



MOVE FOR FREEDOM

WELCOME GUIDE

Thank you for fundraising for Ally!

We're thrilled to have you be a part of Move for Freedom, a fundraising and awareness event on August 15, 2020, to support the recovery of human trafficking survivors.

We're glad you're here!

3 STEPS TO GET STARTED

1

Join with friends and decide how you want to "move."

Gather a team of people and pick your favourite activity: biking, running, walking, hiking, rollerblading, jump-roping, swimming or any other type of movement you enjoy!

2

Set your fundraising goal and create a custom page on Kindful, our donation platform.

Don't worry, the set-up process is simple. [Watch this 5-minute video](#) and when you're ready, [click here](#) to create your custom page.

3

Promote your fundraiser to your friends, family, coworkers & community.

All fundraisers need a promotional plan to succeed! This fundraising kit includes helpful photos and captions to help you smash your fundraising goal.

Need help? Our team is here for you!

If you have any questions about how to start a fundraiser, email us at info@allyglobal.org.

SAMPLE INSTAGRAM CAPTIONS

Sometimes it's hard to find the words!

The following captions can act as a guide to share your Move for Freedom fundraiser on Instagram. If you need, feel free to directly copy the words below—but customization is best! Make the words sound like you, and be sure to customize your fundraiser title, date and campaign goal before posting.

TIP

Add your fundraising campaign URL to your Instagram bio for easy reference for your followers! To donate, they'll simply need to click the "link in your profile!"

CAPTION IDEA #1 ANNOUNCE YOUR CAMPAIGN

It's important to kick off your campaign with a splash! Make a big deal of your fundraiser in your community of friends, family, workplace and through your social media.

Hi friends! I'm participating in @allyglobal's Move for Freedom on August 15 to help survivors of human trafficking find healing and freedom.

[Description of your fundraiser. I.e: "With a team of friends, I'm running a half-marathon to raise \$10,000 to help women and children affected by trafficking."] If you'd like to support our fundraiser, visit the link in my profile to make a donation! Thank you!

CAPTION IDEA #2 RAMP UP THE EXCITEMENT!

Give your friends and followers another reason to donate by upping the "stakes!" if you can. Find a friend or family member willing to match all new donations or increase the size of your fundraising team or event.

[Description of your fundraiser. I.e: "With a team of friends, I'm participating in @allyglobal's Move for Freedom event to help survivors of human trafficking find healing. On August 15, we are running a half-marathon to raise \$10,000"] to support women and children affected by trafficking through safe homes and education.

We have exciting news! [Describe exciting progress or change in your fundraiser.] To partner with us, please visit the link in my profile to donate! Thank you!

CAPTION IDEA #3 ONE WEEK OUT

The final week of any fundraising campaign is usually the most successful! Don't let your foot off the gas pedal, keep drawing attention to your campaign through social media posts and emails to coworkers, friends and family.

If you haven't heard, I'm participating in @allyglobal's Move for Freedom event on August 15 to help survivors of human trafficking find healing and freedom. [Include a description of your fundraiser. For example: I'm running a half-marathon with my family to bring change!]

There's no time to procrastinate... my campaign ends in ONE WEEK! If you're able, please visit the link in my profile to donate. I have \$_____ left to raise towards my \$_____ goal. Any size of donations are appreciated—and I know they will make a lasting impact in the lives of these children.

SAMPLE FACEBOOK POSTS & EMAILS

The following captions can act as a guide to share your Move for Freedom fundraiser on your Facebook profile or through personal emails. If you need, feel free to directly copy the words below—but customization is best! Make the words sound like you, and be sure to customize your fundraiser title, date and campaign goal before posting.

TIP

Include your fundraising campaign URL with every Facebook post or email you send, so your friends understand exactly how and where they can donate.

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[Description of your fundraiser. I.e: "With a team of friends, I'm running a half-marathon to raise \$10,000 to help women and children affected by trafficking."]

If you'd like to support our fundraiser, click the link below to make a donation: [Insert your personalized campaign URL here]

Thank you!

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THANK YOU SO MUCH FOR PARTICIPATING
IN MOVE FOR FREEDOM!

**YOU'RE MAKING A DIFFERENCE
IN THE LIVES OF CHILDREN
AFFECTED BY TRAFFICKING.**

WE APPRECIATE YOUR SUPPORT.



[WEBSITE](#)



[INSTAGRAM](#)



[FACEBOOK](#)



[LINKEDIN](#)