

Peer-to-Peer Fundraising Toolkit

Helpful Hints for Successful Fundraising



Our Vision

Since we began in 2012, Selah Freedom's vision is to abolish sex trafficking and exploitation throughout the world and eradicate the need for survivor services through preventative efforts.

Selah Freedom is a faith-based nonprofit anti-human trafficking organization, based in Florida and the Midwest, with the mission to end sex trafficking and bring freedom to the exploited through five strong programs: Awareness, Prevention, Outreach, Residential and Consulting.

And you'd like to fundraise for Selah Freedom, but not sure exactly how to go about it? Well, we are here to help. Firstly, thank you for wanting to partner alongside us to raise funds for our organization. Secondly, we are going to help you put the “fun” in “fundraising!”

By rallying your friends and family and sharing the work that we do at Selah Freedom, you don't need to be a fundraising expert to raise funds. You simply need the passion and willingness, and we'll help you take care of the rest - beginning with this handy toolkit full of tips and hints to be successful on your fundraising journey.

Getting Started

We're so thankful you have decided to fundraise and spread the word about Selah Freedom! You are not only helping individuals escape sex trafficking, but also supporting our extensive work in prevention, and building safer communities for our children and families.

We are deeply grateful for your thoughtful generosity. We know that the best is yet to come, and by working together, even more lives will be saved and restored.

Why Fundraise for Selah Freedom?

Support a Worthy Cause: Your efforts directly contribute to rescuing and rehabilitating victims of sex trafficking, offering them a chance for a brighter future.

Community Impact: By raising funds and awareness, you help create a safer environment, preventing future trafficking incidents and supporting survivors.

Empowerment through Education: With our training and resources, you'll gain the skills and confidence needed to effectively advocate and raise funds.

- **How You Can Help:**

Spread the Word: Use social media, email, and community events to share the mission of Selah Freedom and the importance of your fundraising efforts.

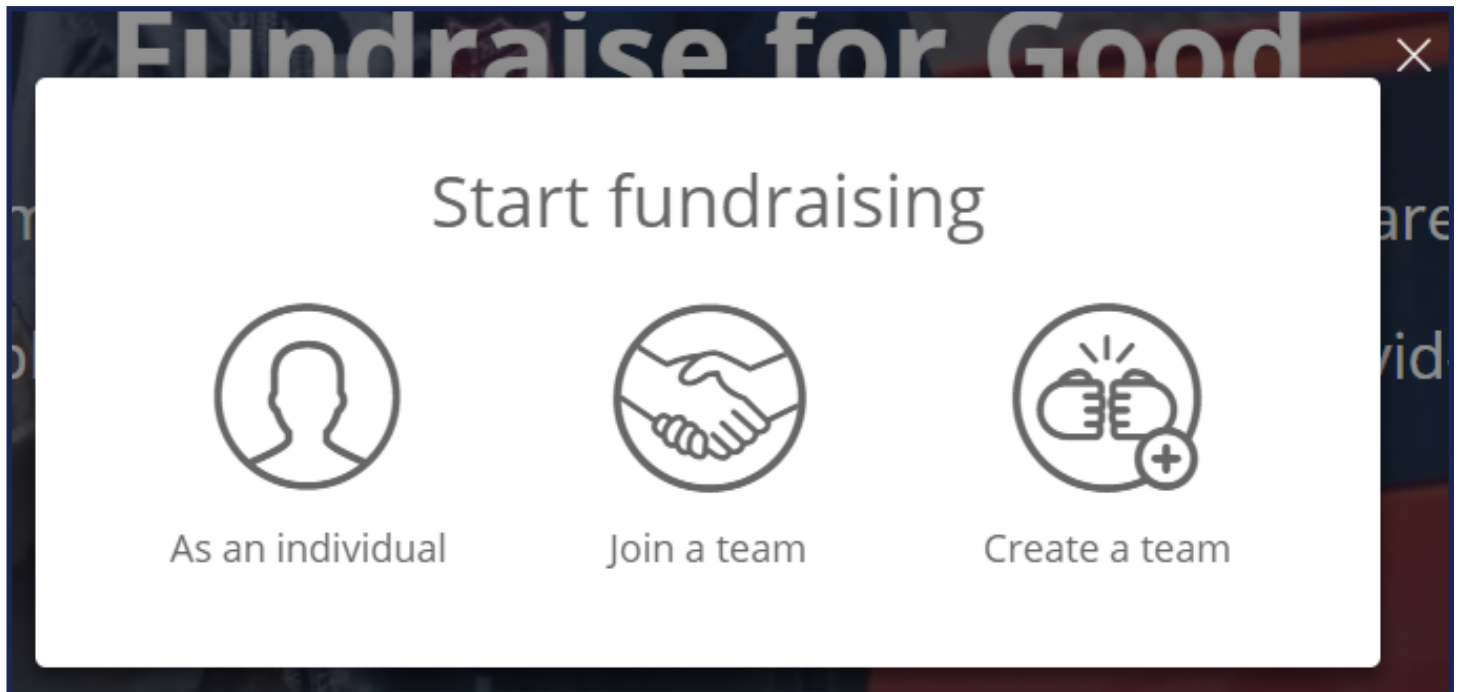
Host Fundraising Events: Organize activities such as bake sales, charity runs, or online auctions to engage your network and raise funds.

Engage Your Community: Partner with local businesses, schools, and organizations to broaden your reach and support base.

Together, we can make a profound difference. Thank you for your commitment to making our community a safer place for everyone. Let's get started and create lasting change!

Create your fundraising page.

1. Click on **Become a Fundraiser** or choose what type of fundraiser you'd like to create from the available choices.



- a. **As an Individual** – Sign up to get started right away and start getting donations to help those who need it most.
- b. **Join A Team** – If your school, business, or other group has already created a team, join with them to transform even more lives.
- c. **Create a Team** – If you plan on recruiting your friends and family to set up fundraising pages in addition to yourself, make sure to create a team so that you can work together to make a larger impact.

2. Set your fundraising goal

- there is a pre-populated goal set, but you can set a goal that's right for you. Keep in mind that you can always edit your goal once you get started. Here are some ideas of how your goals help real people.

- a. \$50 – Bring anti human trafficking education to our youth.
- b. \$100 – Bring dignity. Many survivors come to us needing new clothes, jackets and shoes.
- c. \$250 – Provide healthy meals to our survivors.
A hearty breakfast, lunch and dinner is served in our homes.
- d. \$500 – Help provide our Prevention team with educational materials for middle and high school students.
- e. \$1000 – Help fund a survivor's stay in our Long Term Housing program

Create your page

Set your fundraising goal *

USD ▼

\$ 500.00

Fundraising end date *

Your Page's Headline *

Fundraise for Good with The Salvation Army

42/255

I'm fundraising for *

City, ST ▼

Set your Fundraising Page's Short URL (optional)

<https://give.salvationarmyusa.org/ExampleShortUrl>

Start typing

☐ I would like to receive emails from The Salvation Army.

FINISH

3. Choose fundraising end date

4. Add your headline –

share a quick blurb about why you are setting up a fundraiser for Selah Freedom.

Here are some ideas to get you started:

a. The need to keep children safe online is critical. 1 in 9 children are solicited sexually daily.

#ShareForSelah

b. 2 million children are sold into trafficking every year.

#ShareForSelah

c. Together we can bring hope. One gift can make a difference.

#ShareForSelah

d. Bring your voice to the voiceless.

#ShareForSelah

e. The only thing necessary for evil to advance is for good people to do nothing.

#ShareForSelah

Create your page

Set your fundraising goal *

USD ▼ \$ 500.00

Fundraising end date *

📅

Your Page's Headline *

Fundraise for Good with The Salvation Army

42/255

I'm fundraising for *

City, ST ▼

Set your Fundraising Page's Short URL (optional)

<https://give.salvationarmyusa.org/ExampleShortUrl>

Start typing

☐ I would like to receive emails from The Salvation Army.

FINISH

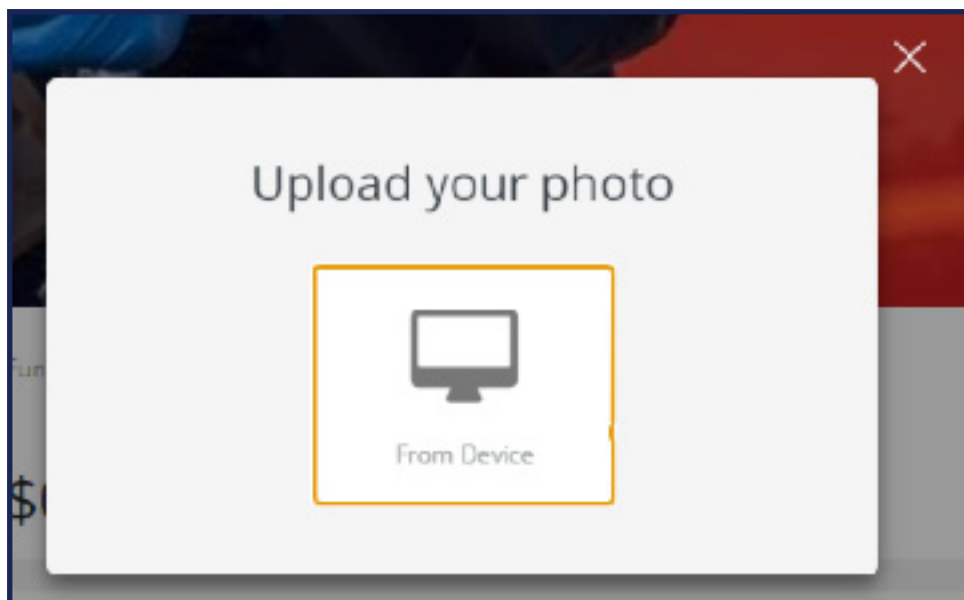
5. Choose a location for which you'd like to fundraise – this ensures that funds raised will go back to that community!

6. Set an optional short URL for ease of sharing with family and friends.

a. Example give.selahfreedom.com/suesharesforselah

7. Upload a photo - add from your computer or Facebook. You're free to skip this and come back to it later if you'd like.

a. Here is a [link to some images](#) you may use for your fundraising page.



Tell your fundraising story.

People give to people.

Adding personal touches to your fundraising page, such as a photo or story, helps your donors connect with your mission. Your community of supporters will feel compelled to give because you've asked them to.

Personalizing your fundraiser also shows that you are serious about meeting your fundraising goal because you have dedicated time and effort to customize your page.

Post updates on your page to keep your supporters in the loop on your fundraising journey. Share photos and videos to help tell a larger story.

Story examples.

Here are a few great examples of some personal pages with compelling stories:

[Walking to 100](#)

[Tom Furman](#)

[Arundel Middle School](#)

Key Messages

Here are a few key messages that might help to get you started.

- Sex trafficking exists in every zip code in the United States. California is #1 in sex trafficking, Texas is #2 and Florida is #3. Think about that. A \$100 donation to Selah Freedom can help our Outreach team find and rescue victims of sex trafficking.
- Human Trafficking is one of the fastest growing epidemics world wide. We don't hear about this on our news stations, or if we do it's a timely story about a person's tragic experience. You can support Selah Freedom's Prevention team by donating \$50 to their critical work in education children and families.
- 100% of survivors in Selah Freedom's residential program are pursuing educational and career goals. \$500 can help support the cost of GED courses, and career training.
- The average age a person is recruited into sex trafficking is 12-14 years old. Your gift of \$1,000 can help our Awareness team train businesses and nonprofits to recognize the signs of a person caught in the grip of a trafficker.
- Every dollar helps Selah Freedom. Eighty cents of every dollar donated to Selah Freedom goes directly to funding their programs. When you partner with Selah Freedom you can give with confidence. For more information about them you can visit The Giving Partner, Charity Navigator, or Candid.
- Survivors of sex trafficking face a challenging journey to reclaim their dignity, purpose, and value. At Selah Freedom, they are dedicated to supporting these courageous individuals as they work towards rebuilding their lives. At Selah Freedom, they walk alongside survivors to share with them their worth, provide opportunities to succeed, help them reunite with supportive family members and teach them to lead productive lives. When you give to Selah Freedom, you provide funding for programs that help share the love of God with individuals who need it most.

Build your plan for success.

Goals lead to results - when your supporters see you're serious, they'll be motivated to help you achieve your goal! Creating a strong plan and sharing your goals early on will let your supporters know what you're looking to achieve.



Did you know?

“Fundraising is the gentle art of teaching the joy of giving.”

~Hank Rosso

Communication is key

Building a plan for communicating your goals, progress and triumphs to your network of supporters fuels your fundraising success. Create a list of people you plan to reach out to.

- **Start with the low hanging fruit.** Tap those closest to you to secure those first few donations. It's always nice to get some quick wins when you begin fundraising!
- **Cast a wide net.** Although it might feel comfortable to limit your outreach to your inner circle, don't be afraid to push yourself to expand your list - you never know who may have a personal connection to your cause.

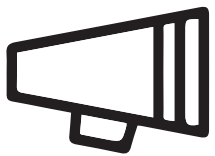
Spread the word.

You're well on your way to fundraising success - now it's time to spread the word and reach your goal! Using tools like email and social media are the best ways to tell your network about your campaign and ask them to donate.

Email

Email is one of the easiest and most effective ways to fundraise! This should be at the core of your outreach strategy.

Announce your fundraising kick-off by sending a personal email (or ideally making an in-person ask) to your inner circle to capture some early momentum and get some donations on the board before you blast your larger network.



Key Elements of Fundraising Emails

- **Clarity.** Clearly communicate your goal - and the story behind it. Include a direct call to donate to activate your supporters.
- **Urgency.** Create a sense of urgency by setting a fundraising end date.
- **Visuals.** Images can tell a story that words can't. The more you can use visuals, the more you engage your supporters.

Email examples.

Subject: Transform your dollars into lasting change



Dear {Name},

I'm raising money for Selah Freedom and it would mean so much to me if you could help change lives by transforming your dollars into lasting change by supporting my campaign with a donation.

Please Click Here {LINK TO YOUR FUNDRAISING PAGE} to give.

It'll only take a few seconds and any donation will help provide hope.

Here are some quick facts about my cause ...

{SOME INFO ABOUT YOUR CAUSE. SEE KEY MESSAGES FOR SOME EXAMPLES.}

Again, to support my campaign please visit {LINK TO YOUR FUNDRAISING PAGE} and click on the DONATE button.

Thanks so much for your support!

{Name}

Send

Subject: Join the #ShareForSelah



Dear {Name},

I need your help, and fast! Spreading the word about Selah Freedom helps gain awareness and much needed money for outreach, prevention, education and supporting survivors of sex trafficking.

I'm contacting everyone I know to ask them to share my fundraising page {INSERT LINK TO YOUR FUNDRAISING PAGE} with their friends and family.

Sharing on social media or a simple email to your closest friends would be so wonderful and make such a big difference.

If you're willing, can you please share this link: {LINK TO YOUR FUNDRAISING PAGE} with everyone you know and ask them to check it out?

Thank you for your support!

{Name}

Send

Social Media

In addition to sending emails, you can use social media to complement and enhance your communication plan. Social media will help you reach people that may fall outside your core network of supporters.

There are built-in tools on your fundraising page for social and email sharing, so definitely take advantage of those to share your page via Facebook, Twitter and LinkedIn.

Tips for Social Success



- **Post far and wide to reach a broad audience.** Facebook, Twitter, Pinterest, LinkedIn, Instagram, the list goes on. Make sure anyone you're connected to online knows about the important work you're supporting.
- **Update often.** No matter what platform you're using, regularly update your network. When possible, include photos or video to draw your audience in. And most importantly - always include the link to your fundraiser
- **Ask for a share.** Not everyone is able to contribute financially to your campaign, but sharing it with their networks increases your reach.

Meet your goal.

Now that you've got a campaign, a communication plan and a network of amazing supporters behind you, it's time to reach your goal!

How to Reach the Finish Line

- **Donate to yourself.** The first donation should always be from you! No matter the size of the donation, it'll show your network that you're committed - and can also help you feel more comfortable asking others since you have already contributed.
- **Don't be afraid to ask.** The success of your campaign hinges on how many people you can reach, so don't be afraid to ask! Remember why you're fundraising. You are not asking for you, you're asking on behalf of the most vulnerable members of your community and survivors.
- **Follow up.** On average it takes between 3-5 touch points to get someone to donate - people are busy and one email is typically not enough. Have a solid plan in place, and don't be afraid that by following up you are bothering people. People who have intentions of donating appreciate the reminder.

Say thank you.

Be sure to thank each and every one of your donors - after all, it wouldn't have been possible to reach your goal without them.



Make it count.

Put your heart into it and make your donors feel like the true champions they are. People may see your grace and be inspired to add their part to your cause.

Acknowledgment Inspiration

- **Send an email or handwritten note.** Don't underestimate the value of a personalized email or a good, old-fashioned handwritten card.
- **Use your fundraising page.** You can acknowledge your supporters right on your fundraising page by replying or posting a comment on your activity wall.
- **Give them a social media shoutout.** Take it to the next level and thank donors via social media - most people love being recognized in public for their good deeds!

Need help? Contact us!

We are so grateful for your support and are here to help you succeed. Please contact

info@selahfreedom.com for help with the following:

1. Refunding a donation
2. Deleting a fundraising or team page
3. Manually adding a team or fundraiser
4. Reassigning a donation from one page to another page
5. Editing a fundraiser's page
6. Adding offline donations
7. Seeing reports



From the bottom of our hearts - thank you! We on staff do all we can to help combat sex-trafficking, but it takes ongoing collaboration with people like you to expand our reach and our impact!

SELAH FREEDOM THIRD-PARTY FUNDRAISER/EVENT GUIDELINES

We are delighted that you want to support Selah Freedom. As a Florida-based non-profit organization, Selah Freedom is dedicated to bringing light into the darkness of sex trafficking through awareness, prevention, outreach, residential and consulting. Our ability to provide these vital services at no cost to survivors is made possible through the generosity of our donors and volunteers. Selah Freedom frequently receives numerous inquiries from organizations, companies, groups, and individuals eager to host events or promotions within their communities in support of our mission. We are deeply grateful for the awareness raised and funds generated by these endeavors.

To ensure Selah Freedom can effectively support your fundraising endeavors, we kindly request that you review the following procedures and guidelines pertaining to third-party fundraising initiatives. Before moving forward with your event, please submit an application for our consideration.

Definition:

A third-party fundraiser is characterized as an organization, company, group or individual raising funds on behalf of Selah Freedom through an approved fundraising event or activity.

Marketing and Promotion

1. Third-party fundraisers must clearly state that the event is benefiting Selah Freedom. All promotional materials, including social media posts, flyers, and website information, which include the Selah Freedom logo or name to be used must be submitted for approval a minimum of 30 days prior to the event. Any contact with the media must also be coordinated in partnership with Selah Freedom.
2. Under no circumstances should advertising materials imply that the event is sponsored, co-sponsored or produced by Selah Freedom.
3. Marketing materials should read, “(name of event) benefiting Selah Freedom”. Selah Freedom should not be used in the event title. For example, an event may not be named “Selah Freedom Walk-a-thon”.
4. Selah Freedom’s logo is a registered trademark.
 - i. Approved third-party events will be granted access to use the official Selah Freedom logo available upon request from marketing@selahfreedom.com.
 - ii. This logo must remain unaltered and is exclusively permitted for use by authorized fundraisers.
5. Selah Freedom reserves the right to assess and request modifications to your marketing material and promotional messaging.
6. Selah Freedom will not engage in the solicitation of corporate sponsors for any third-party fundraising events. Furthermore, under no circumstances will Selah Freedom disclose the names or contact details of the names of our individual or corporate donors.
7. Selah Freedom reserves the right to decline participation in or disassociate from any third-party event that does not align with the organization's values, mission, or code of conduct.

Expenses and Liability

- 8.** The event organizer(s) shall assume responsibility for covering all related expenses.
Please note that Selah Freedom will not provide reimbursement for any costs incurred with the third-party fundraiser.
- 9.** Selah Freedom shall not be held liable or responsible for any injuries sustained by event coordinators, volunteers, participants or any other individuals connected with the third-party event.
- 10.** Events and event organizers must comply with all local, state, and federal laws and obtain any necessary permits or licenses.

Contributions and Funds Raised

11. All funds raised in person through third-party events must be submitted to Selah Freedom within 30 days of the conclusion of the event. Donations can be made online through our secure donation portal, or by mailing a check payable to "Selah Freedom" to our headquarters:
Selah Freedom
PO Box 1801
Sarasota, FL 34230
Online donations made through a peer-to-peer campaign are automatically submitted to Selah Freedom.
12. Donations made directly to an event or event host will not receive a tax deduction from Selah Freedom.
13. For events scheduled in December, please ensure that all gifts and corresponding documentation are delivered to Selah Freedom by or before December 31st. This will guarantee donors can claim their tax benefits within the same calendar year the donation is made.

At Selah Freedom, we deeply appreciate the efforts of various groups and organizations that generously raise funds to support our mission. As circumstances permit, graduates and volunteers from our programs may also elect to participate in these third-party events.

How we can help

Approved fundraisers can request logos, graphics or other promotional materials from Marketing at marketing@selahfreedom.com. Marketing will also help promote your approved fundraiser on Selah's social media and newsletters.

All third-party fundraising events must be approved by Selah Freedom before moving forward with planning and promotion. To start the application process, please contact us at events@selahfreedom.com.

Fundraiser opportunity examples include:

10% of a day's sales donated	\$1 off an item donated
Art Exhibition	Arts & Crafts Fair
Auction	Bake Sale
Benefit BBQ	Birthday Fundraiser
Book Sale	Car Wash
Concert	Cook Off
Costume Party	Dance/Walk-a-thon
Dinner Party	Fashion Show
Food Sale	Lemonade Stand
Matching Gift Drive	Movie Night
Round Up for Change	Seasonal Fair
Sports Tournament	Trivia Night
Wine Tasting	Yard Sale

Signature _____ Date _____

Print Name _____ Email _____

Staff Approval Signature _____ Date _____