



Fundraising Tips & Tricks

Have you signed up and are eager to dive into fundraising? Start by reaching out to your closest contacts, then expand to other community circles.

Aim High

Don't be afraid to set a high goal and to communicate it with people! Research shows that aiming high actually motivates people to give more generously.

Start with Your Personal Contacts

Kick off by reaching out to your inner circle—10 to 15 friends and family. Send them a personalized message or give them a call, inviting them to support your cause.

Branch Out

Expand your outreach! Connect with an additional 15-50 people that you know well. Share your fundraising mission, tell them why it matters, and ask for their support.

Share on Socials

Spread the word online! Utilize your social media platforms to reach a wider audience. Express gratitude to those who've contributed and share the purpose behind your fundraising efforts.



Prioritize posting a video on social media. 57% of viewers on Facebook are inclined to donate if they see a video.

Always attach your donation link—make it easy for people!

Share a photo of yourself engaging in the activity. Personal photos resonate more than generic graphics.

Double your list! If you're hoping 15 people will donate, reach out to 30.

Social Media Tips

You can boost this message and gain support by utilizing social media! You don't need to be an influencer to leverage the influence you have—we all have a voice and with this we are a voice for the voiceless.

Repost and Retweet Move for Amirah Content

Amplify your message by sharing our Move for Amirah content on your social media platforms. This increases visibility and helps more people understand the heart and mission behind Move for Amirah.

Give Yourself Time to Share Updates

Before starting your Move, ensure you have enough time to share regular updates. Posting frequently keeps your audience informed and engaged, resulting in more people joining your journey.

Tag Us and Include Donation Links

Tag @amirahinc in your posts! We'd love to share your Move accomplishments across our social media platforms. Don't forget to include your donation link in your bio and in your posts to make it easier for people to contribute.

Share Real-Time Updates

Engage your followers by posting updates as you complete your Move. Real-time updates foster involvement and excitement, encouraging more people to join and support your efforts.



Scripts & Posts

We've got you covered with some sample scripts for videos, text messages, and social media posts you can use to get the word out!

Video Script:

Hi, My name is [Name] and I will be raising \$[amount] for an event called Move for Amirah.

Move for Amirah is a chance to "Move" in solidarity with survivors of sex trafficking.

Recovering from trauma is hard, like swimming the English Channel or running a marathon. So, during the month of June, folks in the Amirah community will be getting out and getting active on behalf of survivors.

This helps to raise awareness and raise funds for a woman's recovery journeys. When less than 1% of victims ever escape trafficking, a huge reason is because there aren't enough "Exit ramps"—places for them to go to rebuild their lives. These funds go directly to creating more safe houses and resources, so more people can exit.

If you want to be a part of my Move there's a link to donate in my bio. If you have any questions, or want to join in on this year's Move For Amirah, feel free to reach out!

Text Message Copy:

Hey [Friend's Name]!

I hope you're doing well. This year, I'm participating in "Move for Amirah," an event to raise awareness and funds for survivors of sex trafficking. Did you know that less than 1% of victims ever escape? This is mainly due to the lack of "exit ramps." It's heartbreaking - but it can be addressed!

Amirah is doing the incredible work of providing rapid rehousing and offering resources - thereby offering essential exit ramps for women! I believe in their mission, and I'm determined to make a difference. By joining Move for Amirah, we're not just raising awareness about trafficking; we're directly supporting the women in Amirah's program on their journey to healing.

I'm planning to [explain your Move] to raise \$[amount] during the month of June and I'd love for you to be a part of it. Even a small donation can make a huge impact.

Here's the link to my Move for Amirah page if you want to learn more or contribute: [link].

Social Posts / Graphics

According to the U.S. State Department, less than 1% of women who have been trafficked have the chance to exit.

This is heartbreaking. I am partnering with an amazing organization called Amirah who provides rapid re-housing and recovery opportunities for women so that they can rebuild their lives.

During the month of June, I will be "Moving for Amirah" by [biking/walking/running/hiking/swimming / etc. ___# of miles] to support the women of Amirah.

I am committed to raising [\$amount] for their recovery journeys. Ready to make an impact with me? I would so appreciate it if you could give \$25, \$50, \$100, or more to my campaign.

You can check out my campaign page [Facebook: here (insert the link to your page); Instagram: at the link in my bio].

Thanks for making an impact with me!



**Good Luck and Remember:
HAVE FUN!**



**Fundraising often takes creativity and persistence,
but it is possible. And your effort makes a real
difference, and really changes the lives of the
women of Amirah. Thank you for your support**

