

HOW TO: HOST YOUR OWN FUNDRAISER

www.shehasaname.org/volunteer

Why Host A Fundraiser?

We know you're passionate about the fight against human trafficking- that's why you opened this guide. But why should you host a fundraiser for She Has A Name (or any organization, for that matter?) The most helpful thing that any volunteer or supporter can do when they are passionate about a cause is to share that passion with others. Through an exciting and engaging personal fundraiser, you can educate your own network of friends, family, and peers about what human trafficking is and how they can respond.



Getting Started



Before you start planning your fundraiser, consider the following:

- Why do you care about supporting She Has A Name?
- What activities are you interested in?
- How would you be able to include your friends/family/colleagues?
- What is your fundraising goal?
- How will you celebrate when you reach your goal?

Then, make it fun! Choose something that you are passionate about- art, fitness, music- and center your fundraiser around it.

Remember that we are here to help you connect your skills to the cause- feel free to reach out to us during any point of the planning process. While you will be the host and manager of the fundraiser/event, we are happy to help brainstorm or share best practices.

Step One: Choose Your Method

Fundraisers can take an infinite number of forms, both virtually and in-person. From bake sales to social media campaigns and everything in-between, we know that you'll find a method that works well for you. To get you started, we've compiled a list of the most popular fundraising methods that volunteers use. But don't limit yourself to this list- you can get creative and try something new!

Social Media Campaigns

From Facebook Birthday campaigns to video game streaming for the cause, social media provides a simple way to share your passion with all of your closest friends.

Athletic Challenges

Are you training for a marathon or a certified personal trainer? Encourage your friends or family to donate a certain amount for every mile you run, or host a workout class and ask for a donation as the admission fee!

Small Biz Kickbacks

Are you the owner of a local small business that would like to give back to the community? Choose a particular day or a particular product and donate a percentage of your profits to support an anti-human trafficking organization!

Host a Benefit

Use the tried-and-true fundraising method by hosting a benefit for SHAN. It can be as small as a dinner for friends you'd like to introduce to the cause and as large as a benefit concert. The sky is the limit.

Use a SHAN-Created Method

We know that getting started in fundraising can be daunting, so we decided to take the pressure off by doing some of the brainstorming for you. Later in this guide, you'll find several SHAN-Created fundraiser ideas that you are welcome to try!

Create Your Own!

The best part of supporting a cause is finding how your unique talents fit. We want to empower you to dream big. If you have a creative idea, [let us know!](#)

Step Two: Share Your Personal Testimony

The most compelling way to get others to support your cause is through sharing your personal testimony. They will want to learn more because they care about you, even if they don't know anything about your cause yet. Every great personal fundraiser starts with an attention-grabbing personal testimony.

Consider the following questions while crafting your personal testimony:

How did you learn about She Has A Name?

Why is this cause important to you?
Why should it be important to others?

What made you want to get more involved?
What programs are you hoping to help fund through your event?

How can others support you?
How can they learn more about this cause?

Step Three: Set a Specific Goal

Start planning your fundraiser with an amount of money that you would like to raise in mind. Sharing this goal with your personal network will motivate them to donate more than an open-ended fundraiser would- the closer you get to your goal, the more compelled friends and family will feel to help you cross that finish line. If you reach your goal sooner than expected, you can always set a new one.



Keep Your Audience Updated

Every time you reach a milestone toward your goal, celebrate it with your supporters! Not only will it motivate new supporters to donate, it will encourage those who have already given to spread the word about your fundraiser.

Choose a Specific Need

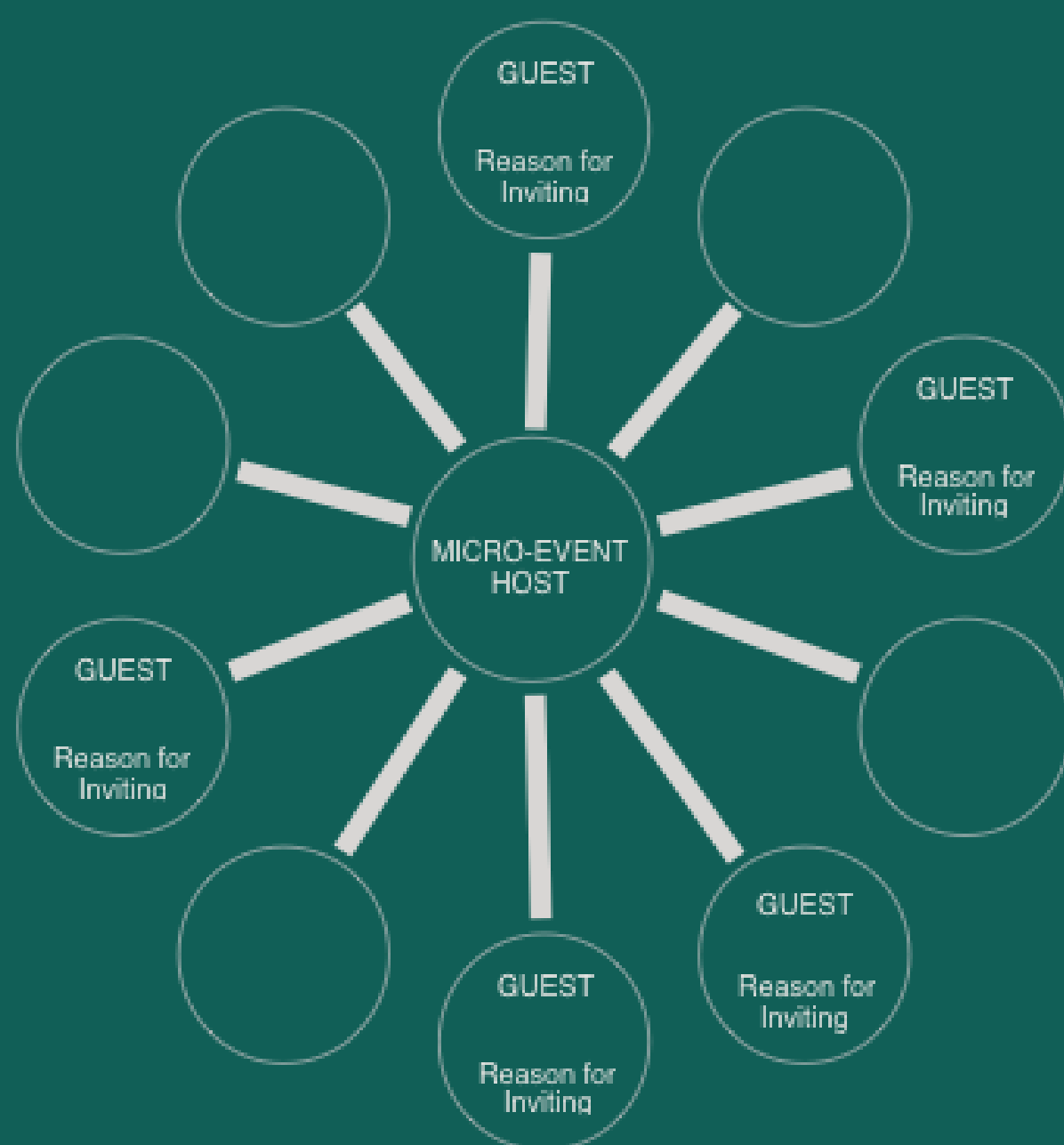
By choosing a specific need for your fundraiser, others may feel more connected to the cause and motivated to donate. For example, you could choose to raise funds specifically for our April Thacker Dream Scholarship, which helps survivors of human trafficking overcome barriers to following their dreams, and share information about this scholarship program as you promote your fundraiser.

Celebrate When You Reach Your Goal

Think creatively about a small way to celebrate when you reach your fundraising goal. This can be an individual celebration or one that includes all of those who supported you. but it should be fun!

Step Four: Create Your Guest List

Now that you've decided the type of fundraiser that you would like to host and have settled on your goal, it's time to decide who you'd like to invite to support you. For example, if you've settled on a social media campaign, you'll need to decide the platform(s) you're using, as well as if it will be open to everyone or if you'll create a private group.



Regardless of the type of fundraiser you have chosen to host, you will need to consider who you would like to invite to support you and your cause. If you'd like to invite a specific person, consider how they might connect to your cause and what type of experience you can share together. This will help later when you create your invitation or call to action.

Step Five: Craft Your Invitation

A personal invitation is more powerful than you may think. Taking the time to individually invite specific people who you believe would benefit from learning about and supporting your cause will make a huge impact on your fundraiser- and on those that you'd like to support you. Make sure you also reach out to us here at SHAN, as we'd love to help promote your event!



Tips for Crafting the Perfect Invitation:

- Whether it's a virtual invite, a flyer, or even just a text, make it personal
 - Include your reason for hosting your event/fundraiser
 - Include all relevant information (date, time, location, etc.)
 - Keep it brief
 - Send invitations to in-person or virtual events at least a month in advance
 - Send invitations to social media fundraisers a day or two before you launch them
 - Follow Up! A week or so before the event, follow up with those you haven't heard from and thank those who will be attending
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Step Six: Details, Details, Details

Now it's time to make it fun. You've chosen your fundraising method, prepared your personal testimony, and invited the perfect guests with the perfect invitation. How will you set your fundraiser apart? We've included some simple tips for things you can do to make your event a **you** event.

Create an Event Hashtag

Think of a cute or clever hashtag that you and others can use to promote your event.

Share Your Event

If your fundraiser is an event, create an event page on social media to spread the word and easily invite more people!

Give It a Theme

A fun theme can set your fundraiser apart. Coordinate your posts, invites, or even set a dress code to fit your theme!

Use Fun Images

Use free resources like [Canva](#) to create visually appealing posts/flyers/invites to capture everyone's attention!

Step Seven: Executing Your Event

Here comes the exciting part- you've done all of the planning and inviting and promoting, and now it's time to execute. Each event hosted by our advocates is incredibly unique and will be executed very differently. However, we've put together a few best practices that will help you during any event, regardless of the method you've chosen.

Create a Schedule and Stick To It

Whether its a deadline for your social media fundraiser or a lineup for a benefit concert, let your supporters know what to expect and don't stray from that plan.

Center Your Story

This event is about sharing your connection to the organization- while you can invite a staff member to attend or speak, keep the focus on your commitment to the cause!

Have a Call to Action

A cool outing or a celebration are fun and your guests will appreciate having something to do. However, don't forget to make the ask- for donations, to sign up for training, etc. Your supporters want to know how they can contribute!

Capture Content

Take photos, get quotes from attendees about their experience, capture video of fun moments. You can use these to thank your supporters when your fundraiser is over- plus we'd love to see them!

Step Eight: Follow Up

You've planned and hosted an incredible fundraiser. You've exceeded your fundraising goal and educated all of your friends and family about a cause that is near to your heart. Now, it's time to follow-up with everyone who supported you, in any capacity, and say thank-you. Did someone donate? Invite a ton of people to your event? Design your flyers? They deserve a personal, heartfelt thank-you.

Send Your Thank-You Notes

Create a list of everyone you need to thank and choose how you plan to do so. Are you going to text each person, or send a handwritten card? The method doesn't matter as much as the content- but be careful not to leave anyone out!



Invite Them To Get More Involved

Now that your friends and family have learned about the cause (and possibly donated), you can invite them to learn more by attending a training, following us on social media, or connecting with a staff member to answer any questions they may have.



Event Do's and Don'ts

Do

- Reach out to SHAN staff as a resource for your event
- Give at least a one-month notice if you would like a member of SHAN's staff to be present at your event
- Be welcoming, kind, and respectful to everyone participating in your event
- Reach out to SHAN directly if you would like to use our logo or branding to promote your event
- Share accurate information and statistics with your guests
- Celebrate your wins and have fun!

Don't

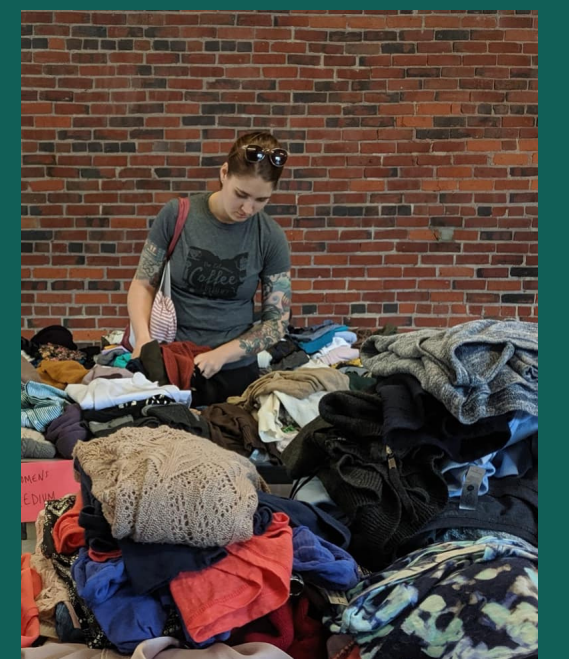
- Use content that was created for SHAN-use only to promote your event
- Use our training packet as education for your guests- instead, you can pull specific information from the packet to share or you can request a training to occur at your event
- Promote an event to raise money for SHAN if you don't intend to donate the funds raised
- Use statistics or information that cannot be supported by multiple sources
- Use any discriminatory language toward any particular group of people during your event

Example: Leanne Moore

Now that we've gone through the steps of planning a successful fundraiser, let's take a look at a past event that was created to benefit She Has A Name and raise awareness about labor trafficking, particularly within the fashion industry- a clothing swap.

Created and hosted by long-time SHAN volunteer Leanne Moore, the She Has A Name clothing occurred for two consecutive years and raised over \$1,000 for SHAN!

Clothing donations were collected for weeks leading up to the event. Participants were able to come, pay a small admission fee, and fill their bag with any clothing available.





Example (cont.): Leanne Moore

We asked Leanne Moore, the creator and host of the She Has A Name Clothing Swap, what inspired her to get involved and host her own event. Read her answers below on how you can empower yourself and others to take action!

What brought you to She Has A Name?

The original founders came to speak at a Younglife event I attended in 2013

What inspired you to become a volunteer?

I was looking for ways to connect with people in a new city who had a similar passion for justice. I am particularly interested in working towards restorative justice for women.

How did you come up with the idea to host your own fundraising event to support SHAN?

I had been hosting clothing swaps at my house for years, environmentalism and breaking the cycle of fast fashion is something I care deeply about. I could see the connection between SHAN's work in Columbus and the greater issues of Human Trafficking surrounding the fashion industry and felt like a clothing swap would be the perfect way to both raise funds for SHAN but also expose more folks to the mission.

What advice or encouragement would you give to other volunteers who want to get involved in fundraising but aren't sure where to start?

Putting a plan into action is the hardest and scariest part, but you cannot impact anyone without action. Don't be afraid that you don't have all your ducks in a row from day 1. Done is better than perfect and progress is better than perfection. You can always build on the momentum you have once you start.

Sample Events

We know it can be difficult to discover how your passions and talents connect to the cause of fighting human trafficking. To help ease you into the world of volunteering and fundraising, we have come up with a few ideas for events that you can host. Feel free to take these ideas and make them your own!

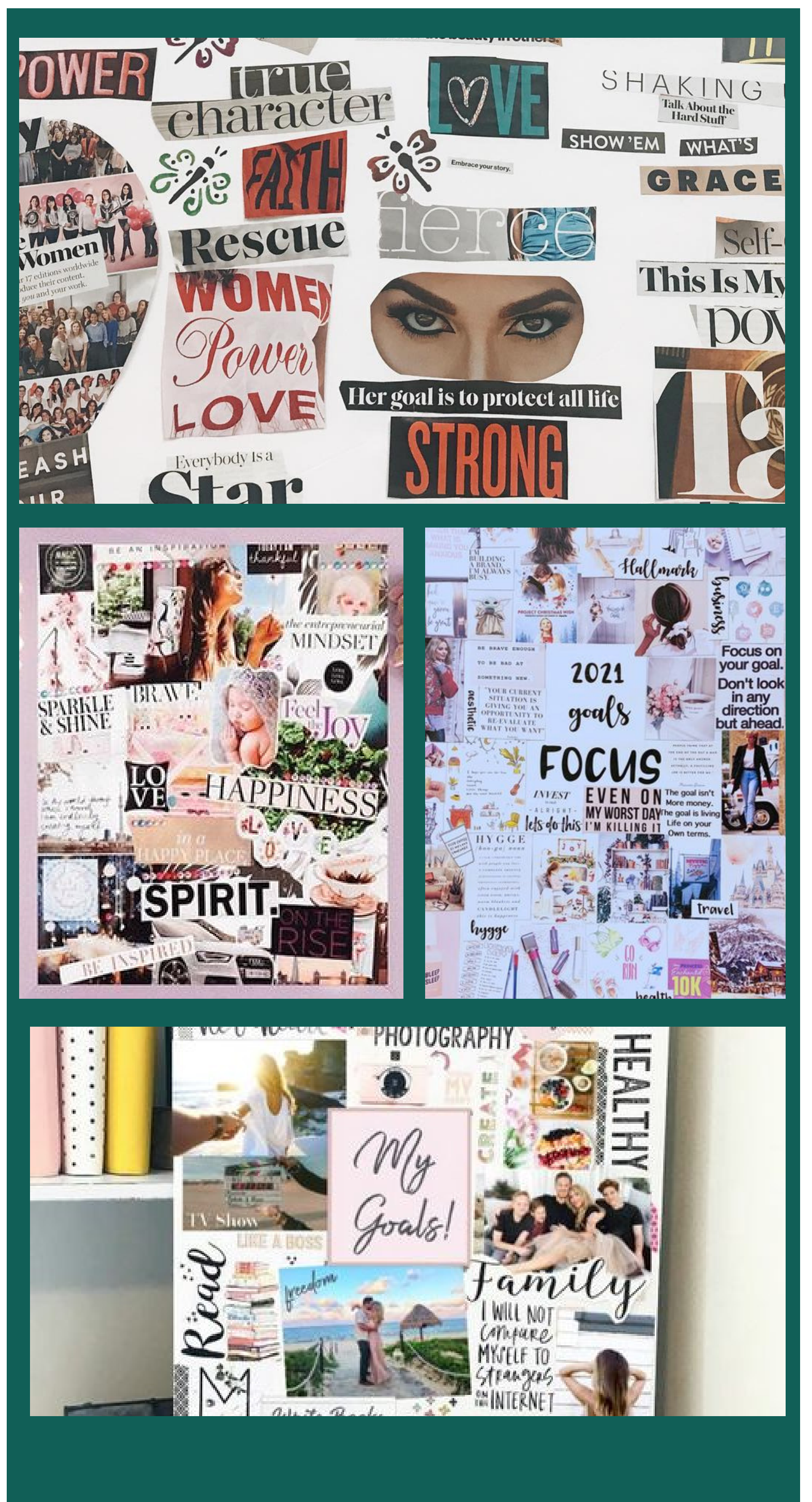
Vision-Boarding Event

A part of our programming includes financial scholarships for survivors of human trafficking. We've recently launched the April Thacker Dream Scholarship, a scholarship for personal development that encourages survivors to identify what their dreams are and the steps they need to take to reach them.

Anyone interested in being considered for this scholarship begins the process by attending a Dream Session, during which survivors connect with one another and share their dreams and goals. They then create a vision board as a reminder of what they want to achieve and are encouraged to hang it somewhere they will see it every day as added motivation.

You can recreate this experience by inviting your guests to sit at a table, discuss their dreams, and create their very own vision board. During this process, you can share your personal testimony about how being involved with SHAN has impacted you and what your dreams are for the organization and this cause.

You can ask for a donation as an admission fee to this simple event, or make a call for donations at the end. An experiential event like this one will help your guests feel more connected to this cause and moved by how they can help support survivors as they live out their dreams.



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Outdoor Gatherings

Nothing brings people together quite like spending quality time in the outdoors. In the past, SHAN advocates have hosted group fundraisers where they have gone golfing, canoeing, and more!

Choose your favorite outdoor hobby (kayaking, paintballing, softball, camping, etc.) and contact a relevant local business about the possibility of partnering on a fundraiser- often, they'll be excited about the opportunity to give back to their community through donating a percentage of sales from a particular day or offering a discounted rate on a space.

Next, gather all of your friends and encourage them to invite their friends, as well! Get them excited about the activity and, more importantly, get them excited to learn more about a cause that you are so passionate about!

Fundraisers can be as simple as sharing a fun afternoon with the people you love and sharing the cause with them.





Mission & Impact

To promote your event and educate your attendees and supporters, you may want to share more information about She Has A Name and our mission and impact. While the fundraiser should still focus on your personal testimony, this information can help you answer any questions your guests may have.

Mission Statement

She Has A Name is a strong community that exists to fight human trafficking through education, advocacy, and care for those impacted.

Vision

Our vision is to see all those impacted by human trafficking restored into society, welcomed in the workplace, and thriving in community.

Education

We host free awareness trainings for the community, including our Anti-Human Trafficking Training, Trauma Responsive Care Training, Labor Trafficking Training, and Fair and Free Workshop. We also offer private trainings for organizations upon request. We believe an educated community is the first step in the fight against human trafficking.

Advocacy

We believe in responding to human trafficking holistically, which is why we participate in legislative advocacy as an expert witness within the Ohio House and Senate to increase understanding around the complex issue of human trafficking. Additionally, we serve as a resource to our partner organizations around Central Ohio, connecting resources with needs to strengthen and streamline local efforts.

Care for Those Impacted

We have two financial scholarships to support survivors of human trafficking: our Strategies for Success Scholarship, which funds higher education, and our April Thacker Dream Scholarship, which funds personal development. Additionally, we contribute to demand reduction by hosting a John School, which educates men who have been arrested for solicitation on the link between solicitation and human trafficking.



Ways To Give

We recommend coordinating with a SHAN staff member before your event to determine how you will collect and transfer funds raised to She Has A Name. We've listed a few of the most common ways funds are shared. Additionally, you can instruct your guests to give directly through one of these methods using your event title or name in the subject line.

By Credit Card, Debit Card, or Bank Account
Online at
shehasaname.org/give

Mail checks to
605 N. High St.
#120
Columbus, OH 43215

Cash can be delivered
to our offices during a
scheduled meeting with
a staff member at
345 E 2nd Ave.
Columbus, OH 43201

Next Steps

We are so grateful for your passion for this cause and we can't wait to see what amazing ideas you come up with! Email info@shehasaname.org with your fundraiser idea and let us know what you need from us- branding (logos, colors, etc.), promotion, or even a staff member at your event (we'll do our best to make it!) We can't wait to partner with you!

