

# iAbolish.org's Fundraising & Outreach Guide

**YOU** can fight modern-day slavery by joining our team of activists. Everyday the American Anti-Slavery Group facilitates the empowerment of concerned individuals like you in order to **break the silence in a way that is all your own**. We've found that fundraisers are a great way to raise both funds and awareness. Your efforts empower survivors of modern-day slavery. All it takes is a little time, energy, and creativity. We have the tools to make your ideas a reality. Review the information below then give us a call at **(617)426-8161** or email **support@iabolish.org** to get started! Remember, **giving is activism!**

## Things to Consider

First, **let us help you figure out what sort of event is right for you!** The event should reflect your passions, which don't have to be limited to fighting for justice! We can help you incorporate your skills and hobbies to make it more personal. The more creative you are the more of an impression you will leave – they sky is the limit!

Get in touch with AASG and we will help you figure what direction to go in! Remember, no contribution is too small! **Speaking events, candle light vigils, athletic events, raffles, sales, or auctions, art events, and canvassing campaigns**, are all popular options but there are many more!

Check out our "Success Stories" to get your creative juices flowing. Good luck and have fun!

## Events

### Speaking Event

Hosting a speaking event is not only a way of raising money for the fight against slavery, but also a way of educating and inspiring the community. **Book a speaker through the American Anti-Slavery Group's Speakers' Bureau.**

- Think about a specific **topic you want to center around**. Modern-day slavery is a huge issue so if there is something that you would

like to focus on we can help you select a relevant speaker and ask them to tailor their comments appropriately.

- Start looking at when and where you want the speaker then give us a call and we will help with the rest!

### **Candle Light Vigil**

A simple and moving event you can organize is a candlelight vigil. By coming together, the crowd sends a message to leaders and creates a spirit of vigilance in the face of injustice.

- We will provide you with **informational flyers** to hand out to vigil attendants.
- **You can make posters** and or a banner which will draw people to your event.
- Think about **how you want to focus the vigil** and we will help you accomplish that.
- **Be creative!** Invite local gospel choirs, bring a petition for people to sign, or get a local restaurant or coffee shop to donate hot cocoa or coffee.
- **Have a speaker!**

### **Athletic Event**

If sports are what you love, an athletic event is a fun, energetic, and effective way to raise awareness of modern day slavery and support anti-slavery work. Athletic events raise awareness by gathering groups of concerned individuals, while generating media and community attention.

- **Decide upon the type of athletic event** you will be hosting, the date, time, and location.
- Consider **who** you want to attend the event.
- Think about whether people will **pay to register and participate or collect pledges**.
- AASG will help you **disseminate information** about modern day slavery to make this an educational event.

### **Raffle, Sale, or Auction**

Holding a **sale or auction where the proceeds are donated** to a worthy cause is a common and effective way to simultaneously educate about modern-day slavery, support anti-slavery work, and let your creativity shine. A few successful examples include: **bake sales, sale of hand-made**

**bracelets, lottery** drawing for coupons and gift certificates donated by local businesses, and an **auction of donated goods**.

- Think about **who will be involved** and who **your target audience** will be.
- **We will help you set reasonable goals** – they do not have to be monetary. Your goal could be to attract media coverage, to sell at least 25 items, to reach a new audience, or even to get five new people really interested and concerned about modern-day slavery.

### **Art Event**

Holding a **concert, poetry reading, dance performance** or other art event is a way to do many things at once: appreciate the arts, educate about the realities of modern-day slavery, support anti-slavery work, and have a good time.

- Enlist the help of **co-sponsors and volunteers**.
- Think about **who** will be involved, **where** things will be located, and who will do what **when**.
- If there is a **theme that best represents your interests** – think about this too.

### **Canvassing, Spare Change Drive, Collection**

**Simply asking** for monetary support is a direct and simple way to simultaneously educate and solicit support for anti-slavery work.

Canvassing, a spare-change drive, or a collection can happen

**independently or in conjunction** with another event. **Canvassing**

A canvassing campaign may be inspired by a particular event such as hearing an AASG speaker, attending a candlelight vigil, or an event in current affairs. If you choose to canvass, think about who is being canvassed and their understanding of the issue.

- Going from door to door asking for money is not appropriate. Calling members of an **already established community** is.
- Volunteers should be knowledgeable about modern-day slavery issues and AASG and be provided with **information** to give out and reference. We can help you with all of these details!

### **Spare Change Drive**

A spare change drive is an easy way to raise money and awareness of slavery.

- You will need only **volunteers** and **depositories!**

### **Collection**

**A collection can be taken at a speaking event, a concert, or any other event that already revolves around educating and raising money for anti-slavery work.** Additionally, a collection can be taken at an event that does not directly pertain to modern-day slavery. The reason for the collection and to whom it will be contributed should be made clear.

### **Other Ideas**

- Comedy night
- Pub quiz
- Car wash
- Treasure hunt
- Craft fair
- Football tournament
- Garden party
- Coffee morning
- Movie night
- Bingo
- Birthday donations
- Wedding donations
- Photography sale or auction
- Pizza sale
- Yard-work
- Animal wash
- Table at a fair or festival

## **Logistics**

### **Get permission!**

It is important to **secure permission to hold an event.** If you are holding an event at your school, on campus, at your church, synagogue or temple, then remember to talk to the administrators. If you are hosting a public event, be sure to check with your local police department about laws regarding public gatherings and get all relevant permits - you may have to wait a week or two before your permit is approved.

### **Rent Audio Equipment**

Depending on the size and location of your event, you will need to rent different equipment for your speakers to be heard. Good places to rent include **party supply stores** and **music stores**. When you call the store tell the representative as many details as possible about your event such as how many people will be there and if you have an electric outlet. If you are associated with a school, look for campus groups or music groups to let you borrow microphones, speakers, and amplifiers. **Test out any equipment before the day of the event.**

### **Co-Sponsors and Volunteers**

Co-sponsors can help defray the costs of an event and be a source of volunteers. So look for groups and individuals who would be willing to help out. **Political, cultural, and religious organizations are a good place to start.** Go to one of their meetings, call them up or send them an email to get them excited and motivated to co-sponsor.

## **Publicity & Outreach**

Without publicity even the best-planned event will be a failure. On the other hand, **a well-publicized event can have positive, far-reaching effects beyond your expectations.** Publicity comes in many different forms; choose a combination that works for you. The following are suggestions but **we don't expect you to do it alone!** AASG is here to make sure that you can accomplish your goals.

### **Here are some effective publicity methods:**

- Hand out and post flyers in public places
- Make phone calls to people who may be interested
- Contact other school groups (such as student government and other organizations)
- Table or canvass
- Writing letters to the editor or columns in local papers
- Have a newspaper listing in the "events" or calendar section
- Send out a press release
- Hold a press conference
- Make a public service announcement on the radio or on TV
- Give tickets to your event away to a radio station for a free give-away

### Things to remember:

- When you disperse information, you often have to **take the initiative** and approach people.
- Regardless of the setting **be respectful** and wear appropriate attire – you are representing a larger group.
- It is a good idea to **have prepared answers** to basic questions such as: "What are you doing?" and "What is this all about?" and "What is the American Anti-Slavery Group?"
- Finally, know that it is **illegal to drop leaflets in mailboxes**, although you can put them through a letter slot in a door or leave them in door handles or on the doorstep. **If you are planning to solicit contributions, check local and state regulations.**

**Click here for further tips on advertising.**

Hopefully the suggestions and examples given have been useful. Think about what you would like to do to help then give us a call!

## Tips for Publicity & Outreach

### *Posters and leaflets:*

- If you are poster at a university or in a public space, be sure to check the rules and regulations beforehand. You may need to get a campus group to provide their stamp of approval before you can poster on campus. Remember to include an event title, time and date of event, location, and contact information.

### *Tabling:*

- Tabling is a good method to raise funds or to publicize a fundraiser and raise awareness in the community. Choose a spot with a lot of pedestrian traffic where people will see you.

### *Online:*

- If you know how, set up a webpage for the event or post the event on an existing website. If you can, include a volunteer sign-up page and a registration page.
- Create a link between the website and iAbolish.org.
- Contact the American Anti-Slavery Group and tell us what you are going to do. We can help advertise by sending mail to all of our Freedom Action Network members about the event.

### *Press Coverage:*

- During the weeks preceding your event, be sure to call local and student newspapers and radio stations to give them information about your event.
- Advertise in local calendar listings, both online and in newspapers, so that more people will hear about your event.

*Writing a Press Release:*

- A press release, a short announcement of a newsworthy event, is sent to newspapers, magazines, and TV and radio stations to interest them in doing a story.
- Keep it short. One page is best. Cover the 5 Ws in the first paragraph: who, what, where, when, and why.
- Write a concise, catchy headline that summarizes the story.
- Use the "inverted pyramid" style to write the release: Put the most important facts in the first paragraph and supporting information in descending order, so that the least important information is last.
- Underline the text that gives the location, time, and date of the event.
- You may also want to include photographs, a fact sheet, or a flyer.
- List the name of the "contact person" and try to have someone available to field calls.

*Writing an Op-Ed:*

One of the best ways to explain your position on an issue is through an op-ed. These lengthy pieces essentially do the same thing as a letter to the editor, but explain your stance on an issue more fully. Be aware that papers may have a strict policy about accepting guest Op-Eds, so consider calling first for information.

Here is an effective format to follow:

- The Attention Grabber: An Op-Ed should always start with an effective grabber/attention getter. Be creative; use humor or current events to catch the reader's attention.
- The Body: This is essentially your chain of evidence. Address in as clear terms as possible the issue and your position on it.
- Conclusion: Briefly sum up your point in order to make sure that it doesn't get lost or forgotten after the body of the Op-Ed. This should be an echo and strong reinforcement of the point you made in the beginning and can include a call to action.
- Limit your Op-Ed to 700-750 words; shorter is better. Type and double-space.

*Letters to the Editor:*

Letters to the editor provide citizens with the opportunity to comment on articles and editorials appearing in their local newspapers, or sometimes to bring up issues not mentioned in the paper. The following tips may help you as you write:

- Letters should be typed and include your name, address and telephone number. Be concise and specific.
- Pieces should rarely exceed one page; try to limit your letter to 100 to 150 words. Pick a topic to focus on and stick with it throughout the letter.
- Keep in mind each paper's particular guidelines, which are found on the editorial page

#### *Conducting an Interview*

You may be able to do an interview in order to promote your fundraiser, or to talk about it after it is over.

- Contact the station with information about who you are, how the issues you will talk about are current and relevant to the station's audience and other information on your event.

#### *Holding a Press Conference:*

A press conference is most appropriate for an important story that does not lend itself to standard print media and a press release.

Hold a press conference when:

- It is beneficial to the media and serves better than photographs and press releases.
- You have important or newsworthy people available to present your story.
- Experts will be available to answer questions.
- The story involves something that has to be seen to be understood.