



Donating a birthday, anniversary, celebration, athletic event, etc. is a great way to raise awareness and fundraise at the same time! Whatever inspires you and your network to join forces with Nomi Network, we are here to support you!

Use the outreach templates below and distribute to family, friends, coworkers, and anyone else in your network. Feel free to personalize the email as you see fit as you know your audience best.

Don't forget to say thanks to the awesome people who donate!



BIRTHDAY FUNDRAISER EMAIL TEMPLATE

Subject line: Celebrate my birthday with me!

Dear {{First Name}},

In lieu of gifts this year, I'm asking for donations to Nomi Network for my birthday. Nomi Network combats modern-day slavery of women and girls through economic empowerment. Funds are directly invested into training and job creation, community development, and progress & sustainability. By creating economic opportunities for survivors and women at risk of human trafficking, they prevent human trafficking and break generational cycles of slavery.

Together we can end human trafficking in our lifetime. Your support means the world to me no matter the size. And if you can't donate, even just sharing this fundraiser with your network could make a substantial impact!

{{insert personal connection Nomi Network story}}

To donate, please click here [{{insert donation link}}](#).

Thank you for taking the time to read this and for your support and celebrating with me!

Warmly,
{{Your name}}

GENERAL FUNDRAISING EMAIL TEMPLATE:

Subject Line: Celebrate with me by supporting Nomi Network

Dear {{First Name}},

Did you know that over 40 million people are living in conditions of modern-day slavery around the world? Once I learned this, I knew I had to do something.

I am raising money to support Nomi Network, a non-profit whose mission is to end human trafficking by creating pathways to safe employment, empowering women and girls to break cycles of slavery in their families and communities. They work in trafficking hot spots to provide training in life skills and technical skills. Women are empowered through their program as they also connect them with safe employment opportunities and create market access for local entrepreneurs. I've decided to fundraise for Nomi Network because {...}.

Will you help me break the generational cycles of slavery and empower survivors of trafficking? Anything you give can help! Donate here [{{insert link}}](#)!

Even if you can't donate, please share this fundraiser with your own network! Just posting about it or sending an email can make a substantial impact!

To learn more about Nomi Network, check out this video telling the story of Saheli, a young woman in India: <https://vimeo.com/529491613>

Thank you in advance for your support.

Best,
{{Your Name}}

THANK YOU EMAIL TEMPLATE:

Subject Line: Thank you for your support!

Dear {{First Name}},

Thank you so much for donating to my campaign for Nomi Network! Thanks to your contribution, survivors and women at risk of human trafficking will receive resources and training to help them break cycles of exploitation and slavery. I am excited to see how your gift empowers them to be leaders in their communities and rewrite the narratives of future generations. With your help, we raised \$####!!

Thank you again for partnering with me to change lives!
{{Your Name}}

Social Media Caption Templates

You know your audience better than we do. But if you're feeling stumped and can't think of how to get the word out about your fundraiser, try using these captions! Find pictures to go with these captions in the Photos Folder of the Toolkit!



Share Why You're Fundraising

- ex: This year, I have decided to donate my birthday to Nomi Network. This is an organization I care deeply about because {...}. My goal is to raise {\$} to help break the cycle of human trafficking and empower women in India, Cambodia, and the U.S.
- ex: This year, I am running a race in support of Nomi Network. This is an organization I care deeply about because {...}. My goal is to raise awareness and fundraise {\$} to help break the cycle of human trafficking and empower women in India, Cambodia, and the U.S.
- ex: This year, I am celebrating my {{graduation, anniversary, etc.}} by supporting Nomi Network. This is an organization I care deeply about because {...}. My goal is to raise awareness and fundraise {\$} to help break the cycle of human trafficking and empower women in India, Cambodia, and the U.S.
- ex: This year, I am holding a {{type of event}} in support of Nomi Network. This is an organization I care deeply about because {...}. My goal is to raise awareness and fundraise {\$} to help break the cycle of human trafficking and empower women in India, Cambodia, and the U.S.



Spread Awareness about Nomi Network

I am currently raising money for a non-profit called Nomi Network. They create economic opportunities for survivors and women at risk of human trafficking by providing leadership, entrepreneurship, and life & technical skills. Join me in providing a better future for the millions of women enslaved around the world by donating to my campaign!



Spread Awareness about Human Trafficking

Did you know that over 40.3 million people are living in conditions of modern-day slavery around the world? And that 71% of these people are women and girls? Together we can help them rewrite their futures. Donate to my fundraiser today! Any amount will help make a difference.



Share Your Progress

I'm almost to my goal of {\$}! Every dollar will go towards providing economic opportunities and training for women who have been trafficked or who are at risk of being trafficked. Will you help me give the women the resources they need to achieve their dreams?

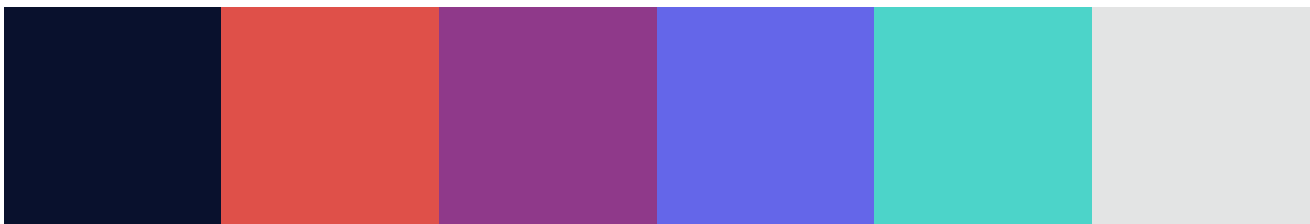


Thank Your Network

Thank you to everyone who donated to my fundraiser! Each gift will go towards breaking intergenerational cycles of poverty and slavery. The money raised will empower these women and their children to live in freedom.

For your reference, here are some of Nomi Network branding guidelines.

Nomi Network colors are:



Midnight	Coral	Fuchsia	Blue	Aqua	Warm White
Pantone 2766 C	Pantone 2027 C	Pantone 2582 C	Pantone 7456 C	Pantone 3245 C	Pantone Cool Gray
Pantone 2768 U	Pantone 2027 U	Pantone 2592 U	Pantone 7455 U	Pantone 7471 U	1 C (50% tint)
R: 009	R: 223	R: 143	R: 100	R: 076	Pantone Cool Gray
G: 017	G: 080	G: 057	G: 102	G: 212	1 U (50% tint)
B: 045	B: 073	B: 138	B: 233	B: 207	R: 227
HEX: #09112D	HEX: #DF5049	HEX: #8F398A	HEX: #6466E9	HEX: #4CD4CF	G: 228
C: 100	C: 0	C: 48	C: 72	C: 42	B: 228
M: 90	M: 76	M: 90	M: 55	M: 0	HEX: #E3E4E4
Y: 6	Y: 75	Y: 0	Y: 0	Y: 24	C: 4
K: 60	K: 0	K: 0	K: 0	K: 0	M: 2
					Y: 4
					K: 2



SUPPORTER HOSTED EVENTS OVERVIEW

Thank you so much for hosting an event for Nomi Network! Here is everything you will need to make your event a success! (also attached- Nomi Network one pager(s), supporter hosted events workflow, video, program site images, invitation spreadsheet).



Purpose of Supporter Hosted Events:

These events are a great way to expand our network and spread awareness about human trafficking and what our programs do to combat it. By expanding our network, we are also able to build on opportunities for new funding and partnerships which are essential to continue our work. By hosting this event, you are acting as an ambassador for Nomi Network, and helping us to empower more women and girls around the world.

Suggested Communications Timeline:

- **3-4 weeks before an event: Send out invitation**
 - Nomi Network will provide you with an invite graphic and registration link
 - *if you're sending out materials for the event, provide an RSVP deadline. You want to allow 1 week for shipping, so try to send the invite 4 weeks ahead of time and have the deadline be a week before the event!
- **1 week after sending the invite: Follow-up with people who have yet to RSVP**
 - Emails often get buried, so if you have time, try giving them a call or sending them a text!
- **1 week before the event: Follow up again with anyone who has not responded**
- **1 week before the event: If sending out materials, give Nomi Network the final RSVP list.**
 - Nomi Network will send out event materials.
- **2 days before the event: Nomi Network will send out any needed links/materials and remind attendees that the event is coming up**
- **Day of the event: Nomi Network will send out a reminder**

Sample Invitation Email:

Dear {{Insert Name}},

I am excited to invite you to {{Insert event name if applicable}}, an event I am co-hosting with Nomi Network. This {{insert length of event}} long event will be hosted over Zoom on {{insert date and time of event}}.

During the event, we will learn more about Nomi Network, an anti-human trafficking non-profit that economically empowers women and girls to break cycles of slavery and exploitation. I am very passionate about this cause and am thrilled to share more about it with you. (can insert here any personal connections you have to the cause or Nomi Network that you want to share).

To register for the event follow this link: {{insert event registration link}}. Hope to see you there!

Warmly,

Sample Thank You Note:

Dear {{Insert Name}},

Thank you so much for joining my event with Nomi Network! It was great to hear from all of you and connect around our different passions. I also loved being able to share more about Nomi Network with you all!

If you'd like to stay connected with Nomi Network, you can sign up for their email list here:

<https://signup.e2ma.net/signup/1802344/1763491/>. Here are also their social media handles, if you want to follow along: Instagram, Facebook, LinkedIn.

Thank you again for joining!

Warmly,

Sample Social Media Post:

Join my event with Nomi Network on {{insert date and time of event}} to learn more about human trafficking and what all of us can do to fight it! I am very passionate about empowering women and fighting exploitation, and I can't wait to share this cause with you!

RSVP at the link in my bio! (put event registration link in bio)

Engaging Event Ideas:

Want to make your event even more engaging for guests? Here are some things we suggest!:

- **Send your guest treats.** People love having something to eat/drink during an event. For example, if you are doing a coffee hour, send attendees some coffee or tea, or even a mug to drink it in!
- **Host your own Nomi Network training event!** Walk your attendees through a lesson from our Nomi Network Workforce Development Training. Attendees will learn how to sew a backstitch, and receive a kit with all the needed materials.
- **Incorporate a fun activity.** Have a wine tasting, book club, cooking night, bartending class, etc. to connect with attendees before/after you share more about Nomi Network.
- **Invite people over!** If you're comfortable meeting with people in person, invite guests over for a potluck, movie night, happy hour, etc. and reserve some time to share about Nomi Network's mission.