



IJM

# FUNDRAISING WITH IJM

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'HOW TO' GUIDE





# WELCOME TO IJM

**INTERNATIONAL JUSTICE MISSION** partners with local authorities to combat slavery, violence against women and children, and police abuse of power against people in poverty. We're a team of undercover investigators, lawyers, social workers, advocates — and you.

Thank you so much for fundraising on behalf of IJM and for sending rescue where it is needed the most. We are delighted that you are joining the movement to make justice unstoppable.

Whether you are climbing a mountain, hosting a music night or anything in between to bring freedom, we hope that this guidance helps to spark your imagination and inspires you to get creative in your fundraising endeavours!

If you need any further guidance, please don't hesitate to reach out to the team on: **[contact@IJMUK.org](mailto:contact@IJMUK.org)** or **0203 405 9080**.

We look forward to celebrating your incredible achievement; thank you again for helping to end slavery in our lifetime. Welcome to the IJM team!

*David Westlake*

**David Westlake and the IJM UK team**  
**IJM UK CEO**



## GETTING GOING...

To set up your personal fundraising page, please use [Just Giving](#) and click on 'start fundraising' on the right-hand side. Follow the step-by-step instructions to create your own account and a page for your specific event.

Once your page is created, this will be your personal platform to invite people to give, allowing you to share updates along the way and to track your progress as you reach your goal.

## SHARING YOUR 'WHY':

*"People don't buy what you do, they buy why you do it." - Simon Sinek*

In order to invite others to support you, it is vital that you know your why: why have you set yourself this challenge? Why do you feel passionate about the work of IJM? Why should others give generously?

It's important that your sponsors know that their support will make a real difference to people who urgently need justice around the world – whether it is families labouring in brick kilns or children trapped in brothels – and that you need their help to send rescue so that all can be free.

You can read more about the life-changing work of IJM at: [IJMUK.org](http://IJMUK.org) where you will find news of up-to-date rescue operations and the live cases which you will be helping to facilitate as well as videos, pictures and additional resources to help you tell your story.

# TOP TEN TIPS

1

**LET'S GET VISUAL:** Make sure your online page looks appealing! Remember to include a picture of yourself in training or wearing your IJM t-shirt (*email [contact@IJMUK.org](mailto:contact@IJMUK.org) if you don't already have one*). If you're getting active, you can sync your Strava account with your online page to keep your supporters updated – do join [IJM UK's Strava Club](#) for some kudos-sharing!

2

**SOCIAL MEDIA:** Whether Instagram, Twitter, Facebook or Snapchat, social media is an amazing way to connect with your network and to let them know what you are up to. Regularly share your fundraising journey and don't forget to link people to your online page to sponsor you.

3

**LET US KNOW!** We would love to know what you're up to, so please tag @IJMUK in your posts. We would love to see how you're bringing freedom, and to shout about it!

4

**AIM HIGH:** Set an ambitious target to give you and others something to really aim for. Relate your goal to what you're doing, e.g. £50 could provide a two-hour therapy session to a survivor of slavery; or £5000 could fund an entire rescue operation! (*Email [contact@IJMUK.org](mailto:contact@IJMUK.org) for more details.*)

5

**KEEP IT CURRENT:** Keep up to date with the latest rescues and cases around the world that you can share with supporters to help them understand the gravity of IJM's work. You can sign up for updates [here](#).

6

**INVITE INDIVIDUALS:** Whilst social media is an amazing tool, a blanket online post tends to have less affect than a direct message to people, scary as that sometimes seems! Don't be shy – often people want to give, they just need to be asked.

7

**REMINDERS:** We all have busy lives, right? Make sure you send regular reminders, include updates about your preparation and use a countdown to the event so that people don't forget to sponsor you!

8

**EARLY GIVERS:** Do you have some friends or family who you could ask to kick-start your fundraising in a really generous way? Asking them to give early in your campaign is a great incentive to encourage others to give!

9

**WHY WHY WHY...** Remember to not let that why get lost... share your personal passion for IJM and ending slavery.

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**CELEBRATE:** You are amazing! And so are your supporters. Remember to say thank you and remind them that they can continue to support you, even after the event has finished!



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[IJMUK.org](http://IJMUK.org)



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**INTERNATIONAL JUSTICE MISSION** is a global organisation that protects people in poverty from violence. IJM partners with local authorities in 21 programme offices in 13 countries to combat slavery, violence against women and children, and other forms of abuse against people in poverty. IJM works to rescue and restore victims, hold perpetrators accountable, and help strengthen public justice systems.

Highlighted as one of 10 non-profits "making a difference" by U.S. News and World Report, IJM's innovative work has been featured by *the BBC*, *The Guardian*, *The Economist*, *The Financial Times*, *Forbes*, *The Oprah Winfrey Show*, *The Today Show*, *National Public Radio*, *CNN* and many other outlets.

