



Fundraiser Tool Kit

Year-End Giving 2017

Overview

THANK YOU! Your willingness to support Extended Hands of Hope and spread the word means the world to us! You are not only helping us raise vital dollars to provide vital services to survivors of sex trafficking, you are inviting your community to learn about this issue and get involved.

Process

1. Set your own goal of how much you hope to raise.
2. Find a picture you'd like to use for your fundraising page.
3. Go to <http://bit.ly/2zMloS3> and click on "Start Fundraiser." Enter your information and follow the simple steps to set up your page.
4. Come up with a list of people you want to include in your effort. Think about friends, family members, colleagues, and social acquaintances.
5. Start reaching out. Send an email, post on your Facebook page, chat with people and let them know why you are supporting Extended Hands of Hope
6. Follow The Extended Hands of Hope page on Facebook for regular updates and graphics that you can use in your own efforts.
7. We will send updates and helpful tips throughout November and early December, leading up to Colorado Gives Day: 12/5/17.
8. Keep your friends and family updated. Thank those who have given. Use the sample posts below to inform people about this cause.

Toolkit

Sample Email

Dear <>,

I'm excited to share the important work of an organization I care about. Extended Hands of Hope is serving a population that many don't know exists in our community - teen survivors of sex trafficking. They provide vital resources like education, mentorship, and a safe house. These girls have histories that most of us can't fathom, but futures that are bright.

I am so grateful to Extended Hands of Hope for the compassionate care they provide to these young women. As somebody who cares deeply about our community, I hope you will join me! We can help bring hope to their futures.

I am raising **\$X**. It's simple to make a contribution; just click here **<Link>** and you can donate online to my fundraising page. Your contribution can make a real difference.

Thank you for whatever you can give!

With sincere gratitude,

Sample Social Media Posts

Post 1: Did you know that there are teen survivors of sex trafficking right here in Metro Denver? We are lucky enough to have an organization helping these girls recover. I'm excited to be raising funds for Extended Hands of Hope. Please join me in supporting their work by clicking here <Link>.

Post 2: 70 - 90% of victims of sex trafficking have a history of sexual abuse. These are children who have lost their childhood. Join me in helping Extended Hands of Hope light a different future for survivors. Click here to donate <link>.

Post 3: Thanks to everybody who has contributed to my fundraiser! I only have \$X left to hit my goal. There are 9,000 - 10,000 juveniles sex trafficked in the US every year. Stand up for them. Join me in supporting Extended Hands of Hope <link>.