

DO-IT-YOURSELF FUNDRAISING TOOLKIT



Welcome!



On behalf of the Polaris board, staff, and those we serve, thank you for volunteering your time and resources to benefit Polaris. 25 million people are trafficked worldwide, and each year the Polaris-operated U.S. National Human Trafficking Hotline receives an increasing number of calls from victims and survivors reaching out for help.

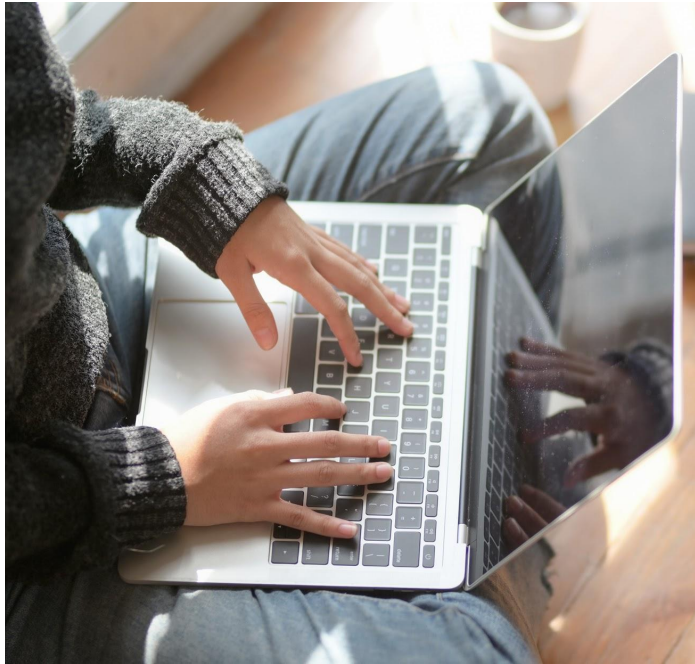
Do It Yourself (DIY) Fundraising is an opportunity for those with a deep commitment to ending human trafficking to raise awareness and funds for the Polaris mission in new and creative ways.

This easy-to-use toolkit will guide you on how you can raise awareness and support for the Polaris mission. There are endless ways to get involved, so no matter what you choose, Polaris is grateful for your support!

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Peer-to-Peer (P2P) Fundraising Event



Create your own fundraiser for your birthday, in honor of a loved one, or just a general awareness fundraiser! It's easy to set up your own fundraising page and start asking friends and family to donate to support victims of sex and labor trafficking.


You'll be able to customize your campaign and track your progress through your fundraising page Dashboard, and share it with friends and family through social media, email, and text.

Peer-2-Peer: How To



SIGN UP

Create your own fundraising page is quick and easy. Just fill the fields below

 JOIN WITH FACEBOOK

Email

Password

Confirm Password

NEXT

Visit our [DIY Fundraiser website](#), and create an account to start your fundraiser today!

To create an account, enter your email address and create a password. Press “Next” to continue.

You can also choose to sign up using your Facebook account by selecting “Join with Facebook.”

Peer-2-Peer: How To

PROFILE

Lets create your profile. Your friends will be able to easily find your campaign and support your effort.

State

Alabama



Country

United States



NEXT

Fill in your personal information like your name and address to complete your profile. You can find out how your information is kept secure by reading our [privacy policy](#).

After completing all the fields click "Next." Once your account is created, you can check on the progress of your fundraiser by [logging in here](#).

Peer-2-Peer: How To

CAMPAIGN TYPE

We have few campaign types. Choose the one which best fits to you.



Raise Money for Polaris

\$21,513.55 RAISED

Help stop sex and labor trafficking by raising money for Polaris through peer-to-peer fundraising. Your efforts will fund anti-human trafficking activities and campaigns.



Donate Your Birthday Gifts to Polaris

\$60.00 RAISED

Donate your birthday gifts to Polaris

PREVIOUS

NEXT

Select the type of fundraiser you would like to run. We'll help you decide which one is right for you.

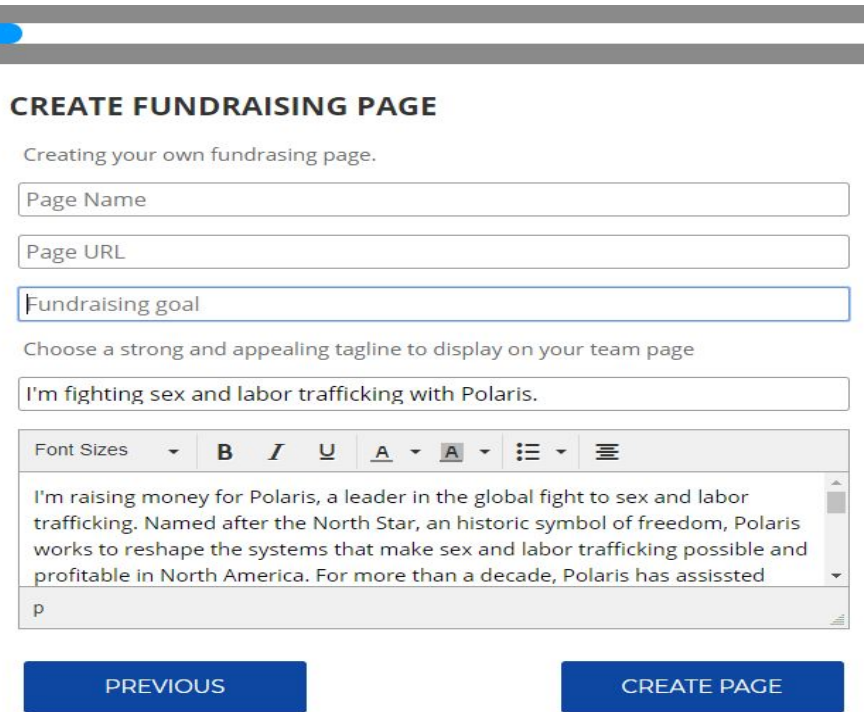
General Fundraiser

These fundraisers can be customized to honor someone you admire, cherish the memory of a loved one, or themed for a holiday, milestone, anniversary and more.

Birthday Fundraiser

Instead of gifts, you can ask friends and family to donate to Polaris.

Peer-2-Peer: How To



The screenshot shows a web form titled "CREATE FUNDRAISING PAGE". At the top, there is a blue progress bar with a small blue circle indicating the current step. Below the title, the text "Creating your own fundraising page." is displayed. The form contains three input fields: "Page Name", "Page URL", and "Fundraising goal". Below these fields, the text "Choose a strong and appealing tagline to display on your team page" is shown. A text area contains the example tagline: "I'm fighting sex and labor trafficking with Polaris." Below the text area is a rich text editor with a toolbar containing icons for font size, bold, italic, underline, text color, background color, bulleted list, and numbered list. The text area of the editor contains the text: "I'm raising money for Polaris, a leader in the global fight to sex and labor trafficking. Named after the North Star, an historic symbol of freedom, Polaris works to reshape the systems that make sex and labor trafficking possible and profitable in North America. For more than a decade, Polaris has assisted". At the bottom of the form, there are two blue buttons: "PREVIOUS" and "CREATE PAGE".

CREATE FUNDRAISING PAGE

Creating your own fundraising page.

Page Name

Page URL

Fundraising goal

Choose a strong and appealing tagline to display on your team page

I'm fighting sex and labor trafficking with Polaris.

Font Sizes **B** *I* U A A

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I'm raising money for Polaris, a leader in the global fight to sex and labor trafficking. Named after the North Star, an historic symbol of freedom, Polaris works to reshape the systems that make sex and labor trafficking possible and profitable in North America. For more than a decade, Polaris has assisted

p

PREVIOUS

CREATE PAGE

Choose a name for your fundraising page. The URL for your fundraising page will auto-populate based on your page name. You can also customize your URL if you choose.

Next, enter your fundraising goal amount.

Lastly, create a tagline and elaborate on why you are creating the fundraiser. There is pre-written text to help if you need some ideas, but feel free to get creative and write your own!

Peer-2-Peer: How To

The screenshot shows a fundraising page for Julia Vitale. At the top, there's a navigation bar with 'Home', 'About', and 'Donate' links, and a user profile icon labeled 'Julia'. Below this is a banner image of three people embracing. To the left of the banner is a profile picture placeholder and social media icons for Facebook, Twitter, and Email. The main title is 'PolarisFundriaser'. Below the title is a progress bar showing '\$0.00' out of '\$500'. On the left, there's a 'MANAGE PAGE' button and a 'Fundraising Goal' of '\$500'. Below that is a 'Special Thanks To' section. The main text area says 'I'm fighting modern slavery with Polaris.' and provides a detailed description of the mission. On the right, there's a 'Make a donation to Julia Vitale' button and a 'Donation Amount' section with buttons for '\$35', '\$60', '\$100', '\$500', and '\$1000', along with a custom amount input field and a 'NEXT' button.

Home About Donate Julia

Julia Vitale

PolarisFundriaser

\$0.00 \$500

MANAGE PAGE

Fundraising Goal \$500

Special Thanks To

Be the first Donor

I'm fighting modern slavery with Polaris.

I'm raising money for Polaris, a leader in the global fight to eradicate modern slavery. Named after the North Star that guided slaves to freedom in the U.S., Polaris systemically disrupts the human trafficking networks that rob human beings of their lives and their freedom. Through a comprehensive model that puts victims at the center of Polaris' work – they help survivors restore their freedom, preventing more victims, and leveraging data and technology to pursue traffickers wherever they operate.

Please join me in supporting this mission by making a donation to my peer-to-peer fundraising campaign today.

Make a donation to Julia Vitale

Donation Amount: \$0.00

Donation Amount

\$35 \$60

\$100 \$500

\$1000

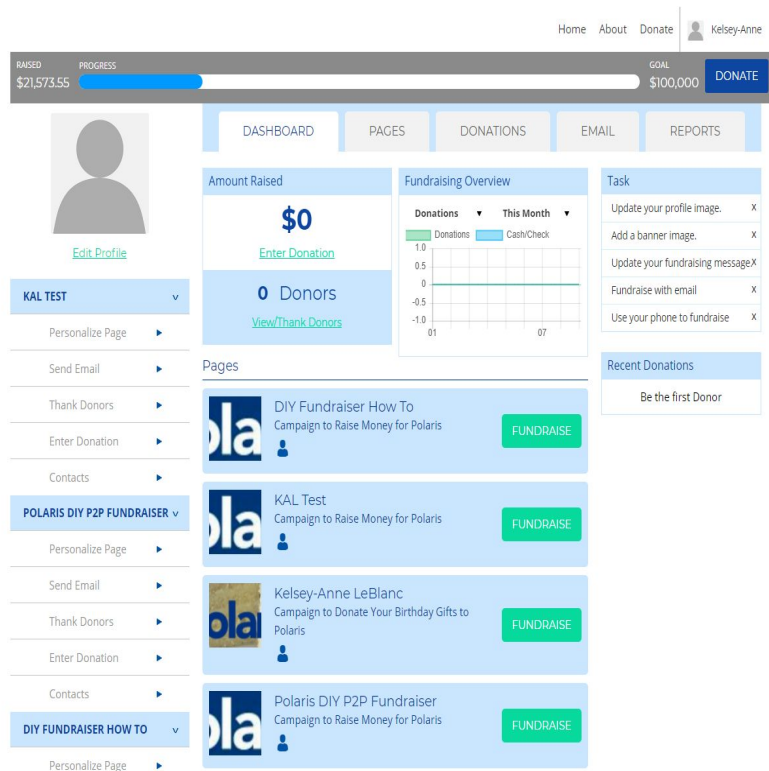
NEXT

Once you create your fundraiser you'll be directed to a page where you can view your fundraiser's page and go to your fundraiser's dashboard.

When viewing your page you can:

- Add a profile picture
- Edit any of the text including the tagline and the name
- Change the banner image at the top of the page
- View the names of donors who have donated to your fundraiser

Peer-2-Peer: How To



Using your dashboard you'll be able to:

- View all the fundraisers you've created under your account
- Track all donations and progress to your goal
- Send emails to friends and family encouraging them to donate to your fundraising campaign
- Download reports based on the amount raised, the number of donors, or the number of donations

Social Media Fundraising Events

Creating a fundraising event for Polaris on social media platforms is an easy and powerful way to share your custom campaign to a larger audience and have fun while doing it! Social media content promoting Polaris may not feature any form of sexual violence, exploitation, and/or abuse.



Facebook

To start a fundraiser on Facebook, go to facebook.com/fundraisers and select "Raise Money for a Nonprofit Organization." Make sure you select "Polaris" in the "select Nonprofit" box, and share your fundraiser with Facebook friends.



Instagram

To start a fundraiser using Instagram, go to the Instagram [support page](#) to learn how to add a "Donate" sticker to your story to raise funds for Polaris.



Tiltify

Tiltify allows you to easily collect donations on Twitch, Mixer, or YouTube. To start a fundraiser using Tiltify, [go to the Tiltify individual campaign support page](#) and learn how to fundraise as you live stream.

Events & Benefits

Organizing a fundraising event or benefit is a great way to raise money for Polaris! You can decide what kind of event you want to host and how big you want it to be. Here are some go-to ideas for an event or benefit that are sure to be fun and successful.



Concerts

Benefits concerts are great for music-loving fundraisers who want to be creative and fun with how they raise money for Polaris.



Bake Sales

Bake sales are a sweet way to fundraise while spreading Polaris's mission to the rest of your school, place of worship, or larger community.



Dinner Parties

Get together with your family and friends to have fun, eat great food, and do some good! You can suggest guests make a small \$10 donation in support of Polaris.

DIY Products

Let your creativity shine and support Polaris's mission while doing it! If you're looking for a unique way to fundraise, consider creating products you can sell, while also supporting victims and survivors of human trafficking. Before creating your own products, read through Polaris's guidelines on best practices to use when promoting your products and learn what you are responsible for. Check out what some of our supporters have created in the past!



Food & Drink



Stickers



Apparel

Don't forget to tag us in your social media posts!
[Instagram](#) | [Facebook](#) | [Twitter](#) | [LinkedIn](#)

DIY Products Best Practices

Before creating your own products, read through Polaris's guidelines to learn what Polaris can and cannot assist with.

Since Polaris is an anti-human trafficking organization, it is also important to keep in mind where products come from. While we cannot require our DIYers to only use ethically sourced products, it is important to do your research and to do your best to only buy and sell products that are ethically sourced.

Ethical sourcing is the process of ensuring the products being sourced are obtained in a responsible and sustainable way, that the workers involved in making them are safe and treated fairly, and that environmental and social impacts are taken into consideration during the sourcing process.

Share Your Success!



We want to hear from you! Be sure to call or email us and share your fundraising success story. Your action could inspire others and your story might be featured on our website or social media!

giving@polarisproject.org

(202) 790-6300

[Instagram](#) | [Facebook](#) | [Twitter](#) | [LinkedIn](#)

DIY Fundraising: All You Need to Know

Thank you so much for supporting our mission and those we serve! Here are some helpful guidelines and resources so that you can make sure your fundraiser goes off without a hitch!

How Do I Talk About Polaris's Mission?

Polaris's mission is to end sex and labor trafficking and restore freedom to victims and survivors.

Named after the North Star, an historical symbol of freedom, Polaris works to reshape the systems that make sex and labor trafficking possible and profitable in North America. For more than a decade, Polaris has assisted thousands of victims and survivors through the U.S. National Human Trafficking Hotline and built the largest known U.S. data set on the crime.

With the guidance of survivors, and working with public and private-sector partners, we use that data to understand and improve the way trafficking is identified, how victims and survivors are assisted, and how we can prevent this abuse at the scale of the problem – 25 million people worldwide robbed of the basic right to choose how they live and work

Guidelines

Fundraisers Are:

- Responsible for the operational/logistical planning of the activity or event, such as securing date/venue, selling tickets, coordinating registration, obtaining insurance, contacting vendors, managing staff/volunteers, etc.
- Responsible for creating advertisements and printed materials (posters, brochures, flyers, tickets, invitations) promoting the fundraising event.
- Not allowed to use the Polaris logo on any promotional or fundraising materials unless given explicit written permission by a member of Polaris staff.
- Not able to refer to Polaris as a "partner," as this implies a legal or contractual agreement between parties.

Polaris Is:

- Able to provide DIY fundraisers with online resources, such as toolkits and guidelines awareness flyers and videos that may help them share the Polaris mission.
- Unable to coordinate or assist with DIY event organizing or logistics.
- Unable to provide or send printed materials, such as brochures or branded event invitations, due to limited capacity.
- Unable to promote DIY events on social media or other digital outlets unless under special circumstances.

Payment Procedures

Event participants can make a donation to Polaris through the following means:

- As the event organizer, you can collect checks payable to Polaris and mail them to:
Polaris Gift Processing Center
PO BOX 392710
Pittsburgh, PA 15251-9700
- You also have the option of collecting cash donations which can then be converted to check and mailed, payable to Polaris, to the address above.
- Participants also have the option of making their gift online through www.polarisproject.org/donate. Participants may include your name or the name of the event in the "honoree" section of the donate page.
- For peer-to-peer fundraisers, we encourage you to promote your fundraising page as this makes it easier for donors to give directly to your fundraiser, and it makes it easier for you to track donations and impact.
- Polaris is not able to accept payments in the form of cryptocurrency

Victim-Centered Fundraising

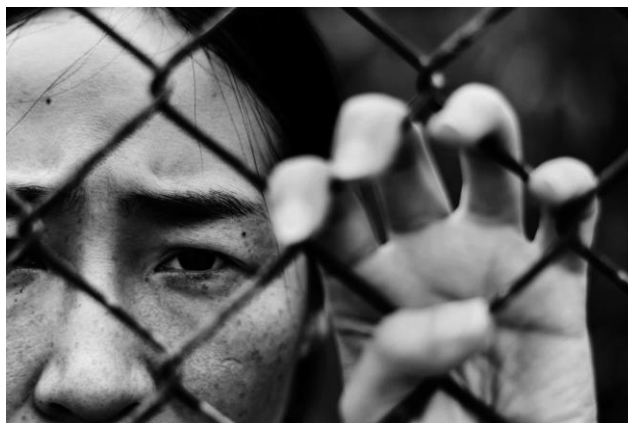
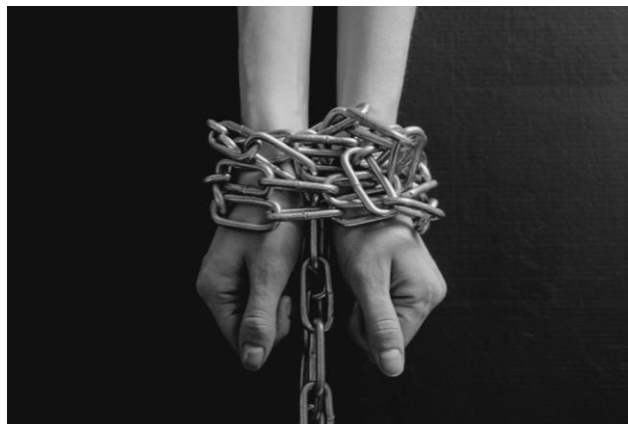
Polaris is committed to putting victims and survivors at the center of the movement to end human trafficking. Here are some tips for ensuring your online fundraiser, event, or benefit recognizes the agency, dignity, and freedom of victims and survivors:

Imagery to Avoid:

When creating fundraising and/or promotional materials, stay away from images that portray the following:

- A person in handcuffs/restraints, chains or other hardware
- Barcodes tattooed on their bodies
- Prison imagery, such as a person locked in a cage
- Hands covering the mouth
- Sexualized imagery such as a naked person wrapped in barbed wire or duct tape
- People wearing shopping bags, price tags, or receipts

Here are examples of imagery Polaris recommends avoiding.



Language to Avoid:

The way we talk about survivors and their experiences is equally important. We recommend avoiding the following terms:

Do Use	Don't Use
Walking along side/ Stand in solidarity with	Rescue, save, set free, or a variation thereof
Person/people held in slavery	"Slave/Slaves" as a noun
Sex and labor trafficking	"Smuggling" when you mean human trafficking

- Use the term "victim" when talking about someone currently in a trafficking situation.
- Use the term "survivor" when talking about someone who has left their trafficking situation.
- Use "victims and survivors" when unsure.
- Do not refer to victims and survivors as helpless or unable to help themselves.
- Do not refer to victims and survivors as voiceless or unable to speak for themselves.

Why it Matters:

The "rescue" narrative is harmful for survivors and the movement to end sex and labor trafficking for a number of reasons. The idea that an outsider can swoop in — very much like a super hero — and save strangers from a trafficking scenario undermines the real and complicated exit scenarios experienced by survivors. Doing your best to recognize the agency and dignity of survivors, as well as the complexity of a human trafficking situation, is the best way to ensure your fundraiser is victim-centered.

Human Trafficking Resources:

- Downloadable U.S National Human Trafficking Hotline Flyers & Awareness Materials:
<https://humantraffickinghotline.org/get-involved/downloadable-resources>
- U.S. National Human Trafficking Hotline Resource Library:
<https://humantraffickinghotline.org/resources>
- U.S. National Human Trafficking Hotline Infographic for Social Media:
https://act.polarisproject.org/page/21744/action/1?ea.tracking.id=blog_

- U.S. National Human Trafficking Hotline Statistics:
<https://humantraffickinghotline.org/states>
- Criminal Record Relief Laws for Survivors of Human Trafficking – State Report Cards:
<https://polarisproject.org/grading-criminal-record-relief-laws-for-survivors-of-human-trafficking/>
- Polaris’s Complete Collection of Human Trafficking Resources & Reports:
<https://polarisproject.org/resources-and-reports/>

A Word of Thanks!

Thank you so much for dedicating your time, resources, and energy towards the effort to support victims and survivors of human trafficking. We hope this toolkit and guidelines have been helpful to you as you work to raise awareness and funds for the Polaris mission.

Share Your Success With Us!

Be sure to call or e-mail us and share your fundraising success story. You could inspire others and your story might be featured on our website or social media.

Polaris

giving@polarisproject.org

202-790-6234

[Twitter](#) | [Facebook](#) | [Instagram](#) | [LinkedIn](#)