

TEAM WAR

Fundraising Packet



*Our sweat
for their
tears.*



GAZELLE GIRL 5K/10K/HALF MARATHON APRIL 23, 2017

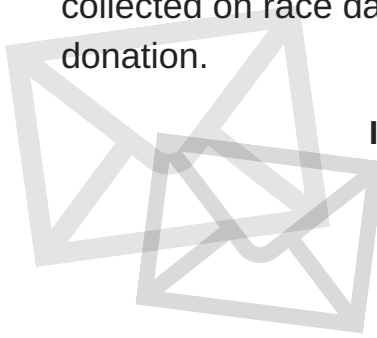
FUNdraising

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Here at WAR, Int'l, we understand that fundraising can be a daunting task, which is why we've created a step-by-step, fool-proof list to make the process as painless as possible.

Let's be real – running is painful enough as it is!

- 1** Make a list of every person you know who might be interested in your decision to run and raise funds for Women At Risk, International. Write down each individual who comes to mind; you never know what the response will be! Then, gather e-mail and/or mailing addresses for each person on your list.
- 2** Write a letter clearly stating your request for sponsorship, your specific fundraising goal, and how your funds will go toward the rescue of victims of human trafficking. We suggest using our provided sample fundraising letter, but don't forget to add your own personal touch! This letter describes our cause, and includes instructions for donations, but be sure to tell your sponsors your reason for running with Team WAR.
- 3** Consider your audience. Which mode of communication do you think will be most effective? Does Grandma check her email every day? Does she even have an email address? Chances are, some people on your list will be tech savvy while others would prefer traditional snail mail. Be sure to communicate accordingly.
- 4** Sign up for our free Team WAR page through Cause Vox, an online crowdfunding site, at www.team-war-2017.causevox.com. All you have to do is join our team and set up your fundraising page. Then, share it with your friends and family! They can easily donate to the goal you set, right on your personal page. If you have friends or family members who send you cash or checks, we ask that you transfer that money into an online donation through your Cause Vox page as best you can. *Final donations will be collected on race day if you are unable to transfer the money you receive into an online donation.



If you have any questions throughout this fundraising process, please contact our office at (616) 855-0796. We are here to support you – we are cheering you on!

Be direct.

Ask specific people. Remember these conversations are best had in person. Email and social media are good ways to cast a wide net, but don't underestimate the value of a face-to-face interaction.

Be specific.

Know who you're asking, and what they are capable of giving. Ask for specific amounts. For example, if you're trying to raise \$500, consider asking 50 people for \$10.

Be Bold.

Share your fundraising goal, your personal reason for choosing to run with Team WAR, and maybe even a real story of one of our survivors. Invite people into not only your story, but the stories of the women WAR, Int'l serves. Together with your supporters, you are making a difference. Be brave and step out of your comfort zone!

Stop talking.

It's okay to allow some awkward silence in a face-to-face conversation. Be patient. Give the person you're talking to plenty of time to think and respond meaningfully.

Close the deal.

Give clear action steps to your sponsors on how to follow through with their commitment. Have a hand-out ready with reminders and instructions on how to give. Be tenacious. Know that your fundraising will help women who need a circle of safety and employment – all over the world!

Follow up.

Personally thank each one of your sponsors. Tell them the story of training and crossing the finish line. Show them how their support spurred you on and contributed to your cause.

Raise Funds, Wear Change

Tier 1 - \$100



Team WAR t shirt

By raising \$100, you will receive an exclusive TeamWAR 2017 t-shirt to run in on race day. Lightweight and durable, these teal t-shirts featuring this year's slogan, "Our sweat for their tears," can be worn time and time again as a reminder of your experience running for victims and survivors of human trafficking around the world.

Tier 2 - \$250
+ t shirt



Sweetie bracelet

Named after the baby born to a prostitute and tied to a pole to be sold to the highest bidder, the Sweetie Necklace was created with love by the women in our U.S. Training Center here at WAR, Int'l headquarters. We hope you'll wear this around your neck or your wrist to proudly represent those still left in bondage around the world.

Tier 3 - \$500
+ t shirt & Sweetie bracelet



Banded headband

Perfect for running outside in cooler temperatures, our Banded headbands not only support women who are at-risk of trafficking situations, but also provide partnerships with organizations around the world working to feed the poor. Each headband provides three meals to a child in need through feeding programs located in Uganda, Latin America, and the Caribbean.

Tier 4 - \$1,000
+ t shirt, Sweetie bracelet, & headband



Rewriting her story necklace

Today at WAR, Int'l headquarters, rescued and at-risk women gather in an upstairs portion of our building seeking job skills, stable employment, or simply a safe haven to heal and start over. This necklace is hope personified, made by women currently rewriting their pasts, working toward their dreams and goals in a supportive, diverse community.

Dear Friends and Family,

I have some exciting news for you! As an avid supporter of Women At Risk, International (WAR, Int'l), I have decided to join the organization, and other runners passionate about fighting human trafficking, for the Gazelle Girl _____ (enter what race you're running, 5K, 10K or Half Marathon) race on April 23, 2017 (NOTE: If you are running out of state, share with them what the race is called, how far you're running, and when it will be held). The race will take place in _____ (enter city).

My goal is to raise \$_____ (enter amount of money you're trying to raise) through Team WAR and this race for at-risk women and children around the world. Every penny of this gift to WAR, Int'l will be put in what they call a Rescue 911 Fund. This was developed for women and children both here in the United States and abroad who are seeking immediate relief from their abusers. Covering the costs of everything from bus tickets to housing, the 911 Fund provides hope and healing for women and children around the world. Since the organization's inception in 2006, WAR, Int'l has worked in over 50 countries with more than 170 different partners, providing direct rescue to hundreds of men, women, and children.

Raising money for this race is not about me. It's about hundreds of thousands of people trapped in modern-day slavery, crying out for some kind of aid. My heart for this issue drives my desire to step out of my comfort zone and ask you, my dearest friends and family, to join me in the fight against human trafficking. It will take a village to end this injustice, and I'm asking you to be part of mine.

NOTE: Consider adding something that adds to your goal. I.e.: I need 50 people to donate \$10 to help me reach my goal of \$500. Or, I need 100 people to donate \$10 to reach my \$1,000 goal. Together, we can provide love and support to those who need it most this year.

To donate, please visit www.team-war-2017.causevox.com and select my fundraising page. There, you can make a donation and join me in my fight to rescue those in exploitative situations globally.

If you would like to send cash or a check, please feel free to send them to me, where they will be turned into online donations, at:

ENTER YOUR ADDRESS

If you have any questions about this fundraiser, or why I've chosen to run for Team WAR 2017, please feel free to get in contact with me. I would love to share my passion for these victims with you.

Sincerely,

YOUR NAME