



# 2022 TCS NYC Marathon Restore NYC Fundraising Toolkit



# Welcome to Team Restore!

Thank you for joining our TCS NYC Marathon team to **#RuntoRestore!**  
We truly believe that trafficking is a problem with a solution. **We could not work towards that solution without you.**

By committing to raise funds and directly impact the survivors that Restore serves, you are joining a global movement to end trafficking. Thank you.

Fundraising can be daunting, but it can also be inspiring – even fun! We hope this guide quiets some fears, answers your questions, and gets you excited to start asking for support.



# About Restore NYC

Human trafficking is a devastating, prevalent, and largely ignored problem. In the United States, over 400,000 individuals are trafficked at any moment. Victims of human trafficking are exploited across numerous industries, including residential brothels, illicit massage, escort services, and domestic work. Each model has unique strategies for recruiting and controlling victims while concealing the crime.

Immigrant, Black, and Hispanic/Latina women are disproportionately impacted by trafficking. The vulnerabilities faced are systemic and meet at the intersections of racism, sexism, and classism.

An individual faces many challenges when trying to exit trafficking—the lack of a stable home, safe job opportunities, and access to health services are the primary barriers preventing off-ramps from trafficking to freedom.

Restore NYC is a nonprofit organization making freedom real for survivors of trafficking in the United States. Restore employs a holistic approach to healing that is culturally sensitive, survivor-centered, and trauma-informed within three core programs: Housing, Economic Empowerment, and Client Services (Counseling and Case Management).

- Restore's Client Services program provides survivors with counseling, resource coordination, and comprehensive case management services.
- Restore's Housing program creates a path to healing and independence by offering emergency housing, transitional housing, and independent living.
- Restore's Economic Empowerment program provides survivors with job readiness classes, job placement, and entrepreneurship training.

Restore has served over 2,000 survivors and those at risk of trafficking. 25% of Restore's program staff are survivors who are now leading others to freedom.

## OUR VISION

**A world free from trafficking.  
For every survivor, a life of hope,  
restoration, and flourishing.**



# Crafting Your Message

Telling your personal story of why you are passionate about raising money to support survivors will be compelling to your friends, family, and colleagues. Take some time to craft your unique story and share it on your fundraising page; this is the first thing potential donors will see!

**Here are some prompt questions we encourage you to ask yourself:**

- Why do you want to support survivors of trafficking?
- Is there something about this issue that you connect to personally?
- What about sex and labor trafficking makes you especially mad or upset?
- Why is ending human trafficking important?
- What aspects of Restore can you highlight to inspire the donor?

Find your personal connection to the cause. We encourage you to remind yourself of it often during your fundraising campaign!

**Whatever your answers, thank you for participating in this movement to end human trafficking!**

*See a few of our past runners' marathon fundraising pages below. Each runner talks about how they came to know Restore and why they are passionate about our mission.*

**[John Schmidt](#)**

**[Mandy Lam](#)**

**[Tanya Velardo](#)**



# Creating Your Fundraising Page

**To begin fundraising please follow these few action steps:**

1. Visit our NYC Marathon page (<https://restoremarathon.funraise.org/>) and select “Start Fundraising”
2. Select “Fundraise Individually”
3. Fill in the information required to create your account, then select “Next”
4. Upload your profile image
5. Enter your fundraising goal (minimum of \$3,000 is required for every individual runner)
6. Enter a Page Title (ex: Lynsey’s NYC Marathon Fundraiser)
7. Enter an Appeal Story (share a few sentences about why you are running for Restore!)
8. Select “Create Page”

From here, you will be brought to your new fundraising page. You can continue editing your page by selecting “Settings” in the top-right corner of the page.

## **Restore or NYRR Branding**

*If you’d like to use Restore or NYRR specific branding on your social media or other fundraising platforms please contact [marathon@restorenyc.org](mailto:marathon@restorenyc.org) and we’ll send you resources and guidelines for branding.*



# Reaching Out: Who Should I ask?

## Develop Your Contact List

Now that you know what you'll say, it's time to decide who to ask! Break your networks into manageable groups to brainstorm who to ask.

- Family
- Friends
- School
- Small Businesses (Owner of your favorite pizza place!)
- Fellow parishioners
- Neighbors
- Co-Workers
- Healthcare Providers
- Groups and Organizations

*First put a group name in the heading and fill in the names of everyone you know in that group.*

*Think about whether each person is likely to donate and put either Yes or No.*

*For each person you believe will donate, take an educated guess at how much they will give.*

*Tip: Use your cell phone or e-mail contacts to make sure you don't forget people.*

Group: <b>Family</b>	Likely to Donate?	Amount?	How to Ask
Mom	yes	\$50	e-mail
Dad	yes	\$100	phone call
Sister	No		
Grandma	yes	\$25	letter
Potential Total		<b>\$175</b>	

*Write the method you will use to ask for a donation.*

*Add up the amounts that you think you will get from each person to see an estimated total for this category.*

Tip: Don't be afraid to hear "no"! While many people will be happy to support you, some will say no. That's ok! You don't know if you don't ask.



# Create a Fundraising Timeline

Just like in running, pacing yourself for fundraising is important! Make sure you aren't leaving anything until the last minute!

## Suggested timeline:

- **Within 1 Week of Joining the Team:** Familiarize yourself with Restore and our programs; categorize your network; customize your Team Restore Fundraising webpage; create your fundraising strategy; begin outreach; leverage social media to let people know about your campaign.
- **Within 2 Weeks of Joining the Team:** Continue solicitation via email, letters, phone calls, and in-person asks; Plan follow-up; brainstorm event ideas and other creative fundraising ideas.
- **Within 3 Weeks of Joining the Team:** Continue to post-training updates online; make personal requests; pursue match gifts.
- **Within 6 Weeks of Joining the Team:** Reach out to those who have not yet donated with a message focusing on where you are in your training; host a fundraiser; continue to mail in checks and cash donations, and thank your donors.
- **Within 2 Months of Joining the Team:** Continue to update your contacts on training and fundraising progress.
- **No Less Than 10 Days Before Final Fundraising Deadline:** Make a final solicitation push and create urgency around the fundraising deadline, November 1, 2022 (6 days before you run the race)!





# On Your Mark, Get Set, Fundraise!

When you're ready to reach out to your networks, we encourage you to keep a few tips in mind as you begin your outreach.

**Develop your fundraising targets.** Remember that just as each person is different, each ask will be, too! We suggest you vary the amounts you ask individuals to donate based on your respective relationships with them; for example, 2 Close Family Members for \$100 each; 5 Friends for \$50 each; etc.

**Share your fundraiser through multiple communication channels.**

That means posting on social media, sending emails, and talking to your friends, family, and colleagues about Restore when you meet for coffee or dinner, etc.! The more ways you can reach out, the more support you will receive. ***Be sure to include your personal fundraising URL in social media posts and in your email signature!***

**Reach out to people individually.** While it may seem more efficient to send a group email to all the people in your contact list, it is more effective to send individual emails with a short, personal note. It shows your community that you care about their support.

**Ask more than once.** Everyone leads busy lives. By posting regularly and sending reminders and updates, you are doing your family, friends, and colleagues a favor by bringing your fundraiser to the top of their minds (and inboxes).

**Say thank you!** Your donors will automatically receive a thank you from Restore with a tax deductible receipt, but it will be more meaningful to hear from you, their friend! Sending a thank-you email or note is a small but mighty gesture that shows how much you appreciate your friend's or family member's generosity. It may even encourage them to support Restore in the future.





# On Your Mark, Get Set, Fundraise!

**Break It Down.** Donors are often curious about the power of their dollar. We've made it easy for you to tell them the impact of their donation.

- **\$100** for One night at the Transitional Home for a survivor.
- **\$127** 30-Day Unlimited Metrocard for a survivor - one of the top requests we receive.
- **\$500** Cost of training 1 partner organization on survivor identification.
- **\$1,000** 3 meals a day for 2 months for residents in our Transitional Home.
- **\$2,000** The cost of our Economic Empowerment program for one survivor.

## Human Trafficking Fact Sheet

- Globally, there are 40 million people experiencing human trafficking.
- 98% of sex trafficking victims worldwide are women and girls.
- Globally, human trafficking is an estimated \$150 billion industry.
- An estimated 403,000 people are being trafficked in the United States.
- 64% of sex trafficking victims are Black or Latina women.
- For every one Starbucks in New York City, there are four illicit massage businesses.



# Creative Fundraising Ideas

- *Donations. Place a large glass jar in a strategic spot at work with a sign attached asking for “dollars for freedom.” Be sure to put in a few dollars of your own to help start the collection.*
- *IOU Cards (ask for a donation in exchange for a service such as babysitting, dog sitting, etc.).*
- *Facebook post to friends (make it personal).*
- *Auction body parts for race day (e.g., donate \$50 to have your name painted on your arm, leg, chest, etc.).*
- *Sponsor a mile (have family members or friends pay \$50 to sponsor one mile of the Marathon).*
- *Birthday or Holiday ask (instead of gifts this year, please donate to my Team Restore fundraising page).*
- *Offer services in exchange for donations (e.g., yoga, skill share, etc.).*
- *Online Auction. Buy a popular item or get it donated from a local business and then auction it off or sell it on eBay/Craigslist etc., to generate funds to donate.*
- *Share your story at church or other social function (e.g., yoga class, Meetup group, soccer team, etc.).*
- *E-mail “Top 10 Reasons to Donate” to friends and family.*
- *Host a dinner party at your home for donors (donors pay \$50—\$25 covers food/drink, with the remainder going to fundraising).*
- *Bar Night. Speak to a local bar about hosting a bar night. Work out a deal with the bar. Some ideas include selling bracelets at the door, and those participating get drink/food specials for x hours. Ask the bar to donate a % of sales.*
- *Game Night. Have a virtual or in-person game night to play board games, charades, Bingo, Trivia, or a Scavenger Hunt. Charge an “entrance” fee.*
- *Create a short promotional video to share your story (similar to a Kickstarter video).*



# Resources

## Sample Post:

*I'm excited to run in the @nycmarathon on November 6 for @restorenyc, an organization that makes freedom real for survivors of trafficking. Join me on this journey by donating to my fundraiser to support survivors! Stay tuned for updates on my progress! Link **[below/in bio]**. #RuntoRestore #restorenyc #nycmarathon*





# Resources

Here's a sample fundraising ask template and social media post that you can use to begin your outreach! If you have any questions, please reach out to [marathon@restorenyc.org](mailto:marathon@restorenyc.org).

## Sample Fundraising Ask Template

Dear [NAME],

On Sunday, November 6, I'm excited to run the NYC Marathon to raise money for [Restore NYC](#), an organization that makes freedom real for survivors of trafficking in the United States. Although it will be a challenge, I will be especially motivated knowing that these funds will benefit such a worthy cause.

Restore creates innovative solutions for victims to exit trafficking permanently into safe housing and sustainable work. This is accomplished through trauma-informed, survivor-led/informed, and high-impact counseling, housing, and economic-empowerment services.

Human trafficking is a devastating, locally prevalent, and under-addressed problem in NYC, a gateway and destination for trafficking. Did you know that **[INSERT A FACT ABOUT TRAFFICKING FROM ABOVE]**? That statistic hit me hard, and I want to be part of the solution. It would mean so much to me if you joined me in supporting survivors of trafficking by donating to my fundraiser.

My goals are to complete the race and to meet my personal goal to raise **[AMOUNT OF FUNDRAISING PLEDGE]** for Restore. You may choose to make a pledge of \$50 **[ASK FOR A SPECIFIC AMOUNT]** or more. My fundraising page can be found at **[INSERT LINK TO YOUR PERSONAL PAGE HERE]**. Your donation is fully tax deductible and you will receive an email letter of acknowledgment for your tax records.

Please join me in supporting this cause and help make freedom real for survivors of trafficking!

As I start my training and fundraising, I look forward to keeping you updated on my progress. Thank you so much for joining me on this journey to #RuntoRestore!

With gratitude,  
**[Your name]**

P.S. Want to double your donation? Ask your employer if they have a matching gift program!





**Thank you and best wishes  
with your fundraising campaign!  
We are cheering you on!**

Good luck!

For additional information, please contact: [marathon@restorenyc.org](mailto:marathon@restorenyc.org)

With gratitude,  
The Restore NYC team