



Free the Slaves **Fundraiser Guide**



HOW TO PREPARE

- » You may have already reached out to us, but if not, please send us an email at info@freetheslaves.net with “Fundraiser: [City, State]” in the subject line; or feel free to give us a call at (202) 775-7480 and ask to speak with one of our development team staffers. We will be happy to answer questions.
- » Choose a date. Consider your top three to five potential contributors, and schedule around their availability. Keep in mind special dates if appropriate, like International Womens Day or Trafficking Awareness Month (January).
- » Consider asking a few friends or colleagues to help you plan.
- » There is no strict format for a fundraiser – make it unique to you and your community. What would best engage the people you know? Some possibilities:
 - » Formal Dinner, Wine Tasting, Book Club Meeting, Cocktail Hour, Potluck, Afternoon Tea, House Party
 - » Guests are the most important part of any party. Of course you want to reach out to friends and family, but take some time to think about those in your community who would also be interested. Do you have a local college in your area? There may be human rights, development, or international affairs groups or professors who would love to learn more about Free the Slaves and engage with others concerned about human rights.
 - » Send invitations at least three to six weeks in advance and ask for a RSVP. Be creative with your invites, depending on the type of event you decide to hold.
 - » The invitation should ask guests to donate even if they cannot attend. (Include information about how to donate online – www.freetheslaves.net/donate – or where to send checks.) Include a RSVP envelope for print invitations.
 - » One of the most important aspects of the house party is to introduce new people to modern-day slavery and Free the Slaves. Reach out to all your friends, even if you think they may not be interested in the issue. You never know – the person next to you in your book club could be a secret activist!
 - » Make it easy on yourself, create an Evite and track RSVPs electronically. If you are making printed invitations, include a response card with your invitation that still allows guests to donate to Free the Slaves if they cannot attend. Regardless of whether you decide to do electronic or print invitations, please be clear that this is a fundraiser. You are inviting guests to give to charity and help a cause dear to your heart.

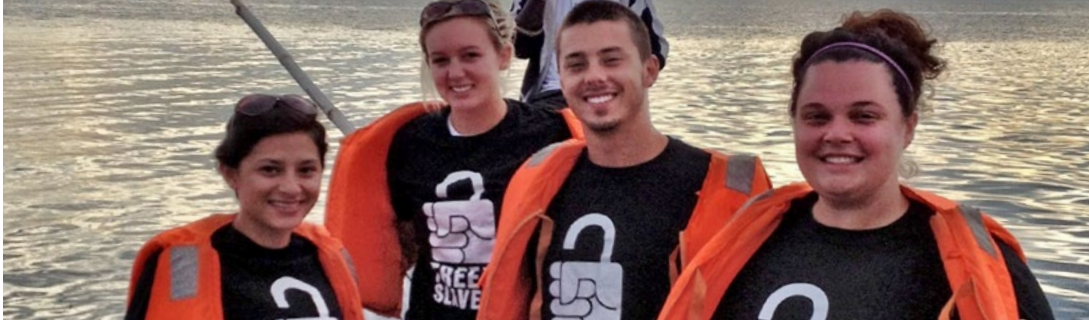


HOW TO RAISE MONEY

- » Set a fundraising goal as you begin planning. (For example: a goal of \$1,000 equals 15 guests giving approximately \$65.00.)
- » Decide on a 10 to 15 minute speaking program. You can talk about your own personal commitment to Free the Slaves and favorite success stories. You might also show one of the videos listed later in this guide.
- » Ask for money at the end of the speaking program, and be specific about the direct impact it will make. Be clear to guests about how they can make their contribution now. (Writing a check or filling out a pledge sheet.) Ask a few people ahead of time to serve as icebreakers – they will get out their checkbooks to get the momentum going, then circulate a basket for checks or pledge forms from others.
- » Most importantly: let the room fall silent for a minute or two so that people get the idea that this is the time to make their pledge or write their check.
- » You know your community, friends, and family better than we do. Plan your fundraising strategy around them. You can simply hand out Free the Slaves donation cards and suggest \$10, or you can suggest something more symbolic, like \$21-30 to represent the 21-30 million enslaved people today. Donations to Free the Slaves are tax-deductible. An acknowledgement/receipt will be sent by Free the Slaves to all donors from your party.

HOW TO CUT COSTS

- » Get food and other materials donated. You may be surprised by how many companies (restaurants, florists, party stores, etc.) are willing to help, so don't be afraid to ask.
- » Ask salons, travel agents, spas, gyms, retail stores for free items to give away as silent auction items.



HOW TO ATTRACT PEOPLE

- » A week or two before the event, call people you haven't heard from to encourage them to come.
- » A few days before the event, call those who have said they will come to remind them of the date and time and to make sure they have directions.

HOW TO GET INFO

- » Make sure to take down all participants' names and contact information (including email) at the event. **A Free the Slaves sign-up sheet** is included in this guide for you to use. Follow up with a phone call to thank each guest for attending. If they've made a donation, thank them for that too.

CREATE YOUR OWN FUNDRAISING PAGE FOR FREE THE SLAVES

If you're planning a fundraising event for Free the Slaves and want to take donations online, follow the guidelines below.

1. Click the link to our Free the Slaves page:
<http://www.razoo.com/story/Anti-Slavery-International-Db-a-Free-The-Slaves>
2. Scroll down to **Fundraise for this Cause** and click **Get Started**
3. Create the name for your fundraiser and click **Start Fundraising**
4. Start filling out the details of your fundraiser by clicking on the **Admin Panel**
 - Summarize your project
 - Explain why you are supporting Free the Slaves
 - Set your fundraising goal and choose an end date
 - Make sure designate **General Fund**
 - Click the Share tab to access your page link and for donation widget
5. Once your page is all set up email us at donate@freetheslaves.net and let us know about your fundraiser!

TIMELINE

4 TO 8 WEEKS BEFORE EVENT

- » Determine the where, when, who, why and what of the event.
- » Write out an action plan and a to-do list.
- » Create the invitation list.
- » Arrange for a friend to help host or develop a committee.
- » Develop a budget (how much you can afford to spend on hosting the event, and estimated costs) and a list of things to purchase.
- » Contact Free the Slaves Dev team for support.

3 TO 6 WEEKS BEFORE EVENT

- » Mail invitations with driving directions and a request for RSVP; or send out an Evite.
- » Reserve any necessary equipment.
- » Begin to plan the speaking program and determine speakers and how much you plan to ask attendees to donate to Free the Slaves.

1 TO 2 WEEKS AFTER MAILING INVITATIONS

- » Call invitees to encourage their participation (this will increase your turnout).

1 TO 2 WEEKS BEFORE EVENT

- » Plan the meal and/or refreshments.
- » Purchase beverages and supplies.
- » Prepare speakers with background materials and an outline of what you would like them to say.
- » Secure any needed volunteers to be greeters, bartenders, servers, cooks, as well as those to hand out informational flyers about Free the Slaves, and those who will collect checks as needed.

1 TO 5 DAYS BEFORE EVENT

- » Obtain rented or borrowed equipment.
- » Print a sign-in sheet to use at the event (sign-up sheet is included later in this guide).
- » Print donation forms or obtain donation envelopes to have on hand (donation form is included later in this guide).
- » Print plenty of informational packets on hand to give to guests. (An info sheet about Free the Slaves is included later in this guide).
- » Set up the beverage area.
- » Designate a table to hand out information packs about Free the Slaves.



TIMELINE (CONT.)

DAY OF EVENT

- » Set the table or arrange the room to accommodate the number of guests and the type of event.
- » Have a place for your guests to place their coats or other personal items.
- » Ask all volunteers to arrive early to help with last minute details and receive instructions for their duties at the party. (Have refreshments or gifts for the volunteers.)

AFTER THE EVENT IS OVER

- » Tally up the amount raised and send sign-up sheet, checks, envelopes to: Free the Slaves, 1320 19th Street NW, Suite 600, Washington, DC 20036
- » Call the Free the Slaves development team at (202) 775-7480. We like to learn how much was raised, how things went, and what Free the Slaves could do to help make future house parties even more successful.
- » Important! Send an email to all guests to thank them for coming, stating how much was raised collectively, and reminding them that their contributions will be used by Free the Slaves to combat trafficking at slavery hotspots around the world. Consider including a list of all donor names, and invite anyone who had not donated to make a contribution. Include instructions for how to still contribute by mailing a check to Free the Slaves in Washington or donating online (www.freetheslaves.net/donate) and explain that the following week another email will be sent out with an updated list of donors. (People tend to give when they know that their name will go on a public list.)

BACKGROUND INFORMATION

ABOUT FREE THE SLAVES

Free the Slaves liberates slaves, helps them rebuild their lives, and transforms the social, economic and political forces that allow slavery to persist. We support community-driven interventions in partnership with local groups that help people to sustainable freedom and dismantle a region's system of slavery. We convince governments, international development organizations and businesses to implement key changes required for global eradication. We document and disseminate leading-edge practices to help the anti-slavery movement work more effectively. We raise awareness and promote action by opinion makers, decision makers and the public. Free the Slaves is showing the world that ending slavery is possible.

CURRENT FRONTLINE ANTI-SLAVERY PROJECTS

Congo, Brazil, India, Nepal, Ghana, Haiti

Details of each country program are available online:

www.freetheslaves.net/ourwork

VIMEO AND YOUTUBE

Visit our Vimeo (www.vimeo.com/freetheslaves) or YouTube (www.youtube.com/freetheslaves) pages to see short videos on human trafficking, including coverage of Free the Slaves work abroad. These videos provide a great introduction to modern-day slavery and Free the Slaves:

What Does Slavery Look Like Today

The Cookie Raid

Haiti Model Communities fight Restavek Slavery

Becoming a Slavery-Free Business

Free the Slaves Country Directors: Passion for Freedom

Slavery in Your Pocket: The Congo Connection

You can also view full-length documentaries online: www.freetheslaves.net/films

Dreams Die Hard

Slavery: A Global Investigation

BACKGROUND INFORMATION (CONT.)

TED^x TED TALKS

There are also two TED Talks about our work, featuring Free the Slaves Co-founder Kevin Bales and humanitarian photographer Lisa Kristine:

- » Kevin Bales: How to combat modern slavery
blog.ted.com/2010/03/29/how_to_combat_m/
- » Lisa Kristine: Photos that bear witness to modern slavery
ted.com/talks/lisa_kristine_glimses_of_modern_day_slavery.html

BOOKS

Slavery

Photography by Lisa Kristine
Foreword by Archbishop Desmond Tutu

To Plead Our Own Cause: Personal Stories by Today's Slaves

Kevin Bales and Zoe Trodd

Ending Slavery: How to Free Today's Slaves

Kevin Bales

The Slave Next Door: Human Trafficking and Slavery in America Today

Kevin Bales and Ron Soodalter

Disposable People: New Slavery in the Global Economy

Kevin Bales

Understanding Global Slavery: A Reader

Kevin Bales

Modern Slavery: A Beginner's Guide

Kevin Bales, Zoe Trodd, and Alex Kent Williamson

Visit www.freetheslaves.net/books for information on ordering Free the Slaves books.