



TAHIRIH
JUSTICE
CENTER®

bighearted
campaign for justice

HOW BIG IS YOUR HEART?

Join our three-week challenge to raise critical funds for women and girls who are demanding freedom from violence.

NOVEMBER 27 - DECEMBER 17, 2017



Learn how you can
make a difference at
tahirih.org/bighearted

FUNDRAISING TIPS & TRICKS

Thank you for being a part of the 2017 Bighearted Campaign! Our ambitious but achievable goal is to raise \$235,000 in support of courageous immigrant women and girls fleeing violence. Here are some ideas to help make your workplace or organization's campaign a success:

- 1. Get Started!** Visit tahirih.org/iambighearted to register as an individual fundraiser or join a team. Use this peer-to-peer fundraising platform to track your progress, get ideas, and see what your fellow fundraisers (and competitors!) are doing.
- 2. Look for matching contribution opportunities.** Ask your workplace to match donations made by employees, and reach out to corporate partners and clients for matches.
- 3. Host a Bighearted event.** Events are an excellent opportunity to talk about Tahirih and your pro bono or volunteer experience. Ideas include happy hours, breakfasts, and training lunches.
- 4. Organize a donate-to-participate day.** Speak with your workplace about hosting a day where colleagues can wear something unusual (jeans, sports jerseys, alma mater sweatshirts – whatever works best for your workplace environment) with a donation to Bighearted. To maximize your fundraising efforts, set a suggested donation amount.
- 5. Unleash the spirit of competition.** Leverage internal common interests or professional practice groups (ex. new associates group, young women professional group) to collectively fundraise and/or compete to see who can raise the most in a day or week.
- 6. Get creative.** Think about office challenges, or even dares, that end with a Bighearted contribution.
- 7. Use the Bighearted Toolkit.** No need to reinvent the wheel – we have a campaign poster, sample fundraising emails, and more at tahirih.org/bighearted.
- 8. Spread the word.** Link Bighearted to other relevant events around the world (like Giving Tuesday on November 28 and Human Rights Day on December 10), post about the Campaign on social media, and reach out to your friends, family, and colleagues to get involved. You can even [download this Bighearted picture](#) and use it as your Facebook profile photo.
- 9. Have fun!**

QUICK TIPS

- [Set up your Team!](#)
- Organize workplace 'matches'
- Host a fun event
- Share your personal story – why do you support Tahirih?

For more information or to coordinate a Tahirih speaker for your fundraising event, contact:

BALTIMORE: Kristen Strain, Baltimore Executive Director: kristens@tahirih.org or 443-410-4403

GREATER DC: Barfonce Baldwin, Greater DC Development Manager, barfonceb@tahirih.org or 571-282-6170

HOUSTON: Christine Spencer, Houston Development Manager, christine@tahirih.org or 713-714-1122

SAN FRANCISCO BAY AREA: Theresa Samuel-Boko, San Francisco Development Manager, theresas@tahirih.org or 650-270-2103

OTHER LOCATIONS: Carey Eisenberg, Major Gifts Officer, careye@tahirih.org or 571-282-6172

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Houston

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CREATE YOUR TEAM

1. BECOME A FUNDRAISER

Thank you for showing us how Big your Heart is and taking the first step in changing the lives of women and girls fleeing violence. To become a fundraiser, simply visit tahirih.org/iambighearted and click the **Become a Fundraiser** button right below our fundraising goal thermometer. It takes just a few minutes to register!

2. CREATE A TEAM

Are you interested in becoming a Campaign Coordinator and creating a fundraising team through your workplace or organization? If so, after clicking the **Become a Fundraiser** button, select the **Create a Team** option in the pop-up. You will be prompted to name your team (we recommend it be the name of your workplace or organization, including the location if you have multiple offices across the country that will be participating), set a fundraising goal, and write a team mission statement. You will then be ready to recruit team members and start fundraising!

If you choose to fundraise as an individual, or forget to join or create a team, don't worry! You will still have the option to join or create a team once you have created your personal fundraising page. Simply click the **Join a Team** button located under your personal photo on your individual fundraising page.

3. HAVE YOUR FRIENDS, FAMILY, AND COLLEAGUES JOIN YOUR TEAM

Your friends, family, and colleagues can join forces with you by selecting the **Join a Team** option after clicking the **Become a Fundraiser** button on the campaign page.

Then they will have the option of entering your team name in the search bar, or browsing through the list of created teams. They simply click on the name of the team they wish to join and voilà, they are a team member.

If you'd like to invite specific people to join your team, you can share your team page URL so that they can go directly to your team page to join!



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ASK YOUR FRIENDS, FAMILY, AND COLLEAGUES TO HELP WOMEN AND GIRLS IN NEED!

Dear [INSERT NAME],

We think of our nation as a safe and just place, but few people know that, right here, thousands of immigrant women and girls are on a journey most of us cannot fathom — fleeing and seeking protection from gender-based human rights abuses such as domestic violence, female genital mutilation or cutting, forced marriage, honor crimes, rape, torture, and human trafficking.

The Tahirih Justice Center is a lifeline for these courageous survivors, providing life-saving legal services to petition for asylum and social services including emergency shelter, food and clothing, and healthcare. Personally, I support Tahirih because *[INSERT A PERSONAL ANECDOTE, i.e. I represented a woman who survived ... everyone deserves justice ... I believe in Tahirih's mission and their 99% success rate has given me confidence that my contribution will make a difference ... currently Tahirih can protect only 1 in 10 women who seek help and we must do better]*.

This Fall, I'm participating in a three-week challenge to raise critical funds for women and girls demanding freedom from violence through Tahirih's Bighearted Campaign. I'd love your support to help me meet my goal of *[INSERT YOUR PERSONAL FUNDRAISING GOAL]*. Your contribution will change everything for a woman or girl who is rebuilding her life in the wake of trauma:

- \$50 buys a bus pass for a woman to attend school, work, or court hearings
- \$100 ensures a doctor's visit for a traumatized woman or girl
- \$250 secures emergency housing for a woman and her child
- \$500 reunites a woman with her children from overseas
- \$5,000 saves the life of a woman or girl by covering the annual cost of her legal & social services

Women and girls have a right to live in safety and with dignity. With your support I know we can make a difference in the lives of many!

Donate today at tahirih.org/iambighearted.

Thank you,
[INSERT YOUR NAME]



WHEN IS THE TAHIRIH BIGHEARTED CAMPAIGN?

The three-week fundraising campaign kicks off on Monday, November 27, 2017 (just before Giving Tuesday) and ends on Sunday, December 17, 2017.

WHO CAN PARTICIPATE IN THE BIGHEARTED CAMPAIGN?

Anyone and everyone in the Tahirih family is invited to participate in the Bighearted Campaign!

Designed to engage amazing professionals and organizations, Bighearted offers the opportunity to donate, encourage friends, family, and colleagues to donate, and recruit others to fundraise for the cause. If you'd like to formally involve your workplace or organization and serve as its Campaign Coordinator, contact Tahirih's Development Team (information below) and [set up your own fundraising team!](#)

IS THERE A FUNDRAISING GOAL?

Yes! The overall goal of this year's Bighearted Campaign is \$235,000. Campaign Coordinators should work with local Tahirih development staff to determine individual team goals.

WHAT IS THE ROLE OF A CAMPAIGN COORDINATOR?

A Bighearted Campaign Coordinator creates a team for their workplace or organization through Tahirih's peer-to-peer fundraising platform (tahirih.org/iambighearted), sets a team goal, and mobilizes friends, family, and colleagues to sign up as fundraisers. Coordinators typically spend 1-2 hours per week on Bighearted, are recognized on the Bighearted website, and are highlighted in Tahirih's Spring Pro Bono Newsletter. In addition, Coordinators are encouraged to challenge each other and their networks to reach their fundraising goals in a variety of easy, fun, and engaging ways (learn more in the Kickoff Packet). Note: Coordinators who enlist the help of others generally have an easier time reaching the team's fundraising goal, so Coordinators are encouraged to recruit some Co- Coordinators!

AS A COORDINATOR, WHAT RESOURCES ARE AVAILABLE?

Tahirih wants the Bighearted Campaign to be as fun and easy as possible for our Campaign Coordinators, so Tahirih staff will schedule weekly Coordinator check-ins, send weekly Coordinator emails, and be available for questions or support throughout the Campaign. Tahirih will provide each Coordinator with a Bighearted Toolkit, which includes fundraising and outreach tips, a campaign poster, and sample fundraising emails to be forwarded on to professional and social networks.

MY FRIENDS, FAMILY, AND/OR COLLEAGUES LOVE TAHIRIH! HOW CAN I GIVE THEM MORE INFORMATION?

We highly encourage Bighearted fundraisers to share information about Tahirih and the Bighearted Campaign with friends, family, and colleagues. Information can be found at tahirih.org/bighearted and in the Bighearted Toolkit. In addition, check out Tahirih's website (tahirih.org) to learn about Tahirih's mission and the women we serve, sign up for our newsletter, view our Impact Report, and much more.

WHO SHOULD BE CONTACTED FOR QUESTIONS AND SUPPORT?

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