

HOST AN EVENT
YOU CHANGE COUNTLESS LIVES

Thank you... for stepping up and being willing to host an event combatting human trafficking. The power of just sharing what you learn is greater than you know.

We are going to take you through a general step by step process to planning your event. We hope that this information will help you greatly and make the preparation task painless and effective. Throughout this you will find stars beside some specific tasks. These stars indicate a resource found on our website.

Oh, and don't ever forget, we are willing and ready to answer any questions or concerns you may have. Always feel free to ask us anything @ info@saveoursisterstoday.com

Step # 1: Brainstorm ideas about what kind of event you want to plan.

Make sure to think about the following:

Who?

Who do you want to educate about human trafficking? What group of people are you targeting? You don't have to have a limited target audience, but having a general idea of who you are wanting to attract will help in the planning process. The language you choose to use may differ depending on the audience you are speaking to.

Also, begin thinking about the size of the event. The number of people you plan on attracting will determine what kind of event you can throw and where it can be held.

What?

What are your passions and interests and the passions and interests of those you will be inviting? Whatever you are excited about and interested in can be an avenue for you to advocate for our sisters. What kinds of connections do you have that could be utilized? How could you connect other organizations, ministries, churches, or clubs with the work of SOS? Be creative and PRAY often!

Where?

Where you hold your event will depend on what type of event you are planning and how many people you plan to attend. Consider public venues such as schools, art galleries, cafes/restaurants, parks, churches, and community centers. Find out who to contact regarding use of space and set up a convenient way to communicate.

When?

Make sure to look at your schedule and your community's schedule. Don't forget about the local school schedule, community events, and national holidays. You want to find the time when the most people can attend your event, as well as make sure that you have plenty of time (and energy) to plan a successful event. You should start the planning process at least two or three months before the intended event date; this gives you plenty of time to plan and to confirm a date and location for your event.

Some events we have done...

STUDENT COOK-OUT	CHILI COOK-OFF	BAKE SALE	SILENT AUCTION	BAG PARTY
Invite your youth group to a cook-out. Serve dinner with an admittance fee. Play music. Set up prayer stations and pray. Share what's happening in different parts of the world. Share about human trafficking.	Invite people to share together in a time of food and fellowship. Bring their favorite chili or cornbread. Have guests "vote" for their favorite by dropping loose change into jars.	Ask around & bake your own treats to sell. Who could resist sugar with a purpose?	Bring the city together by sharing with small businesses what event you plan to have and ask if they would be willing to donate an item or two!	Invite the girls and donate gently used bags and purses to www.change purse.org

Special Event Considerations

Public events are a great way to reach a large group of people at one time, but there is a special set of challenges that can accompany them. As you are brainstorming, keep the following issues in mind:

Teams and Volunteers. Large events are a great way to get lots of people involved and invested in saving our sisters. Consider organizing a team to plan your event. Also, as you brainstorm ideas, keep in mind what areas of the event will need volunteers (registration, crowd control, serving food, etc.) and how you can find willing people to volunteer.

Registration. If you are doing a large, participatory event like such as an athletic event or exercise class, make sure to set up a system for registration and keeping track of registration fees.

Partnerships and Donations. Consider asking a local business to donate food, paper goods, sound equipment, or other needs for your event to cut costs and to involve more members of the community.

Health Codes. If you are planning to provide food, research food production and serving regulations before finalizing plans.

Fire Codes. If your event occurs indoors, make sure to research how many people are allowed in the building at one time in accordance with fire code.

Public Locations. If your event is planned for a public place such as a park or school, make sure to contact the city, the parks department, or the school board to get approval and guidelines for using their space.

Outdoor Events. If you plan to have your event outside, always keep in mind the possibility of inclement weather and have a back up plan ready to execute.

REMEMBER-- all costs that need reimbursements will come out of the total donation. Try to get as much donated as possible.



At your event, make a clear spot for all donations, make it easy and convenient for people to give.

NEED A FEW IDEAS?

Freedom Walk: A 5K Run/Walk is fun for all ages and a great event to get your whole community involved.

Hoops for Hope: Take pledges per basket that an individual or basketball team makes.

Guitar Hero Contest: You didn't know that you could play video games

and advocate for a cause, did you?

Benefit Concerts: Whether its in a coffee shop or a large venue, its music on a mission.

All-school/church Yard Sale: Have each individual donate one or two items to sell, with the proceeds going to SOS.

Fashion Show: Talk with local stores or designers and hold a fashion show that benefits the local businesses and SOS.

Car Show/Car Smash: Have a classic car show in a local parking lot, or charge individuals to smash an old gutted car.

Exercise Class: Get in shape and speak out against

human trafficking by planning a Zumba, yoga, or cycling class and share about SOS at the end.

Outdoor Retreat: Combine your love for outdoor activities (hiking, camping, clay shoot, hunting, etc.) with advocacy by planning an outdoor event or retreat.

Step #2: Tell SOS about it.

We want to know about all of your great ideas! Once you have confirmed reservations for your location and date/time, we want to help you make this event as powerful as possible. We will send you promotional materials (such as brochures, magnets, and videos) and answer any questions you may have. If you would like a representative from SOS to speak at your event, you can request a speaker once you have a confirmed event date. Because of the amount of requests, we cannot guarantee that a speaker will be available to attend your event. To receive promotional materials, or to request SOS representatives, please email us at info@saveoursisterstoday.com.

Step #3: Make sure everyone knows about

While there are many different ways to advertise your event, depending on your event, some avenues are more effective than others. It is a good idea to utilize more than one of the following forms of advertisement:

- Posters: Strategically placed posters can be eye catching and great way to let the general public know about your event. Try to steer clear of areas of poster overload such as school or church bulletin boards.
- Flyers: Small flyers can be handed out to coworkers, classmates, and in public places. Don't underestimate the power of a flyer stuck on a refrigerator.
- Radio, TV, or Newspaper ads: While these may be a little harder than making posters, most communities want to hear what others are doing to help others and may give you the opportunity to reach a wider audience and not be as easily overlooked.
- Facebook, Twitter, or other online social networking sites: Making a group or event page can be a way to personally invite friends and spread the word about your event. Also, an easy way to remind people as the date approaches.
- Personal Invitations: Personal invitations and word-of-mouth (either face-to-face or through a phone call) are always the most effective means of advertisement.

ALMOST THERE...

event planning is hard, but it's worth it.

PLANNING CHECKLIST

Here is a quick checklist to help you keep all the little details in order.

2-3 months before:

- Decide where you are hosting the event and confirm location reservation and date.
- Decide your target audience (youth/adults, men/women, musicians, athletes, etc.) and how you can plan your event to suit their interests.
- Make a to-do list of any details you want to incorporate into your event.
- If you are working with a friend or a team, distribute the responsibilities (such as food, speaking, advertising, etc.).
- Contact SOS and let us know the type of event you are planning and how many people you think will attend. We will send you promotional material and give you tips for the planning process.

1-2 months before:

- Make plans for advertising. Start designing flyers, posters, and newspaper ads. **MAKE YOUR EVENT KNOWN!**
- Make plans for any equipment, food, or supplies that you need or could have donated.
- Research health codes, zoning, and any other guidelines for using public places.
- Begin contacting volunteers.
- Look over the talking points and the SOS outline. Contact us if you have any questions or would like any other educational resources.

2-3 weeks before:

- Put up posters, hand out flyers, and run newspaper ads.
- Distribute responsibilities to volunteers. If you want to provide your volunteers with T-shirts or lanyards, make sure you have placed orders for those items.
- Prepare your presentation about SOS and human trafficking. Use our talking points as a guide, but take time to do your own research. On our website is a resource list to begin your studies.

The week before:

- Use social networking sites to remind people about your event, to personally contact your guests, or to remind volunteers of their duties.
- Set up as much as you can ahead of time. Set up a table with SOS merchandise and brochures and do any cleaning or rearranging that might need to be done.
- Get any paper goods (napkins, plates, cups, or utensils) that you may need.
- Watch any promotional videos and practice your presentation.
- Make a detailed list of everything you need to bring to your event. Don't forget things like tape, pens, signs, extra paper, information, etc.)

Day of the event:

- Be sure to arrive on site early with all errands done and all materials accounted for.
- Bring all planning info, status' of everyone's responsibilities, all important papers!
- Finish setting up registration tables and equipment.
- Put the finishing touches on your event. Clearly label tables with signs (info, registration, food, etc.)
- PRAY and enjoy the day!

After the event:

- Make sure to follow up and send thank you notes to your partners, supporters and volunteers.
- Email us with any details or pictures of your event and let us know how it turned out! Make sure to send any donations to: 2642 Merry Oaks Trail Winston-Salem, NC 27103

Pray,
pray &
pray.

Details make an
ordinary event
extraordinary.

Talking points for your event

Here is an outline of the basic points for you to reference during your event. The information is laid out so that anyone, at any age, can present SOS accurately and confidently.

Who You Are

We would encourage you to share your story of how you got involved, why you care, and how others can help/get involved too. Stress that this epidemic is preventable and a supply and demand problem. Every person has a role to play in combating human trafficking, no matter their age, interests, or profession.

Who SOS Is

SOS Save Our Sisters exists solely to glorify God. Our goal is to save the lives of present and potential sex-slave victims through education, advocacy, prayer, and fundraising to support our partners who are shining the light of Christ into the darkness and giving a voice, hope and peace to our exploited sisters worldwide.

What We Do

- *Speaking engagements* that empowering others to stand up for justice and educating communities about human trafficking.
- *Advocacy* for our sisters - spreading the word and making people aware of what goes on every single day.
- *Fundraising* to save our sisters - by organizing fundraisers and donations from those who have heard the story of SOS.
- *Prayer* - the hearts of all of those involved with SOS have been broken by the realization of how our sisters are being treated. SOS is a mighty prayer force who cry out to God on behalf of each and every girl held captive.
- *Talk* - you would be shocked by the power of a simple conversation. When someone fully understands why you are fighting for this and why they should be involved, they are more than likely to offer their help and resources. Just share with people why you are passionate and what you are doing to help. Their reaction might surprise you.

The Call To Action

- Pray
- Educate Yourself - many people have no idea what happens to girls everyday.
- Check out our resource list online for current articles, books, and movies that you can read and watch to learn about human trafficking today.
- Tell a Story of a Victim and Become An Advocate
- Do not stop where you are. Once you know, share that knowledge with someone else.
- Partner With Us
- Show guests that they can plan their own event that fits their individual interests and personality.

BOOKS -- MOVIES -- WEBSITES

"Save Our Sisters" The story of SOS in our own book! Available on Amazon.

"Behind the Soiled Curtain" David and Beth Grant, Project Rescue Founders

"Priceless" a fiction book about Russian human trafficking by Tom Davis

"The Day My God Died" documentary

"Nefarious: Merchant of Souls" documentary

"Taken" movie - the spy-dad part of this movie is not true, but the representation of up-scale human trafficking is valid portrayal of the industry

www.ijm.org
www.raphahouse.org
www.lifeimpactintl.org
www.sharedhope.org

www.notforsalecampaign.org
www.sheispiceless.com
www.love146.org
www.saveoursisterstoday.com

Just telling someone can spark a fire in their soul to do more than just appreciate your story, but to share with others what they learned from the research you inspired them to find.

PLEASE DO NOT SAY THE FOLLOWING:

- That anyone can go over and visit the safe home— we are very careful about who visits the Homes in order to protect the girls' sense of normalcy and privacy.
- That our organization raids and rescue the girls from their place of slavery. We work to form relationships with people with authority over the girls and the girls themselves. Our goal is to help girls achieve lasting freedom from Christ's redemptive healing power.
- Please do not share the exact location of SOS.
- Please ask before using any photos found on the SOS site.