



## Mission 21 (M21) Fundraising Guide

Thank you for your interest in joining your efforts with Mission 21(M21)! We are excited to work with you. Here are some ideas on how you and your friends can raise funds to provide services and support to youth escaping a life of exploitation!

### 1 - Pick Your Fundraiser!

#### Events

1. Sporting Events: Run, walk, bike, have your friends and family support you for each mile. Organize a football game, softball or extreme Frisbee with an entry fee to join. Have all the proceeds go to M21.
2. Dinners: Host a dinner and invite family and friends to learn about M21. Show a movie from our movie list and talk about ways they can give financially or donate their time and resources.
3. Book Clubs: Read books on trafficking and set a financial goal for your group to raise.
4. Other Events: Be creative. Have a concert, auction, art shows, garage sale, car wash, bake sale, make crafts, or come up with a new, exciting idea that allows you to use your talents.

#### Youth

1. Have a lock-in prayer night to remember girls and boys who are locked up, watch movies to learn more about the fastest growing crime world-wide.
2. Invite M21 to talk to your social club, youth group, school assembly
3. Host a drive to collect some of our needs. Make posters, advertise and ask for donations at your school, church, local stores and neighborhoods.

#### Businesses

1. Give a percentage of your sales to M21. This is an awesome opportunity to share about the problem of trafficking and M21's work while raising support!

*In accordance with the Better Business Bureau (BBB) guidelines, you must clearly list: the actual or anticipated portion of the purchase price that will benefit the charity (e.g., 5 cents will be contributed to abc charity for every xyz company product sold), the duration of the campaign (e.g., the month of October), any maximum or guaranteed minimum contribution amount (e.g., up to a maximum of \$200,000).*

Your company will be given a tax deductible receipt for the proceeds sent to M21. Customers will not be receipted by M21. See Details on the Donation Process for more information.

2. Matching Gifts: Implement a matching gift program for your company to match gifts that employees give to M21.

## 2 - Set a Goal!

Now that you have your Fundraiser in mind, set a goal for how much you want to raise! Think about how many people you need to be involved to make this happen. Contact us when you have your Fundraiser plan ready.

## 3 - Use M21 Resources!

Next, follow our guidelines for using M21's name, logo and media for your fundraiser!

1. Represent M21 well. You are our advocate! Please be conscious of how you, your organization and/or event represent Mission 21, keeping in mind that it could contribute toward or take away from the victims of sex-trafficking we work with. Be as clear as possible in communicating where your funds go and how people can help M21 if that is their goal.

- Disclose the percentage of funds that will ultimately go to M21.
- Give people ways to find out about and help M21 themselves.

2. Use M21 resources. Anytime someone uses our logo or name, our hope is that it will ultimately help a youth in need of services and support. Use of media (video, articles, photos, etc.) owned by Mission 21 is free and permissible with the following guidelines:

- Use of M21 Video/audio media is permissible only when it is complete and unedited.
- Use the most recent, high quality media available.
- Contact us if you need brochures, DVDs or anything else for your fundraiser. If you have any questions or need materials, please contact [info@mission21mn.org](mailto:info@mission21mn.org).

Thank you for your help and your heart to see the captives set free. We appreciate all the help we can get from people just like you. Together we can restore the lives of exploited youth.

