

BECOME A FREEDOM CHAMPION

GETTING
STARTED
GUIDE





You Can Make a Difference!

Want to take a stand against modern slavery? Looking for a way to turn a special moment into something meaningful? You have the power to make an impact!

By starting a fundraiser for Free the Slaves, you can rally your friends and community to support freedom, justice, and lasting change. Whether it's a birthday, event, or personal challenge—every effort brings us closer to a world without slavery.

Let's do this together!

Here's how to start:

Pick a Date Range: Choose a meaningful time—your birthday, anniversary, or another special occasion—to kick off your fundraiser.

Invite Others to Join: Host a gathering, organize a walk, or create a virtual event to spread awareness and rally support.

Set Up Your Fundraising Page: (More details on this in the next section!)

Download Media Resources: Grab ready-to-use graphics and messaging to make sharing easy.

Post & Share: Schedule posts throughout your fundraising period to keep engagement high.

Celebrate & Wrap Up: Share a final update with your total raised, thank your supporters, and let us know—we love to highlight fundraisers making an impact!

Set up the Fundraising Page

Create an account

1

<https://secure.givelively.org/donate/free-the-slaves-inc/fundraisers/new>

Create Account

First and last name

FTS Example

Email

ftsexample@gmail.com

Password

.....

Confirm password

.....

Create Account

By creating an account, you hereby agree Give Lively's [Terms of Use](#) and [Privacy Policy](#)





Create A Fundraising Page

2

Confirm your email

3

You should now have access to your personalization page



Setting up Your Fundraising Page

Name on Page

Your Name Here

Add A Note: Why are you passionate about this campaign?

We'll display this publicly on your team page under a section called "A Note From undefined"

Your Fundraising Goal

\$

Set a goal for this campaign in dollars (e.g., \$500). No commas nor decimals necessary.

- Upload a photo of yourself
- Add a note that tells people why you're passionate about this cause,
- Set a fundraising goal

Profile Image:



 Upload new image

Hero Image:

Pick a large, high-quality image for the right side of your page.

Default Image

 Image

 Video

 No Media



The default image is inherited from the Free The Slaves page.

Free the Slaves will provide photos and additional materials for your fundraising page in the downloadable media kit.

Sharing Your Fundraising Page

Once you've personalized your fundraising page, you can easily share your campaign with others!

- **Copy Your Link:** Simply copy the link to your personalized page.
- **Share Directly:** You can also share it directly through social media, email, or messaging platforms with the button 'share this page'.

Donate

 Copy Link

Share This Page



I'm Fundraising For

Free The Slaves

A young boy with dark hair, wearing a green and black striped long-sleeved shirt and dark pants, is riding a bicycle on a dirt path. He is looking towards the camera. The background is a vast, green field with some trees and a small body of water in the distance under a hazy sky.

Promotion Strategy for Your Fundraising Campaign

Where to Promote:

- **Social Media:** Share your fundraising page on platforms like Facebook, Instagram, Twitter, and LinkedIn.
- **Email:** Send personalized emails to friends, family, and colleagues inviting them to support your cause.
- **Community Events:** Promote your campaign at local events, meetings, or gatherings.

When to Promote

- **Kickoff Announcement:** Launch your campaign with an initial announcement to generate excitement.
- **Regular Updates:** Share updates on your progress and highlight milestones throughout the campaign.
- **Final Push:** In the last few days, remind supporters of the deadline to donate and encourage them to share your campaign.
- **Final Celebration:** Wrap up with a thank-you post, share your total funds raised, and acknowledge everyone who contributed to making a difference!

Tips for Success

- Use engaging visuals and personal stories to connect with your audience.
- Create a sense of urgency by highlighting specific goals or deadlines.
- Encourage sharing: Ask supporters to share your campaign with their networks.



Download the Media Kit

[Click here to download](#)

The media kit includes pictures and graphics you can use for your campaign. Posts work best when they are in your words. However, feel free to use the resources on our website including:

1. [Slavery Today](#) - facts and figures about modern slavery.
2. [Modern Slavery Resource Center](#) - Deeper resources about modern slavery.
3. [Take Action](#) - lots of resources and ways individuals can make a difference.



Thank You For Being a Freedom Champion

We look forward to hearing how your campaign went.
Let us know if there is anything else we can do to help!