



IJM

FUNDRAISING WITH IJM

'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.

Thank you so much for fundraising to help bring people to safety from slavery and violence. We're delighted that you're joining the movement to make justice unstoppable.

Whether you're climbing a mountain, hosting a music night, or anything in between, to help bring freedom, we hope that this guidance sparks 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** 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, visit [IJM's website](#) and click the '**Start Fundraising Now**' button to set up your own page on IJM's 'Fundraise Up' platform. Follow the instructions to fill in your goal, add a message and a photo to make your fundraiser unique and specific to you!

Once your page is created, this will be your personal platform to invite people to give, help you to share updates along the way and 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.

You can read more about the life-changing work of IJM at: **IJMUK.org** where you will find the latest breaking news, powerful true stories of survivors, inspiring videos, photos and additional resources to help you tell your story.

TOP TEN TIPS

1

LET'S GET VISUAL: Make sure your fundraising page looks appealing! Remember to include a picture of yourself in training or wearing your IJM t-shirt (*email contact@IJMUK.org if you don't already have one*). If you're getting active, you can link 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, X (Twitter), Tik Tok, 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 helping bring freedom, and shout about it on our channels too!

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 £7500 could fund an entire operation to help IJM work with authorities to bring people to safety. (*Email contact@IJMUK.org for more details.*)

5

KEEP IT CURRENT: Keep up to date with the latest news and cases around the world that you can share with supporters. 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 impact 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.

10

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

IJMUK:    

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INTERNATIONAL JUSTICE MISSION is a global organisation that protects people in poverty from violence. IJM partners with local authorities in 31 regions in 16 countries to combat slavery and trafficking, violence against women and children, and police abuse of power. IJM works with authorities to bring people to safety, support survivors with trauma-informed care, 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.



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