

# see her THRIVE

## Our Mission + Work

Our 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.

## See Her THRIVE Campaign

Fifty million people are currently being trafficked worldwide, and 65% are women and girls. The See Her THRIVE Campaign aims to equip women and girls to economically thrive in 2023 through Nomi Network's workforce development and empowerment programs, giving them agency to break generational cycles of poverty and exploitation.

**Our vision is a world where every woman and girl can know her full potential,  
YOU can help us make this happen.**



## Steps to Start Fundraising

It's easy to start fundraising for Nomi Network! Follow the steps below to create a peer fundraiser on Facebook, or make your own fundraising page with Donorbox!



# donorbox Peer Fundraiser Instructions

- 1 Head to the Donorbox Fundraising Page**

Follow this [link](#) to go to our See Her THRIVE fundraising page. In the top right corner, click the button that says, "I want to fundraise for this", and follow the prompt, and confirm your email.
- 2 Edit Your Fundraising Page**

Appeal to your audience, by choosing your own images, adding a personal goal, and including a description of why you're fundraising for Nomi Network. Press the "Create Campaign", and you are all set to share with your network!
- 3 Spread the Word**

Now that your fundraiser has a fundraising page, spread the word about your fundraising campaign and share the link within your network via email or social media! You can reference page 3 of this document for an optional email template.



# facebook Fundraiser Instructions

- 1 Login**

Login to your Facebook account.
- 2 Search Nomi Network + Click Fundraisers**

Search 'Nomi Network' in the search bar or click on this link:  
<https://www.facebook.com/nominetwork>  
Click on the 'Fundraisers' tab and then under the Create a Fundraiser section on the right side of the page, click 'Raise Money.'
- 3 Edit Your Fundraiser**

Edit your fundraising goal, fundraiser title, campaign deadline, and why you are raising money (see next page for ideas). You can also choose one of the photos we have provided to use as your cover photo.
- 4 Share Your Fundraiser**

After your fundraiser is live, spread the word! Use our toolkit to post about it on social media and send out emails!



## Outreach Email Template

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Subject Line: Join Me in Empowering Women & Girls

Dear {{First Name}},

This holiday season, I am raising funds for Nomi Network, an organization that provides pathways to safe, sustainable employment for women and girls. Through their programs, they equip survivors and women and girls at risk of human trafficking to be economically empowered and lead in the workforce. When more women excel in the workforce, systems of poverty and exploitation can be broken.

The last three years have seen millions of women and girls lose their jobs and education, making them vulnerable to trafficking and exploitation. The See Her THRIVE Campaign aims to equip women and girls to economically thrive in 2023 through Nomi Network's workforce development and empowerment programs.

{{Insert details why you are fundraising for this campaign}}.

Will you help me reach my {{ \$xx,xxx}} fundraising goal so we can see more women and girls reach their full potential in 2023? If you're interested, donate here: [{{insert link}}](#)!

Thank you in advance for your support.

Best,

{{Your Name}}

## Thank You Email Template

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Subject Line: Thank You for Your Support!

Dear {{First Name}},

Thank you so much for donating to my campaign for Nomi Network! Because of your contribution, survivors and women and girls at risk of human trafficking will have access to safe career pathways. I am excited to see how your gift empowers them to be leaders in their communities and break cycles of exploitation.

Thank you again for partnering with me to change lives!

Best,

{{Your Name}}