**Prevention Team/Volunteer/Board/Staff Fundraising Toolkit**

**Sample tweets/Facebook messages**

(pair these with personal photos or video for maximum impact)

I care about preventing #HumanTrafficking because everyone deserves to be free of control by others. Here's the organization I support: www.JusticeCo.org ... Would you join us in our mission? #FreedomFund20

Human Traffickers use the vulnerability of others to enslave them. The organization I support, the Justice Coalition, works to prevent slavery through education, partnership, and outreach. Find out how YOU can help! [www.JusticeCo.org](http://www.JusticeCo.org)

Human trafficking is a real threat to everyday people in the #CentralValley but it IS preventable! Will you help us raise funds to ensure that vital education is available for everyone? Join the fight at [www.JusticeCo.org](http://www.JusticeCo.org)

**Email template**

(pair with personal story, photos or video for maximum impact)

Subject line [short and compelling, avoid CAPS and exclamations]:

Dear [insert name],

You might have heard that I volunteer with Central Valley Justice Coalition because [insert reason why you’re fundraising]. This cause is very important to me because [supply a personal reason that appeals to the reader’s emotions].

We’re encouraged by the support we’ve already received, but still need help reaching our fundraising goal of $50,000 by December 15, 2020.

Would you be willing to make a contribution to our fundraiser? A gift of any amount would mean the world to me. Thanks to a generous challenge grant from True Organic Products Inc every gift up to $25,000 will be doubled!

To donate, simply click the link to my fundraiser below:

[www.JusticeCo.org/freedomfund](http://www.JusticeCo.org/freedomfund)

It would also mean a lot if you could share our fundraiser link on social media. The more exposure we get, the faster we can reach our fundraising goal!

I’d love to talk to you in person about Freedom Fund 2020, so please don’t hesitate to reach out.

With love/Sincerely,

[Your name]