

FUNDRAISING GUIDE

GALAS & GATHERINGS



WELCOME

AFRJ MISSION & VISION

The Alliance for Freedom, Restoration, and Justice® mobilizes a global collaborative network to end human trafficking and the exploitation of the vulnerable.

Through our various programs and initiatives we serve as a hub for strategic engagement for thousands of justice advocates around the world.

Thank you for your interest in raising funds to support our work to end human trafficking and protect the vulnerable. The AFRJ is a non profit 501(c)(3) humanitarian aid organization. All gifts are tax deductible.

This guide is designed to help you raise donations for the AFRJ. There are **a number of options** to choose from! Hosting a fundraising event also allows you to raise awareness about the reality of human trafficking among your network. Additionally, your guests will walk away with resources and opportunities to become part of a global community of justice advocates.

Start by reviewing the materials in this guide thoroughly. We have done our best to set you up for success. Consider all of the options, and contact us when you are ready to begin!

OUR WORK IS MADE POSSIBLE BY THE HELP OF AMAZING PEOPLE LIKE YOU.

FIRST STEPS:

- Review the Getting Started section (p4-5)
- Choose your event type, (p6-11) and
- Contact us to begin the process.

GIVING OPTIONS:

To set up a fundraising page, see give.engagetogether.com/fundraising

To give immediate support, visit engagetogether.com/give



For questions see full contact information at the end of this guide or email us: connect@engagetogether.com

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GETTING STARTED

The funds raised during your event will help to end human trafficking and protect the vulnerable by supporting the AFRJ's efforts to:

- **Develop** new anti-trafficking resources and technologies,
- **Support** collaboration among anti-trafficking organizations,
- **Mobilize** thousands of new justice advocates

To learn more, visit our website: engagetogether.com.

LET'S GET STARTED

- **First**, review this guide thoroughly,
- **Then**, decide on one of the three event options,
- **Next**, gather a team of people to help,
- **Finally**, reach out to the AFRJ for an initial strategy discussion.

CHOOSING AN EVENT TYPE

We have outlined 3 suggestions for events to host. Review each event description and its corresponding outline on pages 6-11. Each type of event will require different levels of resources, time commitment, and team support. Spend some time brainstorming which event would be the best for you — or your company — to host. Then reach out to the AFRJ team for an initial strategy session.

3 EVENT OPTIONS

CORPORATE GALA

Large formal event (150+ guests): costs of the event are typically covered by corporate sponsorships and ticketed registration. Structured program with speakers (including AFRJ leadership), dinner, and entertainment. Full description — page 6-7.

DONOR DINNER

Semi-formal event (50-150 guests): costs of the event are typically underwritten by the host or host team. Flexible program options — food, speakers (including AFRJ leadership), entertainment, venue, and time of day. Full description — page 8-9.

PRIVATE GATHERING

Small gathering (50 guests or less) hosted in your home or comparable venue. Costs are minimal and typically covered by the host. The host serves as the speaker, shares about the work, and leads a brainstorming discussion around a group effort to support the AFRJ. Full description — page 10-11.

EVENT ADD-ONS

After selecting your event type feel free to be creative in the details! Think outside the box on how to offer further engagement or fundraising opportunities for your guests.

Consider things you might add on to the basic event:

- Silent auction with donated experiences (golf lessons, amusement park passes, hot air balloon rides, concert or symphony tickets, etc.)
- A 50/50 raffle
- A follow up event — get a team together to run a 5K or marathon, or challenge companies to host a giving day at their business

SPEAKING ON BEHALF OF THE AFRJ

As you raise funds for the AFRJ, you become a spokesperson on behalf of our organization. Please familiarize yourself with our mission and vision (engagetgether.com/mission) and ask us any clarifying questions.

SHARING THE MESSAGE

When speaking about the AFRJ, please reference our website for correct phrasing and descriptions of our resources and initiatives. Let us know if you have any questions or need any additional information.

USING THE AFRJ LOGO

You will want to use the AFRJ logo on event materials you may develop (invitation, presentations, etc.). Please reach out to us for an official copy of the logo. Please do not copy and paste it from other sources (e.g. our website or social media accounts).

COLLECTING DONATIONS

There are a number of options, but the best way to collect your donations is online through either our general giving page (engagetgether.com/give) or a page created specifically for your event. The type of event you choose will help determine the best method.

Donations can also be given via check or money order made out to “Alliance for Freedom, Restoration, and Justice”. For wire transfer options, contact us.



CORPORATE GALA

- **Large formal event:** 150+ guests
- **Venue:** formal in nature, e.g. hotel ballroom, art museum, country club, etc.
- **Expenses:** underwritten by sponsorship packages and/or the host company

A corporate gala typically offers a catered meal or heavy hors d'oeuvres, entertainment, and an organized program. Tickets are usually sold in an effort to raise funds to support the AFRJ in addition to sponsorships to offset the event costs. An AFRJ representative will be available to attend your event to share with your guests about the issue of human trafficking and how the business community is a strategic part in eradicating this evil at home and abroad.

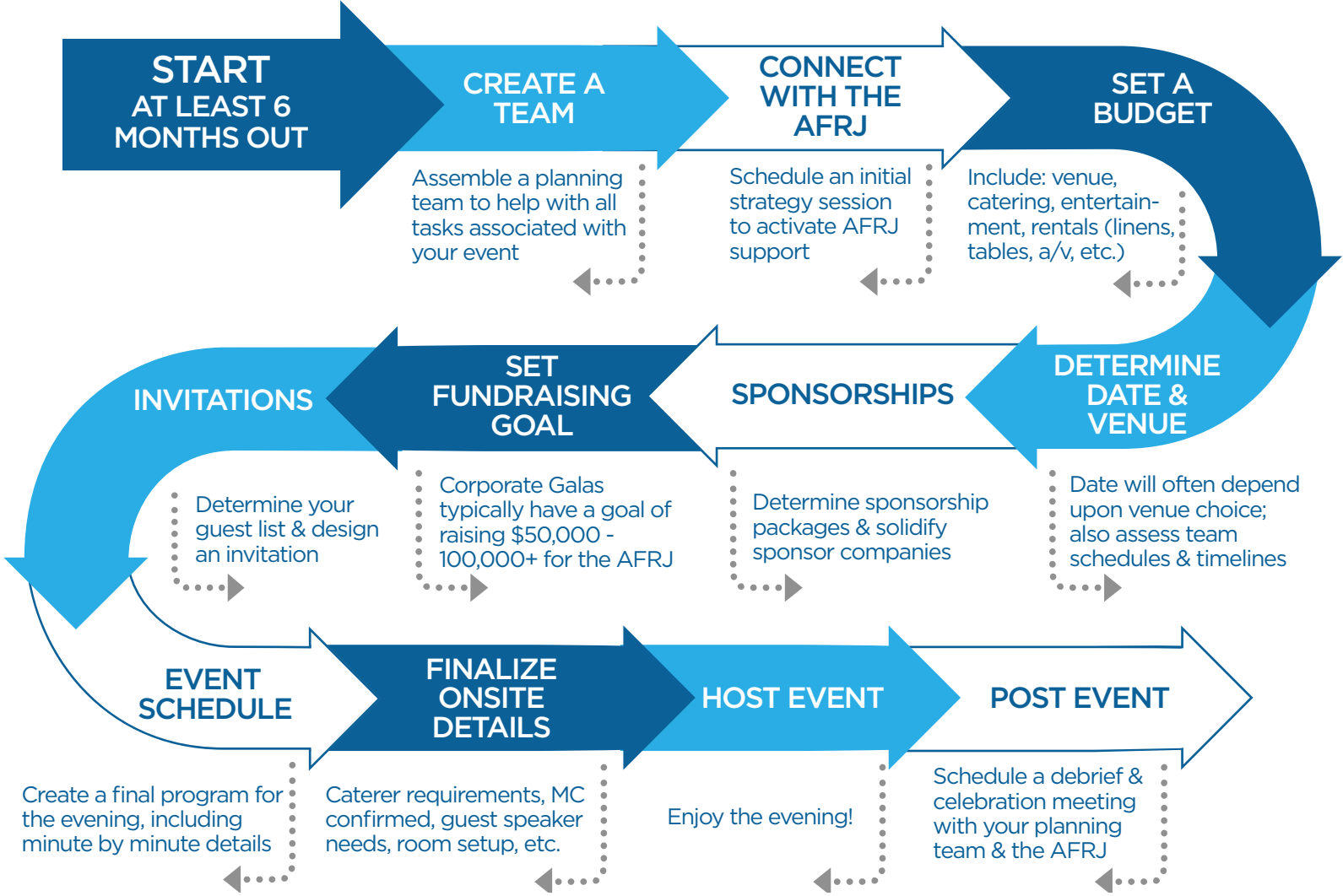
EVENT GOAL(S):

- Raise funds for the AFRJ
- Raise awareness about the issue of human trafficking
- Give attendees the opportunity to learn how they are uniquely positioned to end human trafficking and how their companies can also be part of the solution

AFRJ SUPPORT:

- AFRJ leadership presence
- Online event/donation page
- Assistance in planning and execution of event

For this type of event, we recommend 6 months planning time. Be sure to schedule an AFRJ strategy session early in your planning process so that we can be available to your team. Your planning team should be able to manage most of the details and planning around this event, and we are here to help.



DONOR DINNER

- **Medium semi-formal event:** 50-150 guests
- **Venue:** semi formal in nature, e.g. hotel ballroom, art museum, country club, etc.
- **Expenses:** underwritten by host or host team

A donor dinner typically offers a catered meal or heavy hors d'oeuvres and an organized program. Donations are usually requested to support the AFRJ during the event, while the expenses of the dinner are usually underwritten by the host(s). An AFRJ representative will be available to attend your event to share with the attendees about the issue of human trafficking and how each of your guests has a strategic part to play in eradicating this evil at home and abroad.

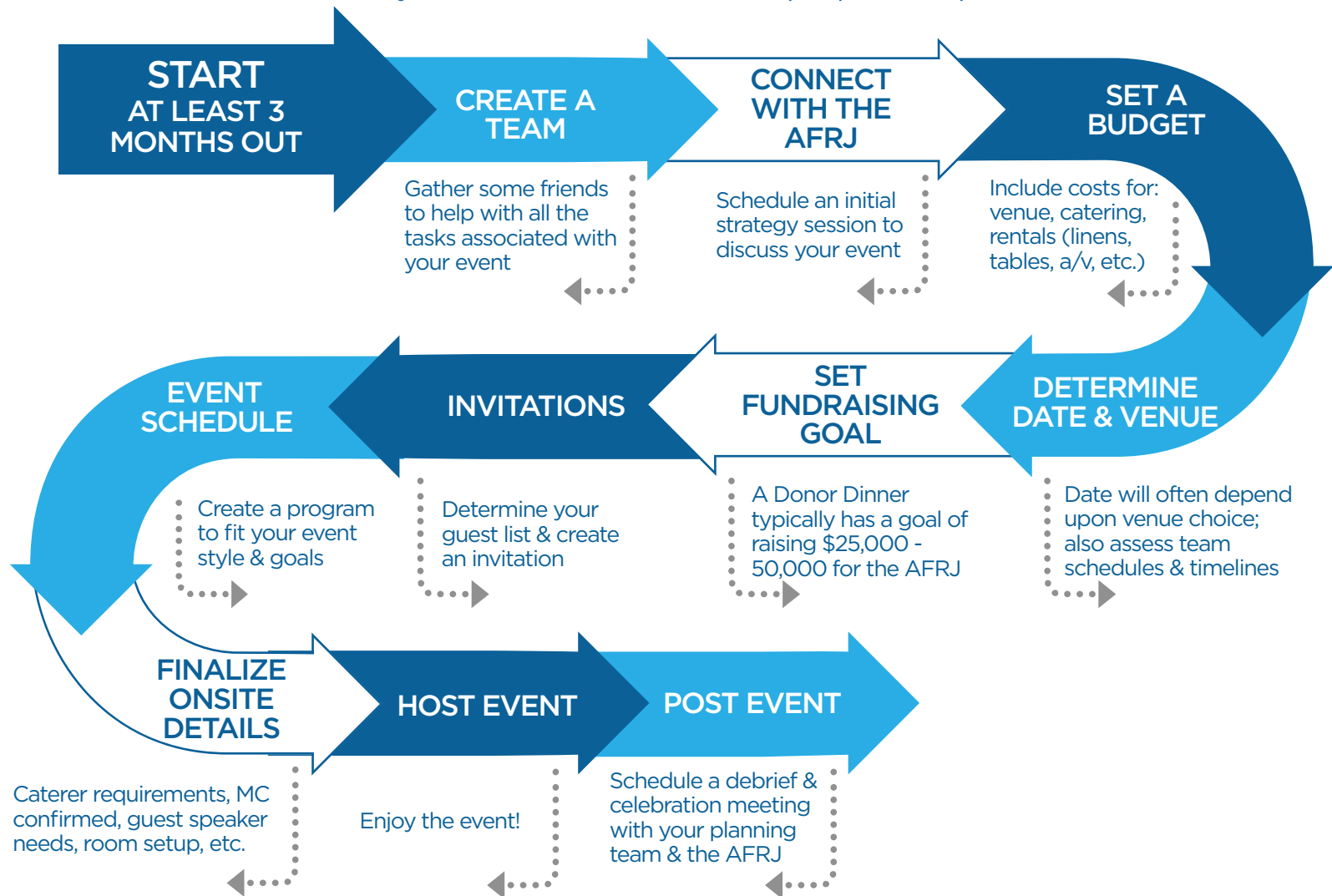
EVENT GOAL(S):

- Raise funds for the AFRJ
- Raise awareness about the issue of human trafficking
- Give attendees the opportunity to learn how they are uniquely positioned to end human trafficking and how their personal skills and interests can also be part of the solution

AFRJ SUPPORT:

- AFRJ leadership presence
- Online event/donation page

Donor Dinners differ from a Corporate Gala in that Donor Dinners are usually smaller in guest list size, a little less formal in feel, and hosted by individuals rather than companies. Be sure to schedule an AFRJ strategy session early in your planning process so that we can help you get started. Depending upon the scale of your event, you may want to assemble a team of people to help.



SMALL GATHERING

- **Small casual event:** 10-25 guests
- **Venue:** casual in nature, typically a home setting or favorite gathering place
- **Expenses:** should be minimal and covered by hosts and/or guests

A small gathering gives you the opportunity to share with friends, family and acquaintances about the work of the AFRJ and why you support our efforts. As the host, you are free to take this event in a number of different directions, and it can be as creative or simple as you choose. Your guests may be seeking educational information about the basics of human trafficking, or ways to get actively involved. They may be excited to support the AFRJ financially right away, or they may want to discuss ideas for ongoing or future support. You know your guests best, so get creative with how to mobilize them to action.

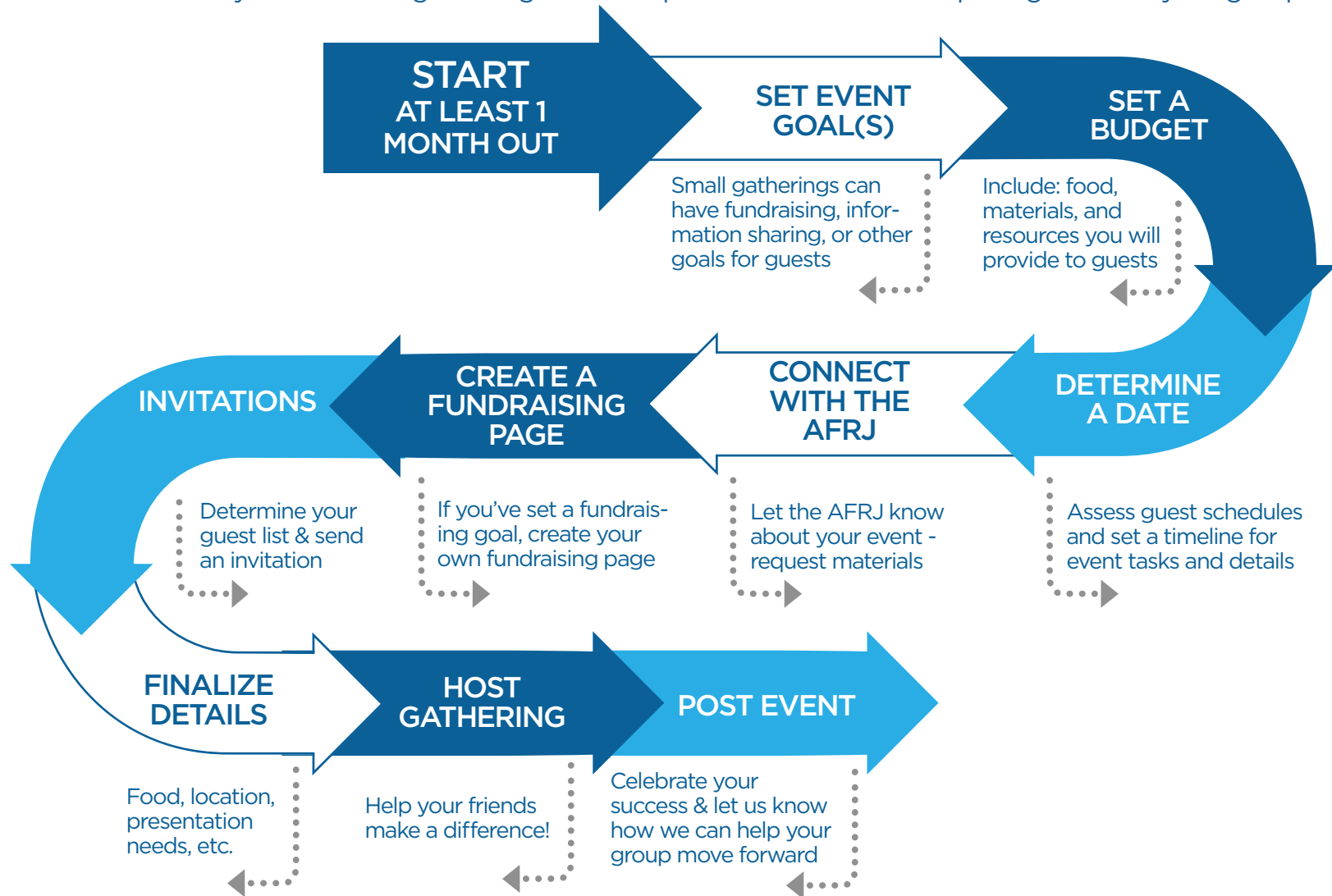
EVENT GOAL(S):

- Raise awareness about the issue of human trafficking and the AFRJ's mission
- Plan ways to support the AFRJ now and throughout the year
- Explore resources that will help your guests understand how to take additional actions in the fight to end human trafficking

AFRJ SUPPORT:

- Personalized fundraising page (optional) — give.engagetogether.com/fundraising
- Packet of educational materials: toolkits of choice for each guest and/or other print items

A small gathering is a casual event with friends, however, do not underestimate the importance of good planning! Things to consider include: information you want to discuss with your guests, resources to share (engagetgether.com/htresources), and how to present this information (laptop, TV, projector, etc.). Most importantly, have a clear vision for what you want this gathering to accomplish and what next steps might be for your group.



CONTACT THE AFRJ

Looking to create your own personal AFRJ Fundraiser page?

give.engagetogether.com/fundraising

Want to give now?

engagetogether.com/give

Follow us on Social Media:



facebook.com/engagetogether



[@engagetogether](https://twitter.com/engagetogether)

For questions about hosting your event please contact:



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