



TAHIRIH
JUSTICE
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bighearted
campaign for justice

How big is your heart?

Join our three-week
challenge to raise critical
funds for women and
girls who are rejecting a
life of violence.

November 28 - December 16



tahirih.org/bighearted



Top Bighearted Fundraising Tips

Thank you for being a part of the 2016 Bighearted Campaign! Our ambitious but achievable goal is to raise \$200,000 in support of courageous immigrant women and girls in our communities. Here are some ideas to help make your workplace's campaign a success:

- 1. Get Started!** [Set up your own fundraiser or join a team](#) on our user-friendly, fundraising platform. Go to tahirih.org/iambighearted to get started. Use it to track your progress, get ideas, and see what your fellow Coordinators (and competitors!) are doing!
- 2. Utilize 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.'** Host a casual day (jeans), wear your favorite sports team or alma mater sweatshirt/t-shirt day – whatever works best for the culture of your workplace. To maximize your fundraising efforts, set a suggested donation amount.
- 5. Unleash the spirit of competition.** Leverage internal common interests or professional practice groups – e.g. new associates group, young women professional group – to collectively fundraise and/or compete! Who can raise the most in a day or week?
- 6. Be creative.** Think about office challenges, or even dares, that end with a campaign contribution.
- 7. Use our Bighearted Toolkit.** No need to reinvent the wheel! We have a poster, sample emails, signs, and more at www.tahirih.org/bighearted.
- 8. Spread the word.** Link the Campaign to other relevant events around the world (like Human Rights Day on Dec. 10), post about the Campaign on social media, and reach out to your colleagues, friends and family. 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 'matches'
- Host a fun event
- Share your personal story – why do you support Tahirih?

For more information or to coordinate a Tahirih staff speaker for your event, in *Greater DC*, contact Barfonce Baldwin at barfonceb@tahirih.org, in *Baltimore* contact Tara Dhanraj at tarad@tahirih.org, and in *Houston*, contact Christine Spencer at christine@tahirih.org. For other locations, contact Carey Eisenberg at careye@tahirih.org.





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Sample Email

Ask Your Friends to Help Women and Girls in Need!

Dear [INSERT NAME],

We think of our community as a safe and just place—but few people know that, right here, women and girls are facing terrible violations of their human rights, including rape, forced marriage, female genital mutilation/cutting, and human trafficking. The Tahirih Justice Center is a lifeline for these courageous survivors, providing lifesaving legal and social services for immigrant women and girls who have nowhere else to turn. 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].

I'm participating in a three-week challenge to raise critical funds for women and girls through Tahirih's Bighearted Campaign. I'd love your support to help me meet my goal of [INSERT YOUR PERSONAL FUNDRAISING GOAL]. Our contribution will change everything for a woman or girl who is rebuilding her life in the wake of trauma. Please join me in helping these brave women and girls access justice; please make a donation to Tahirih's Bighearted Campaign today at tahirih.org/iambighearted!

Here's what your gift will do:

- \$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, and with your support I know we can help Tahirih meet their Bighearted goal!

Visit tahirih.org/iambighearted today to make a donation.

Thank you, [INSERT YOUR NAME]

Baltimore
baltimore@tahirih.org
410-999-1900

Greater DC
greaterdc@tahirih.org
571-282-6161

Houston
houston@tahirih.org
713-496-0100



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How to Create a Team

1. BECOME A FUNDRAISER

Want to help change the lives of brave women and girls fleeing violence? It only takes a few minutes to create your fundraiser! First, go to tahirih.org/iambighearted to begin the process. Signing up to create your fundraising page on our online platform is the first step in raising funds for the Bighearted Campaign. Just click the pink **Become a Fundraiser** button on the webpage, below the fundraising goal thermometer.

2. CREATE A TEAM

Are you the lead coordinator for your fundraising team? If so, you are probably looking to have your colleagues join up. After clicking the **Become a Fundraiser** button, select the **Create a Team** option in the pop-up. You will then be prompted to name your team (we recommend your team name be the name of your law firm or company, 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 your team, don't worry! You will still have the option to join or create a team once you have created your personal fundraising page by clicking the Join a Team button under your personal photo on your individual page.

3. HAVE YOUR COLLEAGUES JOIN YOUR TEAM

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

They will then have the option of entering the name of the team they are looking for in the search bar, or browsing through the list of established teams. Then, they can simply click on the name of the team they wish to join to become a team member.

You can also share your team URL so that they can go directly to your team page to join!

Baltimore
baltimore@tahirih.org
410-999-1900

Greater DC
greaterdc@tahirih.org
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Houston
houston@tahirih.org
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Frequently Asked Questions

When is the Tahirih Bighearted Campaign?

The three-week campaign kicks off on November 28, 2016 (just before Giving Tuesday) and ends on December 16, 2016.

Who can participate in the Bighearted Campaign?

Anyone can raise critical funds for women and girls seeking justice! Everyone in our Tahirih family is encouraged to donate, share the campaign with friends and family, and set fundraising goals. You can formally involve your workplace or organization by contacting Tahirih's Development Department and volunteering as a Coordinator. Then you [can set up your own fundraising team](#)! The Bighearted Campaign is designed to engage amazing professionals in support of Tahirih by encouraging them to reach out to any friends, families, and/or colleagues who may be willing to donate or raise critical funds.

Is there a fundraising goal?

Yes! The overall goal of the Bighearted Campaign is \$200,000. Coordinators should work with local Tahirih development staff to determine individual team goals.

What is the role of a Campaign Coordinator?

A Campaign Coordinator helps set a fundraising goal for their workplace by creating a team through our [peer-to-peer fundraising platform](#), which can be found at tahirih.org/iambighearted. Coordinators who have the help of a few colleagues generally have an easier time reaching their fundraising goal, so you are encouraged to recruit some Co- Coordinators! Every week, Tahirih sends each Coordinator a Bighearted e-mail that they can forward to their professional and social networks. In addition, Coordinators are encouraged to challenge each other and their networks to reach their fundraising goal in a variety of easy, fun, and engaging ways (for ideas, check out the Kickoff Packet). Coordinators typically spend 1-2 hours per week on the Bighearted Campaign. They are recognized on the campaign website and in our Spring Newsletter.

As a Coordinator, what resources are available to me?

Tahirih wants the Bighearted Campaign to be as fun and easy as possible for our Coordinators, who can reach out to Tahirih staff as needed with questions or ideas. Tahirih provides each Coordinator with a Bighearted Toolkit, which includes fundraising and outreach tips, a campaign poster, and a sample email. In addition, Tahirih's Development Team has scheduled weekly Bighearted e-mails and weekly Coordinator check-ins.

My friends, family and/or colleagues love Tahirih! How can I provide them with more information?

You are encouraged to share information about Tahirih with friends, family and coworkers. Information can be found at tahirih.org/bighearted and in the Bighearted Toolkit. In addition, check out Tahirih's website (tahirih.org) to sign up for our newsletter, view our Impact Report, learn about Tahirih's mission, and much more.

Who can I contact for support?

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

GREATER DC: Barfonce Baldwin, Greater DC Development Consultant: barfonceb@tahirih.org, or 571-282-6161

BALTIMORE: Tara Dhanraj, Baltimore Development Associate: tarad@tahirih.org or 443-410-4401

OTHER LOCATIONS: Carey Eisenberg, Donor Relations Manager: careye@tahirih.org, or 571-282-6172

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