



GIVE BACK 

Mother's Day

RESTORE'S  Peer to Peer Fundraising Toolkit

Welcome, **Problem Solver** (and thank you!)

We truly believe that human trafficking is not just an “issue” that we talk about, but a “problem” that we solve. And we literally cannot solve this problem without friends like you.

By championing **#GiveBackMothersDay** and raising funds and awareness, you are in a very real way joining us as we solve this problem with strategies that produce live-saving results.

As you kick off your campaign and start fundraising, we wanted to send you these “top tips” for reaching your goals:



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KNOW WHY

Tip #1: KNOW WHY

You are doing this to bring care and hope to some of the most vulnerable and exploited women in our country— mothers who have hopes and dreams like all of us.

Hope and dreams that are crushed as they are lied to and raped for profit. You are helping to not only bring them life-changing care, but to stop the cycle of exploitation for good.

You should be proud of yourself for being part of this!

#GiveBackMothersDay is focused on supporting mothers through our Economic Empowerment (EE) program. After leaving her trafficking situation, a mother’s #1 request is still “help me find a safe, honest job.”

You are helping to sponsor mothers through our EE program, training, supporting, and connecting them to real jobs that can provide for themselves and their children.



PERSPECTIVE

Tip #2: PERSPECTIVE

Don't think that you are asking for money.

Rather, you are giving your friends a chance to support a tangible solution for a problem that often feels too big to tackle. No one ever regrets helping a truly good cause.

Your friends, family, coworkers, and networks will be eager to hear why *you* support Restore and will be inspired by your passion!



FRIENDS & NETWORK

Tip #3: FRIENDS AND NETWORK

Step One: *Swallow your fear!*

We ask people to financially support us all the time. No one is ever offended that we asked and we are consistently surprised by people who give who we may have not expected to give.

Step Two: *Leverage your networks.*

We often have more networks that we know. There is social media (blogs, Facebook, Twitter, LinkedIn), coworkers, family, alumni groups, church groups and professional networks.

Sometimes just asking people in your network to share your campaign if they are not able to give can lead to great new supporters.

Get creative and show you're on fire for this cause!



BREAK IT DOWN

Tip #4: BREAK IT DOWN

Knowing about Restore isn't enough, people want to know how their hard-earned cash is going to make a real difference.

Fortunately, we've made it easy:

\$1,500 sponsors one woman through our Economic Empowerment program. After our first pilot program, 82% of members were employed and ***annual earnings increased by \$8,340/year*** on average.

That's a 5X return on investment!

We believe that Economic Empowerment is the key to providing mothers with long-term, sustainable security after leaving their trafficking situation. We are so encouraged by our impact data so far, and by meeting your \$1,500 goal, you'll support another mom through job training and securing work.



ASK US FOR HELP

Tip #5: ASK US FOR HELP

We want to help you spread the word!

Want us to post about you on our Facebook page or tweet your campaign? Or email your mom telling her how wonderful you are to be doing this?

Are you stumped and need a sample email to send to your coworkers or need a creative idea to rally your friends?

Just let us know— we would be very happy to help.

Reach out to emily@restorenyc.org anytime throughout the campaign.



MAKE IT PERSONAL

Tip #6: MAKE IT PERSONAL

Finally, put some serious thought into your fundraising campaign. Tell your story (you are all such compelling people). People love to learn more about you and what makes you tick. Is there something about our mission that especially compels you? – let your friends know!

As you can see from Meg Van Dykes’s campaign page from our 2015 #WeForHER campaign (<http://bit.ly/weforher>), she was drawn to our work because of her experience as a new mom. She heard about Restore’s work serving mothers who have been sex trafficked and she knew she needed to help. Through her campaign, she raised over \$3,000 to help launch our EE program back in 2015.

CHEERING YOU ON!

Lastly, good luck!
And as always, remember we're here to help.

Grateful for you,

The Restore NYC team