



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

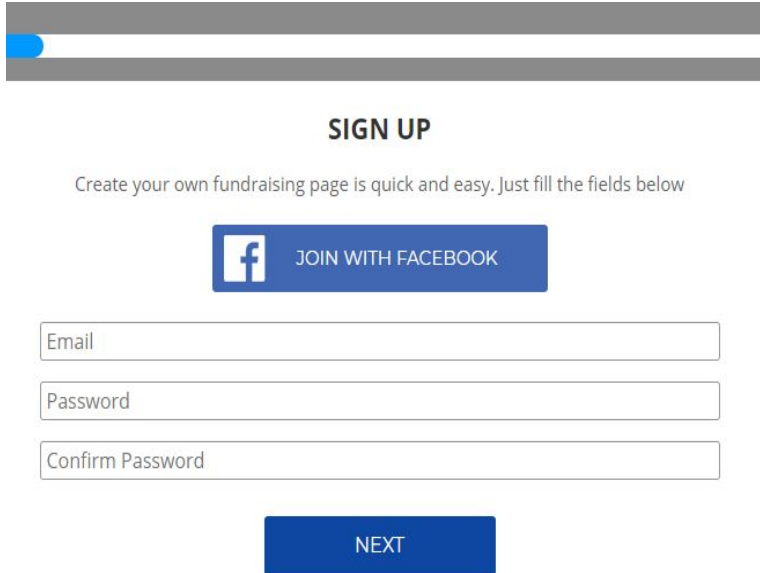


Create your own fundraiser campaign for your birthday, in honor of a loved one, or just a general awareness fundraiser. It's easy to set up your own fundraising page and start asking friends and family to donate to support victims of sex and labor trafficking.

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:



The screenshot shows a sign-up page with a grey header bar. Below the header, the text "SIGN UP" is centered. Underneath, a sub-header reads "Create your own fundraising page is quick and easy. Just fill the fields below". There are three options for sign-up: a blue button with the Facebook logo and the text "JOIN WITH FACEBOOK", and three white input fields with grey borders labeled "Email", "Password", and "Confirm Password". At the bottom of the form is a blue button with the text "NEXT".

Visit our [DIY Fundraising 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-to-Peer how to:



PROFILE

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

	State
<input type="text" value="City"/>	<input type="text" value="Alabama"/>

	Country
<input type="text" value="Postal Code"/>	<input type="text" value="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-to-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-to-Peer how to:

CREATE FUNDRAISING PAGE

Creating your own fundraising page.

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

Font Sizes ▾ **B** *I* U A ▾ A ▾ ☰ ▾ ☰

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

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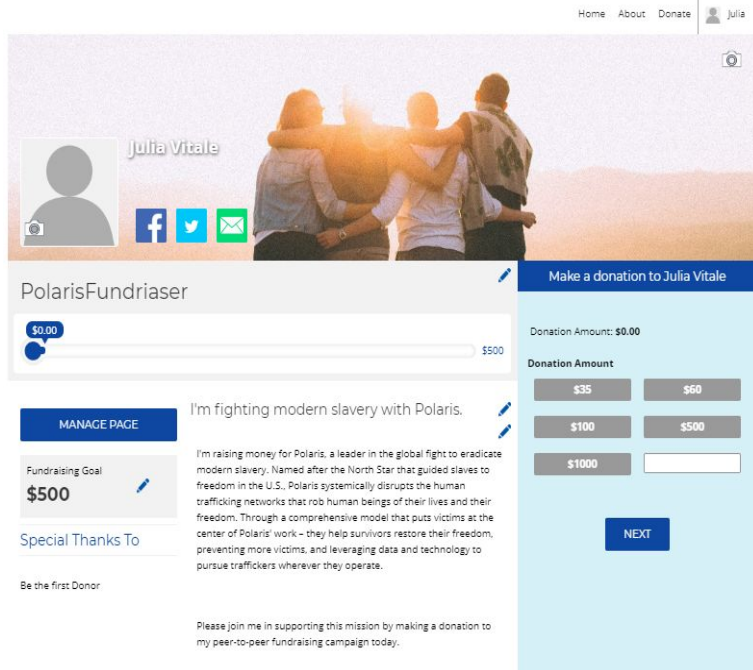
Choose a name for your fundraising page. The URL for your fundraising page will auto-populate based on your page name. You can also customize your URL if you choose.

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-to-Peer how to:



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-to-Peer how to:

The screenshot shows a fundraising dashboard for a user named Kelsey-Anne. At the top, there's a progress bar showing \$21,573.55 raised out of a \$100,000 goal. The dashboard is divided into several sections: a left sidebar with navigation options like 'Personalize Page', 'Send Email', 'Thank Donors', 'Enter Donation', and 'Contacts'; a main content area with 'Amount Raised' (currently \$0), 'Fundraising Overview' (a line graph showing donations and cash/checks over time), and a list of fundraising campaigns. The campaigns include 'DIY Fundraiser How To', 'KAL Test', 'Kelsey-Anne LeBlanc', and 'Polaris DIY P2P Fundraiser', each with a 'FUNDRAISE' button. A 'Task' list on the right includes actions like 'Update your profile image' and 'Fundraise with email'.

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 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!



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.



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 [AmazonSmile](#) 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

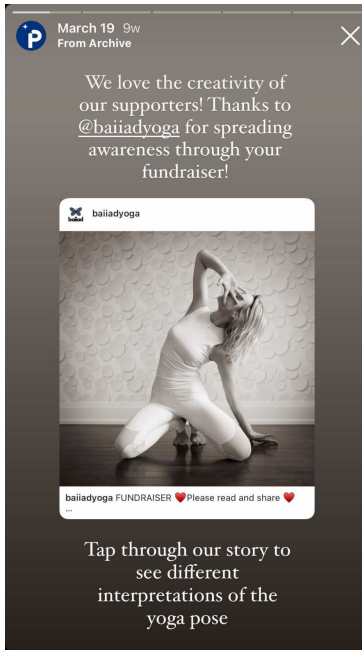
Your donation helps support Polaris's mission to prevent, reduce and respond to sex and labor trafficking at the massive scale of the problem - 25 million people worldwide deprived of the basic freedom to choose how they live and work.

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

(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. 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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