



# Do-It-Yourself Fundraising Toolkit

Learn how you can raise money  
to fight human trafficking



# 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 online fundraising



Create your own fundraiser campaign 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-to-Peer How To:

## Polaris Fundraising Campaign



Join our team and help fight sex and labor trafficking. Celebrating a birthday? Hosting a benefit dinner? Running a bake sale? Make it an occasion to support Polaris and the fight against sex and labor trafficking. Encourage your friends and families to give to Polaris to support victims and survivors on their journeys to freedom and end human trafficking once and for all. Together, freedom happens now.

Get Started



Visit your [DIY Fundraising website](#), and create an account to start your fundraiser today! Click on “Get Started” to set your fundraiser.



# Peer-to-Peer How To:

## Sign up for an Account

### Create A New Account

First name \*

Last name \*

E-mail address \*

Password strength:

Password \*

Confirm password \*

Provide a password for the new account in both fields.

CREATE A NEW ACCOUNT

Already A Supporter?

Login

To create an account, enter your name, email address, and create a password. Then click “Create A New Account.”

If you already have an account you can sign into it by clicking on “Login” under “Already a Supporter?”

You can find out how your information is kept secure by reading our [privacy policy](#).



# Peer-to-Peer How To:

## Your campaign information ⓘ

Campaign Name \*

<https://polaris.gospringboard.com/p2p/>

Campaign URL \*

This will be the web address of your personal campaign page, which you can change here (letters and numbers only, please).

Fundraising Goal \*

\$

Suggested Donation Amount

\$

### Campaign Introduction

I'm raising money for Polaris to lead a data-driven social justice movement to fight sex and labor trafficking at the massive scale of the problem – 25 million people worldwide deprived of the freedom to choose how they live and work. For more than a decade, Polaris has assisted thousands of victims and survivors through the U.S. National Human Trafficking Hotline, helped ensure countless traffickers were held accountable and built the largest known U.S. data set on actual trafficking experiences. With the guidance of survivors, we use that data to improve the way trafficking is identified, how victims and survivors are assisted, and how communities, businesses and governments can prevent human trafficking by transforming the underlying inequities and oppressions that make it possible.

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

Now that you've created your account, you can start to build your fundraiser! Choose a name for your campaign. The URL for your fundraising page will auto-populate based on your campaign name. You can also customize your URL if you choose.

Next, enter your fundraising goal amount and a suggested donation amount.

Create a campaign introduction and let your friends and family know 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-to-Peer How To:




## Campaign Deadline

E.g., 07/13/2022

## Upload a Campaign Image

Upload a campaign thumbnail image. Ideal size is 400 x 240 pixels.

**File information**



Remove

P2P-Personal-Campaign-Page-Thumbnail.png  
(191.6 KB)

Add a new file

No file selected

Choose File

Upload

Files must be less than 1.46 MB.  
Allowed file types: png gif jpg jpeg.  
Images must be at least 400x240 pixels.

## Upload a Campaign Video

This is a YouTube or Vimeo video URL. Example: <https://www.youtube.com/watch?v=kJ4CYbCGhLA>

https://www.youtube.com/watch?v=j\_twzQpipxg"/>

SAVE

Just a few more steps before you can share your fundraiser with friends and family!

Add a campaign deadline so your friends and family know how many days left they have to donate.

You then have the option to upload a photo of your choice, or you can keep the default image. If you upload your own image it must be a png, gif, jpg, or jpeg file type, it cannot be larger than 1.46 MB, and the image must be at least 400x240 pixels.

You can also upload a YouTube or Vimeo video by pasting the URL to the video.



# Peer-to-Peer How To:

I'm raising money for Polaris to lead a data-driven social justice movement to fight sex and labor trafficking at the massive scale of the problem – 25 million people worldwide deprived of the freedom to choose how they live and work. For more than a decade, Polaris has assisted thousands of victims and survivors through the U.S. National Human Trafficking Hotline, helped ensure countless traffickers were held accountable and built the largest known U.S. data set on actual trafficking experiences. With the guidance of survivors, we use that data to improve the way trafficking is identified, how victims and survivors are assisted, and how communities, businesses and governments can prevent human trafficking by transforming the underlying inequities and oppressions that make it possible.

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



Donate now →

Donate now →

## Share



## Personal Campaign Progress

\$ 0.00 RAISED TO DATE

## Personal Fundraising Goal

\$ 100.00

Campaign Deadline  
Wednesday, July 20, 2022

Suggested Donation  
\$10.00

Donate now →

## Search For A Personal Campaign

Search

Reset

Select any filter and click on Apply to see results

View all campaigns

## Start Your Own Campaign

Want to start your own personal campaign for Polaris Fundraising Campaign?

Get Started

Congrats! Your campaign has been created and now a Polaris staff member will review your campaign to make sure it follows the guidelines set forth in this toolkit. If your campaign is denied for any reason, a Polaris staff member will reach out.

Now that your campaign page is ready you can share it on Facebook, Twitter, or over email.

You can also edit your campaign page, check the progress of your fundraising goal, see the names of people who have donated to your campaign, and more!



Donate now →



# 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 visit the [fundraiser page](#) and select “Raise Money for a Nonprofit Organization.” Select “Polaris” in the “select Nonprofit” box, and share your fundraiser with Facebook friends.



## Instagram

To start a fundraiser go to the [support page](#) to learn how to add a “Donate” sticker to your story and raise funds for Polaris.



## Tiltify

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



# Events and 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.



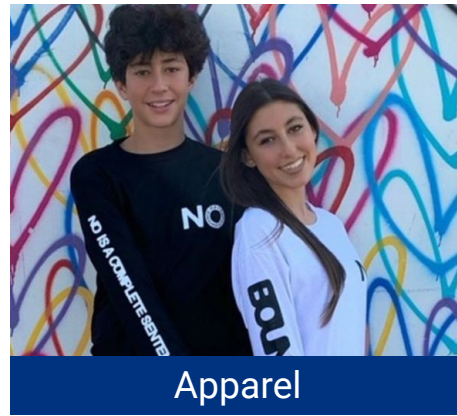
## Dinner Parties

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!



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.



# Fundraising platforms

Fundraising is even easier thanks to online platforms and apps that help everyday people raise awareness and support for their favorite charities. Most platforms send funds directly to the charity, but you may want to verify the percentage each platform uses of your donation to cover the cost of transaction and processing fees.

Get started on any of the following platforms and search for Polaris so you can begin your next fundraiser!





# Livestream fundraising

Users of YouTube and Twitch can fundraise for Polaris while livestreaming themselves playing their favorite video game, creating art, or performing live music. Using your talents or interests to support Polaris is a creative and easy way to raise awareness and funds to fight human trafficking. We've signed up on [Tiltify](#) and [Streamlabs](#) to make fundraising while livestreaming even easier for our supporters.

- Streamlabs is the #1 free broadcasting app and streaming tool for creators. Go live with just a few taps to the largest social live video streaming platforms like Twitch, YouTube, Facebook and more! [Find us on Streamlabs!](#)
- Tiltify allows you to easily collect donations on Twitch, Mixer or YouTube. [Find us on Tiltify](#) and start your fundraiser today!



# Give while you shop online

More and more companies are offering ways for customers to donate some or all of your purchases to a nonprofit of their choice. Next time you're shopping online, consider using the following websites to make your purchase as an easy way to show your support.



## eBay for Charity

[eBay for Charity](#) helps users connect with and support their favorite charities when they buy or sell. Look up Polaris using the Charity Search Tool and mark us as one of your favorites.



## Amazon Smile

If you're shopping on Amazon, you can select Polaris as your charity of choice through the [Amazon Smile](#) program. It's an easy and automatic way for you to support our mission every time you shop!



## Target Circle

Shopping through [Target Circle](#) lets you earn and cast votes to support the non-profit you love. After each voting period, Target awards grants to the nonprofits selected based on the percentage of votes received.





# Where the money goes

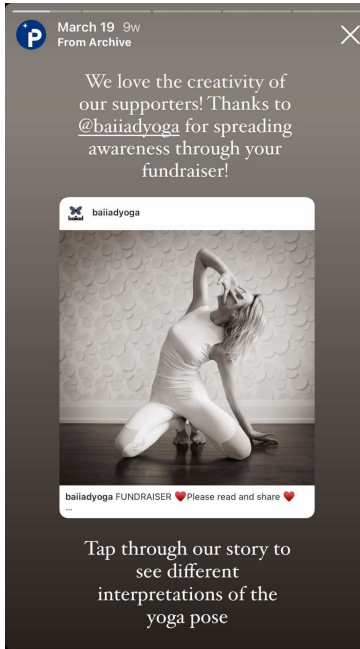
Your donation helps support Polaris's mission to prevent, reduce and respond to sex and labor trafficking at the massive scale of the problem - 25 million people worldwide deprived of the basic freedom to choose how they live and work.

For more than a decade, the Polaris operated National Human Trafficking Hotline has served as the primary lifeline dedicated to human trafficking in the United States. It provides victims and survivors with critical support and services that help them leave their trafficking situation. Your support helps us continue our response work, as well as work to end sex and labor trafficking by driving systems change to address vulnerabilities and prevent trafficking before it happens.

All this is made possible with your support. Thank you so much for investing in our mission and those we serve!



# 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](mailto:giving@polarisproject.org)

(202) 790-6300

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

## **DIY Fundraising: All you need to know**

Thank you for supporting our mission and the victims and survivors we serve! Here are some helpful guidelines and resources to use as you plan your fundraiser to ensure it 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 survivors. Polaris is leading a data-driven social justice movement to fight sex and labor trafficking at the massive scale of the problem – 25 million people worldwide deprived of the freedom to choose how they live and work. For more than a decade, Polaris has assisted thousands of victims and survivor through the U.S. National Human Trafficking Hotline, helped ensure countless traffickers were held accountable and built the largest known U.S. data set on actual trafficking experiences. With the guidance of survivors, we use that data to improve the way trafficking is identified, how victims and survivors are assisted, and how communities, businesses, and governments can prevent human trafficking by transforming the underlying inequities and oppressions that make it possible.

## **Guidelines**

### **Fundraisers are:**

- Responsible for the operational/logistical planning of the activity/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 (brochures, posters, 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.
- Allowed to use the U.S. National Human Trafficking Hotline logo.
- Not able to refer to Polaris as a “partner,” as this implies a legal or contractual agreement between parties.

## Polaris is:

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

## Payment Procedures

Event organizers and participants can make a donation through the following means:

- Mail checks to Polaris's gift processing center listed below and make checks payable to *Polaris*:
  - Polaris Gift Processing Center  
P.O. Box 392710  
Pittsburgh, PA 15251-9700
- Make a gift online through Polaris's donation page. Visit [polarisproject.org/donate](https://polarisproject.org/donate). Participants may include their name or name of the event in the "honoree" section of the donation page.
- Make a gift online through the fundraiser's [peer-to-peer campaign page](#). We highly encourage DIY fundraiser organizers to set up a campaign page on Polaris's peer-to-peer page. Through the campaign page, the organizer can create a custom URL and track all donations to the campaign.
- At this time, Polaris is not able to accept payments in the form of cryptocurrency.
- To learn more about all the ways you can donate to Polaris, please visit the [Other Ways to Give Page](#).

## Victim-Centered Fundraising

Polaris is committed to putting victims and survivors at the center of the movement to end human trafficking. As such, there are ways to ensure your fundraiser recognizes the agency, dignity, and freedom of victims and survivors.

## Imagery to avoid

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

- A person in handcuffs/restraints of any sort, 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 highly recommends avoiding:



## Language to avoid

The way Polaris and fundraisers talk about victims and survivors is equally as important as image selection. Polaris strongly recommends 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 superhero – and save strangers from a trafficking scenario undermines the very 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 and survivor centered.

## Human Trafficking Resources

- [What is human trafficking?](#)
- [Polaris collection of human trafficking resources and reports](#)
- [Polaris blog](#)
- [Downloadable U.S. National Human Trafficking Hotline flyers and awareness materials](#)
- [U.S. National Human Trafficking Hotline Resource Library](#)
- [U.S. National Human Trafficking Hotline infographic for social media](#)
- [U.S. National Human Trafficking Hotline statistics](#)

## A Word of Thanks!

Thank you so much for dedicating your time, resources, and energy towards supporting victims and survivors of human trafficking. We hope the toolkit and guidelines have been helpful to you as you work to raise awareness and funds for Polaris. Be sure to contact Polaris and share your fundraising success story. You could inspire others and your story might be featured on our website or social media.

**Polaris**

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