



# REAL FATHERS

## Our Mission + Work

Our mission is to end human trafficking by creating pathways to safe employment, empowering women and girls to break cycles of exploitation in their families and communities.

## Real Fathers Campaign

This Father's Day, we are raising \$25,000 for our economic empowerment programming. These programs have helped over 20,000 women and girls gain the financial literacy skills, technical training, job placement, and entrepreneurial support needed to rise above the vulnerabilities of economic marginalization. Give today on behalf of a father, male ally, or daughter in your life!

**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 Real Fathers 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 Financially Empowering Vulnerable Women & Girls

Dear {{First Name}},

This Fathers Day, 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 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 Real Fathers Campaign recognizes fathers and male allies who fight for the economic advancement of the women and girls in their lives. Male allies are essential in our mission to end human trafficking, and "Real Fathers" know that economically empowering women benefits all people.

{{Insert details why you are fundraising for this campaign (i.e. on behalf of your daughter or father)}}.

Will you help me reach my {{ \$xx,xxx}} fundraising goal so we can lift up more women and girls 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 of human trafficking and those most vulnerable 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}}