

freedom424

GIVING TUESDAY 424 DAY

HEY, WE NEED YOUR HELP.

People are getting rich off of exploiting the vulnerable, and we are committed to doing something about it. So, we want to raise money on Giving Tuesday and get as many people involved as possible.



NOVEMBER 29

**IF 424 PEOPLE GIVE \$24,
WE WILL RAISE OVER \$10,000.**

HERE'S WHAT WE'RE ASKING:

- 1** Post a picture on Giving Tuesday (Nov 29) with the numbers 424 on your hand. Tell people why you fight human trafficking and ask them to give \$24. Tag @freedom424
- 2** Get at least 4 people to give \$24 using this link: freedom424.org/424
- 3** Watch the video using this QR code & look at the back of this for examples!



You will be receiving emails and texts as a reminder about this campaign from our team! We hope you can raise awareness and funds with us!

We encourage you to make your post personal! But if you want some ideas, here are 3 different options below!

Sample Caption #1: The Why

Today is Giving Tuesday and I am asking 4 people to give \$24 to Freedom 4/24. In 2008, our founder learned you could buy a girl for a whole day for \$24 in Thailand.

She wanted to find a way for \$24 to instead bring freedom for a lifetime.

\$24 can EDUCATE one child and prevent them from being exploited.

\$24 can PROVIDE a survivor in Uganda with a month of food.

\$24 can COMFORT a girl in India with a care package after her rescue.

Will you give \$24?

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Sample Caption #2: The Goal

Hey friends and family! I am a supporter of Freedom 4/24 who seeks to prevent and end sexual exploitation and human trafficking. Today, they have a goal to raise \$10,000. If 424 people give \$24, they will meet it.

I have a goal of at least 4 friends/family giving \$24. Will you join me and give today?

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Sample Caption #3: The Problem

People are getting rich off of selling people. This is why I support Freedom 4/24 on giving Tuesday.

If 424 people give \$24 today, we can raise over \$10,000 in the fight against human trafficking.

Will you give \$24?

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