



Ideas for Your Campaign

Fundraising to end slavery? Here are some ideas for your campaign.

Let these event ideas spark your creativity as you help raise awareness and funds to end slavery.

Give Up Your Birthday

Celebrate your birthday by making a difference in the world. Instead of presents, ask for the gift of freedom for others!

Special Occasions

Are you graduating? Getting married? Celebrating an anniversary? Use a special day that's changing your life to help change the lives of others around the world. Ask friends to give the gift of freedom to make your special day even more memorable.

In Memory/Honor Of

Set up an online fundraising campaign and encourage others to give in memory or in honor of a loved one. Honor your loved one by giving new lives of freedom to women, children and men around the world.

Consignment Boutique

Love to shop? Merge your passion for fashion and freedom by creating a high-end consignment boutique at your home, small business or free space. Collect gently used items and invite friends and family to shop for a great cause!

Dinner and a Movie

Take a trip around the world! Cook a meal from one of the countries where IJM works or host a themed potluck at your home, school, church or organization. Invite your friends and network for an ethnic feast and show [Gary Haugen's TED Talk: The Hidden Reason For Poverty the World Needs to Address Now](#). Set a tangible goal, request a minimum donation and raise funds to help rescue those in need.

Race for Freedom

Challenge yourself! Sign up for an existing walk, run, bike or adventure race in your community or favorite city. Race to help free victims of slavery and sex trafficking. Set up your fundraising page and ask your friends and network to donate dollars for each mile you race!

Organize a Race for Freedom

Go even bigger and organize a 5k or 10k race to benefit IJM. Email us at fundraising@ijm.org to access our Race Toolkit.

Rock for Justice

Get the band back together or hire your friend's band to play a concert to help end trafficking and slavery. Tickets can help cover the cost of your venue, drinks and donations to the work of IJM.

Book Club

Form a book club or invite your small group to read one of IJM's numerous best sellers (see list below). Discuss how your group can join the fight to end modern-day slavery—use the inspiration of what you read to spread the word and raise money to fund a rescue operation. (The average cost of a rescue operation is \$4,500.)

For use with your book club, order these books from any online retailer:

- **“*The Locust Effect*” by Gary Haugen, IJM Founder & CEO:** The Locust Effect will take you on a gripping journey that will forever change the way you see poverty and leave you with the hope that we can help make the poor safe enough to thrive. Learn more: www.TheLocustEffect.com
- **“*Good News About Injustice*” by Gary Haugen, IJM Founder & CEO:** Stories of courageous Christians who have stood up against injustice, and concrete guidance on how others can rise up to seek justice around the world.
- **“*Just Courage*” by Gary Haugen, IJM Founder & CEO:** A journey to freedom from the triviality and fear that can stifle our lives.
- **“*The Just Church*” by Jim Martin, IJM Vice President of Spiritual Formation:** Tangible, accessible strategies to respond to God's call to seek justice, whether in far-off places or right in your own community. Learn more: www.TheJustChurch.com