



Bighearted Campaign

Join Tahirih for our peer-to-peer campaign to raise funds for critical legal and social services for immigrant survivors of gender-based violence!

Learn more and make a difference at [TAHIRIH.ORG/BIGHEARTED](https://www.tahirih.org/bighearted)



What is Tahirih's Bighearted Campaign?

Bighearted is a multi-weeklong fundraising campaign where individuals or groups can share their fundraising page with their friends, family, colleagues and community.

Never fundraised before? **No problem!**

Through Bighearted, there are multiple ways you can participate to ensure justice for immigrant survivors of gender-based violence. It only takes a few minutes to set up your fundraising page and Tahirih staff are here to support you with making your fundraiser a success! Thank you for your passion and commitment to support the journeys of survivors.

How to Join

1. START YOUR OWN FUNDRAISER

To start, visit tahirih.org/iambighearted and click **Become a Fundraiser**. It takes just a few minutes to set up!

BECOME A FUNDRAISER

2. CREATE A FUNDRAISING TEAM

If you are interested in becoming a Team Captain and creating a fundraising team through your workplace or community group, 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 community group, including the location if you have multiple offices/chapters across the country that will be participating), set a team 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. Simply revisit the campaign homepage, click the **Become a Fundraiser** button and select **Join a Team** or **Create a Team**.



Create a team



Join a team

3. INVITE OTHERS TO 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 homepage.

Then they can enter your team name in the search bar or browse the list of teams. They select the name of the team they wish to join and voilà, they are a team member.

To invite specific people to join your team, share your team page URL so they can go directly to your team page to join!

BECOME A FUNDRAISER



Join a team

Fundraising Tips

GET THE BALL ROLLING

1. **Start your fundraiser or team!** Visit tahirih.org/iambighearted to register as an individual fundraiser, create a fundraising team, or join a team. Use this platform to track your progress, get fundraising tips, update and thank your donors, and see what your fellow fundraisers (and competitors!) are doing.
2. **Be the first to participate.** It's always a good idea to get your fundraising off to a good start by making the first contribution. This will make others more likely to get involved.
3. **Look for matching contribution opportunities.** Ask your workplace to match donations made by you and your colleagues and reach out to corporate partners and clients for matches. Visit tahirih.org/ways-to-give to learn more about matching gifts.

SPREAD THE WORD

4. **Share on social media.** Link your Bighearted efforts to other relevant events or special days (ex. Giving Tuesday or Human Rights Day), post about the campaign on social media using our sample Bighearted posts and images, and reach out to your friends, family, and colleagues to get involved. Thank and engage your community on social media.
5. **Engage through email.** Start by emailing your close contacts, as they are the most likely to donate. Try sending personal messages to your inner circle to build up momentum. Then use the Bighearted email template you customized to reach all your other contacts.

ENGAGE YOUR COMMUNITY

6. **Unleash the spirit of competition.** Leverage personal and professional interest groups (ex. extended family, friends, club members) to fundraise collectively or competitively!
7. **Host a Bighearted event.** Events are an excellent opportunity to talk about Tahirih and your personal/professional connection to the organization. Host in-person or virtual happy hours, game nights, watch parties, endurance challenges, or more.
8. **Organize a donate-to-participate day.** Speak with your workplace about hosting a day where colleagues can engage in a fun activity (ex. trivia, bingo, photo contest) with a donation to Bighearted. To maximize your efforts, set a suggested donation amount.

Sample Language

EMAIL

Dear [INSERT NAME],

You might have heard that I am fundraising in support of the Tahirih Justice Center, a national non-profit organization that provides critical support to immigrant survivors of domestic abuse, human trafficking, and other forms of gender-based violence on their path towards justice. This cause is very important to me because [INSERT PERSONAL ANTECEDODE].

Tahirih combines free legal and social services to immigrant survivors of gender-based violence, along with bridge-building policy advocacy and research-based training and education. Tahirih advocates are working together with our clients to find financial stability, gain access to basic needs, like health care, affordable housing, and educational resources, all while helping them secure the justice they need in the courts.

This year, I am raising [INSERT PERSONAL FUNDRAISING GOAL] for Tahirih's Annual Bighearted Campaign. Would you be willing to make a contribution to my fundraiser? Any gift amount would mean the world to me. To donate, simply click the link to my fundraiser below:

[PROVIDE URL TO FUNDRAISING PAGE].

Individuals fleeing gender-based violence deserve access to safety. Gender is a fundamental part of our identity, and no one should experience violence because of it. Your support will have a truly meaningful impact for immigrant women, girls and all survivors of gender-based on their journey to justice. Together, I know we can make a difference!

With gratitude,

[INSERT YOUR NAME]

P.S.

It would also mean a lot if you could share my fundraiser link on social media. This would not only help to bring awareness to my fundraiser and help me reach my goal faster, but it would also be a great way to bring awareness to a wonderful organization!

FACEBOOK AND LINKEDIN

This year, I'm joining the Tahirih Justice Center's Bighearted Campaign to raise critical funds for immigrant survivors of domestic violence, human trafficking, and other forms of gender-based violence.

Survivors of violence deserve access to safety. Gender is a fundamental part of our identity. No one should experience violence because of it. And if they do, they have a right to seek safety. Join me to ensure that Tahirih has the resources to continue to fight for the safety and justice for immigrant women, girls, and other survivors of gender-based violence! You can donate directly on my Bighearted page: [INSERT LINK TO FUNDRAISING PAGE]

INSTAGRAM

This year, I'm joining the Tahirih Justice Center's Bighearted Campaign to raise critical funds for immigrant survivors of domestic violence, human trafficking, and other forms of gender-based violence.

Survivors of violence deserve access to safety. Gender is a fundamental part of our identity. No one should experience violence because of it. And if they do, they have a right to seek safety. Join me to ensure that Tahirih has the resources to continue to fight for the safety and justice for immigrant women, girls, and other survivors of gender-based violence! Click the link in my bio to donate today!

#IamBighearted #TeamTahirih

TWITTER

I'm participating in @tahirihjustice's Bighearted Campaign to raise critical funds for immigrant survivors of domestic violence, human trafficking, and other forms of gender-based violence. Join me in ensuring that survivors get the resources they need on their journey to safety and justice. [INSERT LINK TO FUNDRAISING PAGE] #IamBighearted #TeamTahirih

Download social media graphics at tahirih.org/bighearted.

Sharing

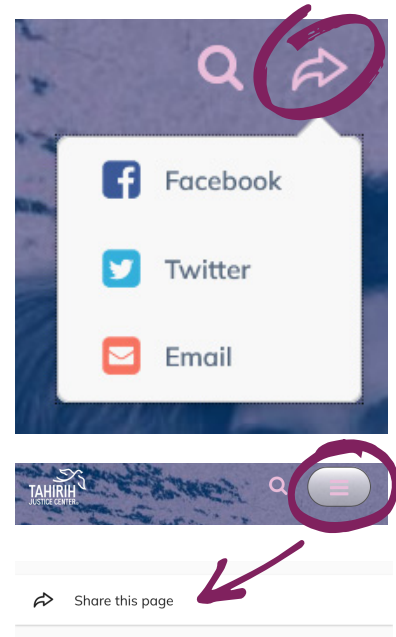
FACEBOOK, TWITTER, EMAIL OR TEXT

Desktop / Laptop

- Access your fundraising page
- Select the share arrow at the top-right
- Choose to share your page through Facebook, Twitter, or Email

Mobile

- Access your fundraising page
- Select the menu icon at the top of your phone screen
- Select "share this page"
- Choose to share your page through Facebook, Twitter, Email, or Text



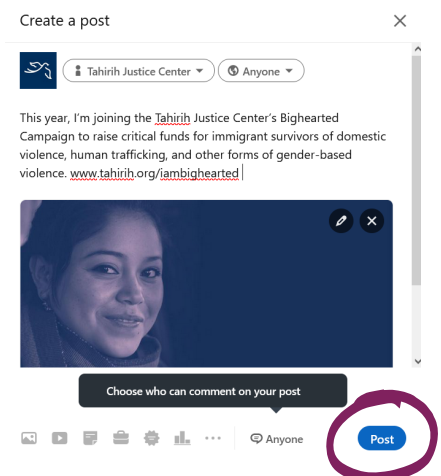
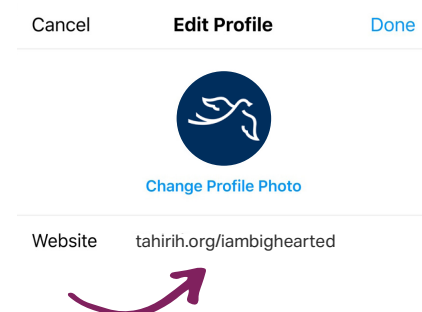
INSTAGRAM AND LINKEDIN

Since Instagram does not have the option to add hyperlinks to Instagram posts/stories, **we recommend the following steps to share your fundraiser on Instagram:**

- Add a link to your fundraising page in the website section of your Account Bio
- In your story/post, mention the link so others can easily access your page

To share your fundraiser on LinkedIn:

- Go directly to LinkedIn and click "start a post"
- Add the URL from your fundraising page
- Add text to your post to share more about your fundraiser
- Select who you want to share the post with



Get to Know Tahirih

WHO WE ARE

The Tahirih Justice Center is a national, nonprofit organization that serves immigrant survivors of gender-based violence seeking safety and justice.

Our interdisciplinary model of service combines free legal services and social services case management with bridge-building policy advocacy, and research-based training and education. Our programs efficiently and effectively leverage donated professional services from a vast network of attorneys, medical professionals, and other experts to serve as many women, girls, and other survivors as possible.

Every person deserves to live a life free from violence. No one should experience violence because of their gender and when they do, they have a right to safety. We amplify the voices of survivors in communities, courts, and Congress to create a world where all people share equal rights and live with dignity and safety.

WHAT WE DO

Direct Services

We are empowering survivors of violence by providing free legal services that they need to achieve the immigration status they are entitled to under U.S. law, as well as many vital social services that they need to rebuild their lives, including emergency shelter, food and clothing, and healthcare.

Policy Advocacy

We are engaging in non-partisan public policy advocacy by elevating the voices of immigrant women and girls in communities, courts, and Congress to transform laws and policies to foster systemic, lasting change.

Training & Education

We are enabling communities to meet the needs of survivors through outreach programs that provide thousands of frontline professionals — including attorneys, judges, police officers, healthcare staff, and social service providers — with an understanding of unique obstacles that immigrant women and girls face in the wake of violence, giving communities the essential tools they need to help survivors in crisis.

FAQs

WHO CAN PARTICIPATE IN THE BIGHEARTED CAMPAIGN?

Anyone and everyone is invited to participate! Designed to engage individuals and groups, Bighearted offers the opportunity to donate, mobilize your networks, and recruit others to fundraise. If you'd like to formally involve your company or community group and serve as a Team Captain, contact us at Bighearted@tahirih.org and set up your own fundraising team!

LEADING A TEAM? WHAT IS THE ROLE OF THE TEAM CAPTAIN?

A Team Captain creates a team for their workplace or community group through Tahirih's peer-to-peer fundraising platform (tahirih.org/iambighearted), sets a team goal, and mobilizes their networks to join. Captains are encouraged to challenge each other to reach their fundraising goals in engaging ways. *Note:* Captains who enlist the help of others have an easier time reaching their fundraising goal, so it is encouraged to recruit co-captains!

AS A TEAM CAPTAIN, WHAT RESOURCES ARE AVAILABLE?

We want the Bighearted Campaign to be as easy as possible for our Team Captains, so Tahirih staff will provide the Bighearted toolkit and other materials, schedule Captain check-ins, send Captain emails, and be available for questions or support throughout the campaign.

IS THERE A FUNDRAISING GOAL?

Yes! Each year the overall fundraising goal is shared on our Bighearted page (tahirih.org/iambighearted). Team Captains should work with Tahirih staff to determine team goals.

HOW CAN I GIVE MY NETWORK MORE INFORMATION?

We encourage fundraisers to share information about Tahirih and Bighearted with friends, family, and colleagues. Sample language can be found in this toolkit. In addition, check out tahirih.org to learn about our mission, the survivors we serve, sign up for e-news, and more.

WHO SHOULD I CONTACT FOR QUESTIONS AND SUPPORT?

Have questions or need advice on how to make your fundraiser a success? Tahirih's dedicated staff are here to support you. Contact us at Bighearted@tahirih.org.



NATIONAL

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Falls Church, VA 22042
Justice@tahirih.org

ATLANTA

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Atlanta@tahirih.org

GREATER DC- BALTIMORE REGION

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Learn more and make a difference at **TAHIRIH.ORG/BIGHEARTED**