the women in the program and the impact you’re hoping to make. Emails, phone calls, even old-fashioned snail mail!

BE THE FIRST TO DONATE
You’re so dedicated to your own fundraiser, you’re kicking it off by being the first to donate $10 or $20! Lead by example and then challenge your friends to jump on board with you.

SHARE
Social media has become such an amazing tool for fundraising! You can create your very own FB FTG fundraiser in addition to your online campaign! Invite your friends to donate and share and provide updates as the generosity of your friends helps you reach your goal.

FOLLOW-UP
As your campaign nears its end, follow-up with those who have given as well as those who haven’t. Remind people of your goal and that the campaign is almost finished! We’ve found a lot of people wait until the last minute to donate, so don’t give up!

We even have some social media graphics that are available for you to use throughout your campaign.

let the world know you’re on a mission
WRAPPING UP

THANK YOU
This is one of the most important things you can do. Thank those who supported you and helped you reach your goal. Communicate your gratitude and remind them that they, too, are Everyday Abolitionists who just helped make the world a better place.

SHARE YOUR IMPACT
Tell everyone the impact you made! Whether you hit your fundraising goal, surpassed it or fell a bit short, every dollar counts. Let your friends and family know what they helped make possible through their generosity.

GET OTHERS INSPIRED
Invite or challenge others to hold their own fundraiser. How much fun did you have raising funds, collecting bras, and making a real-life impact? Help others start their own!

CONTACT US

We are so humbled that you’ve chosen to partner with us, become a member of our FTG Family, and fundraise for us. If there is anything you need help with, a question you need answered, a comment to help us improve, or a conversation you want to have with us, please reach out!

You can email Selah Davenport, our Operations Manager, selah@freethegirls.org, for assistance.

Again, thank you so much. Can’t wait to see what you do!

web FREETHEGIRLS.ORG  mail 1552 PIONEER TRAIL CHESTERTON, IN 46304  phone 720.383.4384