

# Bighearted Campaign

Join Tahirih for our annual peer-to-peer campaign to raise funds to support immigrant survivors of gender-based violence!



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# What is the 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

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### 1. START YOUR OWN FUNDRAISER

To start, visit [tahirih.org/iambighearted](http://tahirih.org/iambighearted) and click **START FUNDRAISING**. It takes just a few minutes to set up! This first step is required for individual fundraising pages and if you wish to later create or join a team.



**START FUNDRAISING**

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### 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 **Start Fundraising button**, click the **Join or create a fundraising team** link on the bottom right side of your fundraising dashboard page, under **Your Team**.

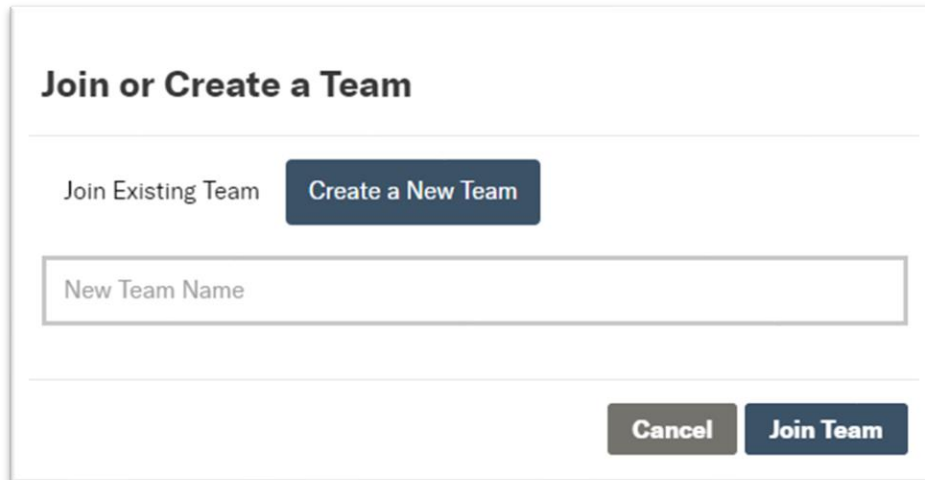


**Your Team**

[Join or create a fundraising team](#)

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 to join and start fundraising!



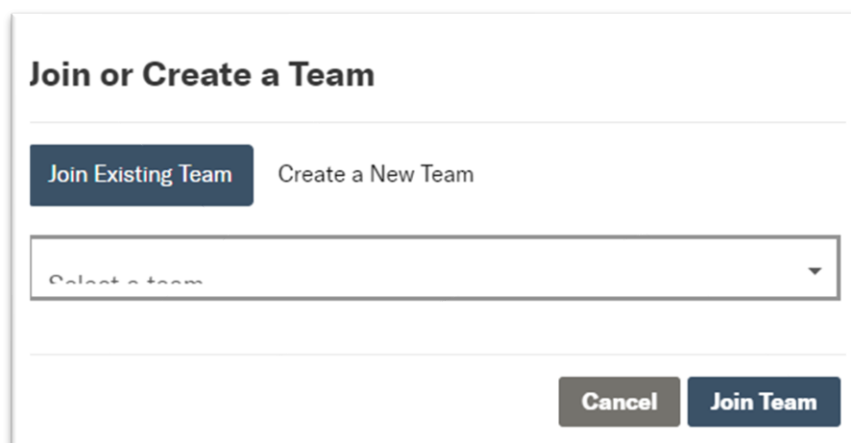
The screenshot shows a form titled "Join or Create a Team". At the top, there are two buttons: "Join Existing Team" and "Create a New Team". The "Create a New Team" button is highlighted in a dark blue color. Below these buttons is a text input field labeled "New Team Name". At the bottom right of the form, there are two buttons: "Cancel" and "Join Team".

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 later. Simply revisit your fundraiser dashboard page, by clicking on your name at the top right corner of your page, select **Personal Dashboard**, and then click on the link to **Join or create a fundraising team**.

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### 3. INVITE OTHERS TO JOIN YOUR TEAM

Your friends, family, and colleagues can join forces with you by selecting the **Join Existing Team** option after they create their own fundraising page (step 1). They can use the search bar to browse the list of teams and select the name of the team they wish to join. To invite specific people to join your team, share your team page URL so they can go directly to your team page to join!



The screenshot shows a form titled "Join or Create a Team". At the top, there are two buttons: "Join Existing Team" and "Create a New Team". The "Join Existing Team" button is highlighted in a dark blue color. Below these buttons is a dropdown menu labeled "Select a team". At the bottom right of the form, there are two buttons: "Cancel" and "Join Team".

# Fundraising Tips

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## GET THE BALL ROLLING

- **Start your fundraiser or team!** Visit [tahirih.org/iambighearted](https://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.
- **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.
- **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](https://tahirih.org/ways-to-give) to learn more about matching gifts.

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## SPREAD THE WORD

- **Share on social media.** There are buttons on your fundraising page that will allow you to share it on Twitter and Facebook.

You can 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.

- **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.

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## ENGAGE YOUR COMMUNITY

- **Unleash the spirit of competition.** Leverage personal and professional interest groups (ex. extended family, friends, club members) to fundraise collectively or competitively!
- **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.

- **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

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## 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!



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## 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].

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## 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

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## TWITTER

I'm fundraising for @tahirihjustice's Bighearted Campaign to support immigrant survivors of domestic violence, human trafficking, & other forms of gender-based violence. Join me in ensuring survivors get the support they deserve. [INSERT LINK TO FUNDRAISING PAGE]

#IamBighearted #TeamTahirih

**Download social media graphics at [tahirih.org/bighearted](https://tahirih.org/bighearted).**

# Get to Know Tahirih

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## WHO WE ARE

The Tahirih Justice Center is a national, nonprofit organization that immigrant survivors of gender-based violence.

Our interdisciplinary, trauma-informed 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 immigrant survivors as possible.

By amplifying the experiences of survivors in communities, courts, and Congress, Tahirih's mission is to create a world in which all people share equal rights and live in safety and with dignity.

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## WHAT WE DO

We work to dismantle the laws, practices, and attitudes that leave immigrant survivors vulnerable to abuse. We provide each survivor with the resources they need to secure personal protection and support their agency in their healing journey. By working at both the systemic and individual levels, we seek to have a truly transformative impact on our justice system.

We take an interdisciplinary approach to secure justice for survivors. Through free legal and social services, policy advocacy, and community outreach and training, we protect and expand legal rights for immigrant survivors of gender-based violence seeking safety in the U.S.

### Direct Services

We provide survivors of violence with free legal services so that they can secure the rights 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 seek to amplify the experiences of survivors and pursue systemic change with nonpartisan federal, state, and local policy advocacy, strategic thought leadership, and impact litigation that supports survivors.

### Outreach and Training

We provide thousands of frontline professionals and community members with an understanding of the unique obstacles that immigrant survivors face in the wake of violence, as well as the essential tools needed to help.

## Forced Marriage Initiative

The Forced Marriage Initiative (FMI) is a project of the Tahirih Justice Center. Launched in 2011, the Forced Marriage Initiative provides free and confidential support to individuals from anywhere in the United States who are facing forced marriages, either domestically or overseas. The FMI also provides confidential and comprehensive technical assistance to service providers across the country working with individuals facing or fleeing forced marriage.

Tahirih chairs the National Forced Marriage Working Group, which is composed of a core group of advocates and survivors with the energy, experience, and commitment to contribute deeply to efforts to address the problem of forced marriage in the United States. Our aim is to end forced marriage by building a national movement to protect the rights of anyone facing forced marriage, supporting collaborations across communities, and opening space for dialogue among diverse voices.

# FAQs

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## 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](mailto:Bighearted@tahirih.org) and set up your own fundraising team!

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## 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](http://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!

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## 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.

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## IS THERE A FUNDRAISING GOAL?

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

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## 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](http://tahirih.org) to learn about our mission, the survivors we serve, sign up for e-news, and more.

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## 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](mailto:Bighearted@tahirih.org).

# Contact Us

### NATIONAL

6400 Arlington Blvd.  
Ste 400  
Falls Church, VA 22042  
[Justice@tahirih.org](mailto:Justice@tahirih.org)

### ATLANTA

230 Peachtree St. NW  
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Learn more and make a difference at  
[TAHIRIH.ORG/BIGHEARTED](https://TAHIRIH.ORG/BIGHEARTED)