



*Welcome Home*

The Capital Campaign for  Wellspring Living

Champion's  
Fundraising Toolkit  
**Welcome Home**

**Welcome To Wellspring Living.**



Raise funds to give a **home, healing,**  
and **hope** to sex trafficking survivors.

Thank you for partnering with us to raise funds for our **Welcome Home** Campaign. Your direct efforts will allow us to elevate our community for sex trafficking survivors to unprecedented new heights, **as we deepen and broaden our impact on the recovery and outcomes of exploited women and youth of all genders.**

The following guide will provide valuable information on our mission and campaign, as well as comprehensive tips and tools to ensure your fundraising success.

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# WALK ALONG SURVIVORS ON THEIR JOURNEY TO A NEW HOME.

The **Welcome Home Campaign** will create a new eight-acre campus in Atlanta, Georgia with the needs of survivors at the heart of its design. It is one of the first of its kind in the United States. The campaign has raised \$21MM of its \$24MM goal through the generosity of major donors including Delta Air Lines, The UPS Foundation, and others.

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## DID YOU KNOW?

### NATIONAL

- Human Trafficking is estimated to be a **\$236 Billion industry worldwide** <sup>1</sup>
- It's estimated that **hundreds of thousands of individuals are trafficked every year** in the United States.
- The average age a victim is first trafficked is **14 years old**.
- **83%** of survivors were brought into trafficking by **a member of their own families**, intimate partner or close friend.
- Wellspring Living impacts over 500 individuals each year through our trauma-informed, survivor-focused residential and community-based programs.
- **35% of survivors** of Domestic Minor Sex Trafficking (DMST) **are boys**.
- **80% of survivors are likely to be re-victimized** if they do not receive the support they need.

### LOCAL

- **Atlanta** has one of the **highest rates** of sex trafficking in the United States.
  - **5,000 youth** are at risk of being sex trafficked in Georgia today.
  - Over **50% of Metro Atlanta's homeless youth** have experienced human trafficking.
  - If a trafficking survivor does not have a safe place to go, **80% will be revictimized**.
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## WELLSPRING LIVING'S IMPACT

Since 2001, Wellspring Living has directly supported over 2,400 domestic sex trafficking survivors through housing, healing & education.

<sup>1</sup> International Labour Organization's (ILO), 2016

<sup>2</sup> Polaris Survivor Study, 2022

# Welcome Home

A campaign to to **serve survivors** where and how it matters.

The **Welcome Home** Campaign will build and open our doors to a new eight-acre campus **with the needs of survivors at the heart of its design**. It is one of the first of its kind in the United States.

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## **YOUTH RESIDENTIAL PROGRAM BUILDING:**

A safe and stable home where trafficking survivors of all genders, ages 12-17, can rebuild their lives. Importantly, it will be the first long-term residential program in the region to accept boys. An estimated 35% of children who have survived sex trafficking and exploitation are boys.

## **ACTIVITIES AND EDUCATION BUILDING:**

Future home of the fully accredited Wellspring Living school. Here, children in our programs will refocus on education and play, reconnecting with the joy of childhood and learning.



## **GRADUATE VILLAGE SOUTH:**

This community of tiny homes will offer greenspace and a shared community building for survivors and their families to gather. We will provide stability and connection for Wellspring Living graduates and their children.

## **CORNERSTONE BUILDING:**

This will be the new bedrock of Wellspring Living's critical community-based adult education, workforce development, and advocacy training programs. It will also serve as a home for the Wellspring Living Women's Academy, The Institute and host wraparound services such as therapy, utility & housing assistance, a food pantry and clothing boutique for graduates.



# About YOU: Your Impact



Thank you for walking this journey alongside us. **Your impact goes far and wide.**

As a fundraiser, there are many ways for you to join us on our walk with survivors. Please consider one of the following fundraising levels:

**\$1000**

## SHELTER

Lay the foundation for the buildings which will shelter women and children on their journeys to wholeness.

**\$250**

## CLOTHE

Support the build-out of our clothing boutiques providing a basic need while helping women and children feel confident from the inside/out.

**\$50**

## HEAL

Supply the community building and outdoor spaces with healing resources for survivors' physical and mental health.

**\$500**

## FURNISH

Furnish a tiny home for a survivor and her children, creating the safe space for them to grow and thrive.

**\$100**

## INSPIRE

Equip the Education & Activities Building with desks, classroom decor, materials and supplies that will inspire children to learn and grow again.



# Fundraising 101



## I. Create Your Own Fundraising Page

To create your Welcome Home campaign, Go to [give.wellspringliving.org/welcomehome](https://give.wellspringliving.org/welcomehome), select **Start A Fundraiser**, select **Create A Team**, either select **Sign In** or **Create an Account**, and follow this instructions.

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Setting up a fundraising page is easy and only takes about 5 minutes. Follow the instructions below.

You can also visit [support.classy.org/s/article/how-to-edit-a-fundraising-page](https://support.classy.org/s/article/how-to-edit-a-fundraising-page) for interactive instructions on how to set up and customize your fundraising page.

**1. Set A Goal:** Decide how much you want to raise. On average, fundraisers raise \$800 as an individual, or \$5000 for a team but everyone's network is different. Depending on your personal situation and who you know, your goal might be to raise \$100, \$500, \$2,000, or even \$10,000!

**2. Select the Fundraising End Date:** The Welcome Home Campaign will officially end on **Jun 28, 2024**. You can also choose to conclude after that date if you would like to keep fundraising.

**1. OPTIONAL: Choose a customized URL:**

a. If you prefer, you can create a short, custom URL for your fundraising page to make sharing easier. For example, "SarahsFundraiser"

**2. OPTIONAL: Fundraise In Honor of Someone Else:**

a. You can host a fundraiser in honor of a special person in your life, such as a survivor, advocate or child. In that case, select the option "I'm fundraising to honor someone else", then type the name of who you are honoring. Don't forget to add the name and picture of the person that you are honoring to your fundraising page. It may also be helpful to explain why Wellspring Living is especially meaningful to your honoree.

**3. OPTIONAL: Choose a Photo:**

a. Select a picture of yourself to feature on your fundraising page. You can either upload a photo from your computer or pull one from Facebook, whichever is more convenient for you. If you choose not to include a photo, the default photo will be included.

#### 4. Personalize Your Page.

a. Your page will automatically be set up with a story about the issue of trafficking and some statistics. Feel free to edit it to let everyone know why the Welcome Home campaign is important to you! Here are some guiding questions:

- Why are you fundraising?
- What inspires you about Wellspring Living?
- Why do you think it's important to support trafficking survivors?

If you are ever lost and don't know how to update your story, click the **"Manage Page"** button in the top left corner.

## II. Donate To Yourself

The first donation should always be from you. The size of the donation doesn't matter, rather it is the acting of donating that is important. It shows that you are committed and can also help you feel more comfortable asking others since you have already contributed.

You should make this donation before you start asking others and directing them to your campaign.

## III. Create A Contact List

Make a list of your closest friends, family members, and biggest supporters. Decide the best way to get in contact with each person to share your fundraiser (email, phone call, text, in-person, etc.) Personalized emails are one of the most efficient and impactful ways to reach people for fundraising. It should form the backbone of your outreach strategy. Text, phone call or in-person conversations are all great too!

### **DON'T FORGET:**

Your employer may match charitable donations - check with your HR department. If your workplace offers employer gift matching, be sure to include co-workers on your contact list. Every gift will be worth double!

## IV. Ask

When you're ready, begin reaching out to your network and sharing the link to your fundraising page. Personal emails, texts, and phone calls always have a better response rate than a generic message sent to a large group. If you don't receive a response from a contact, be sure to follow up and remind them.

**See pages 9 - 12 for some sample language you can use.**

People are more inclined to donate when a goal is within reach. So, share your goal from the start and regularly update supporters on your progress. By revealing your goal upfront, you provide transparency and encourage ongoing support.

Above all, remember why you're fundraising. You are not asking for you, you are asking to support survivors. People will salute and admire your efforts.

## V. Post To Social Media

Share your fundraising page on social media. Tag your contacts to encourage them to give! Social media plays a valuable role in letting your circle know about the great work you're doing.

The more people you reach with your fundraiser, the more you are likely to raise.

## VI. Say Thank You

The most important thing you can do as a fundraiser is to thank your donors as soon as they give. **We recommend sending a thank you note within 48 hours.**

While a donation receipt is automatically sent to donors, it doesn't replace the personal touch of a thank-you email, text or handwritten note. You can also publicly say thank you by posting comments and replies directly on your fundraising page.

Finally, social media posts are a great way to thank donors. Tagging your donors recognizes them publicly for their generosity, which can inspire others to follow suit.



## Offline Donations

Donors can also support your page with an offline donation using the methods below. Please let us know if you expect an offline donation to come in, so that we can be sure to credit it to your fundraising page.

To pay by check, please have donors make their check out to Wellspring Living and note your name & "Welcome Home Campaign" in the memo. Send the check to

Wellspring Living  
ATTN: Welcome Home Campaign  
1040 Boulevard SE Suite M  
Atlanta, GA 30312

To donate through a Donor Advised Fund, donors can contact their Donor Advised Fund advisor and direct them to mail a check payable to "Wellspring Living". Please note "Welcome Home Campaign" in the donation correspondence.

Wellspring Living  
Attn: Welcome Home Campaign  
1040 Boulevard SE Suite M  
Atlanta, GA 30312

To make a donation over the phone, to let us know about an offline donation, or for any other questions related to your fundraising page, please contact the **Wellspring Living Development Coordinator, Shalind Hartfield at [data@wellspringliving.org](mailto:data@wellspringliving.org) or at (404) 948-4673 .**

## Sample Language

We've created some sample language you can use to ask people to donate to your fundraising page. The most successful fundraisers will take these templates and personalize them. Your contacts want to give because they want to support you and a cause you care about. Let them know why you think supporting survivors is important.

**After the first time you reach out, follow up to share your progress.** It typically takes between 3-5 interactions to encourage someone to donate. **Updates keep your supporters informed and engaged.** Let them know when you reach milestones or are close to reaching your fundraising target and end date. Remember, following up isn't seen as bothersome; instead, it serves as a gentle reminder for those intending to donate.

Edit the examples below to meet your needs:

1. **Close to Your Target:** "I'm just \$100 away from my goal! If 10 people donate \$10 each, I'll hit my target!"
2. **Campaign End Date:** "Only 4 days left in my campaign! Please donate now to help me reach my \$1,000 goal."
3. **Reached a Milestone:** "I've just had the 10th person donate to my campaign. Thank you to <INSERT NAMES> for joining me to support trafficking survivors!"
4. **Mission Moments:** Share impactful moments or reposts from Wellspring Living to remind them why this is important to you. Whether it's a touching story from another donor or a statistic showcasing Wellspring Living's impact, these "mission moments" resonate with your audience and reinforce the significance of their support.

**Email:**

**Email stands out as one of the most efficient and impactful methods for fundraising. It should form the backbone of your outreach strategy.**

**Kickstart your fundraising by sending personal emails to individuals within your closest circle. Where possible use names, rather than “Friends or Family”.**

Dear [Friends & Family]/ [OR INSERT NAME],

I am raising funds to give hope to survivors on their road to recovery and I am reaching out to ask for your support. Please join me in donating to Wellspring Living, a nonprofit organization whose mission is to transform the lives of sex trafficking survivors and those at risk in our communities. I have set a goal to raise [\$AMOUNT] by [DATE].

Donation link: [LINK TO YOUR FUNDRAISING PAGE]

I believe that every survivor deserves access to the life-changing resources they need to recover and I believe in the work of Wellspring Living. This amazing organization serves women and children in ways that not only benefits them, but also their families and community. They provide free therapy, housing, education, case-management services and much more. These services make a huge difference for survivors and those at risk of trafficking in our communities from underserved communities!

If you believe that survivors deserve a safe place to rest and recover, I encourage you to donate to my fundraiser and to share this giving opportunity with your friends and family.

Thank you so much!

With gratitude,  
[YOUR NAME]

**PS - Many workplaces match charitable donations made by their employees. Check with your HR department to see if they can match your donation to Wellspring Living!**

**Text:**

Hi [NAME]! How's it going?

I'm raising money right now for Wellspring Living. They are providing housing, healing and education for survivors of sex trafficking. My goal is to raise \$[GOAL AMOUNT]. Would you consider donating? Here's the link: [LINK TO YOUR FUNDRAISING PAGE]

**Social Media:**

Remember to tag Wellspring Living in your posts.

**WELLSPRING LIVING SOCIAL MEDIA HANDLES**

Facebook: @WellspringLiving

LinkedIn: Wellspring Living

Twitter/ X: @WellspringLivingatl

Instagram: @WellspringLiving

**TWITTER/X**

I'm working to raise \$[GOAL AMOUNT] for @WellspringLiving, an organization that serves survivors of sex trafficking by providing safety, community, and healing. Together we can build a new campus that is designed around survivors' unique needs. Make a donation today: [LINK TO YOUR FUNDRAISING PAGE]

**FACEBOOK OR LINKEDIN POST**

I am fundraising to give hope to survivors of sex trafficking. I've set a goal of raising \$[GOAL AMOUNT] by [DATE] and you can help me get there!

Make a donation: [LINK TO YOUR FUNDRAISING PAGE]

Every donation benefits WellspringLiving, an incredible organization that walks alongside survivors of sex trafficking on their journey to healing. They provide housing, therapy, community, education, case management and so much more to women & children who are recovering from sex trafficking.

**INSTAGRAM POST**

I am fundraising to give hope to trafficking survivors on their road to recovery. I've set a goal of raising \$[GOAL AMOUNT] by [DATE] and you can help me get there! Click the link in my bio to visit my fundraising page and make a donation.

Every donation benefits @WellspringLiving, an incredible organization that walks alongside survivors of sex trafficking on their journey to healing. They provide housing, therapy, community, education, case management and so much more to women & children who are recovering from sex trafficking.

**Text:**

**THANK YOU NOTES**

Thanking your donors is one of the most important things you can do as a fundraiser. For each donor, consider how they might want to be thanked. Some people might like a personal phone call or email, while others would prefer a quick text. If they are active on social media, consider tagging them in a thank you post or video... their followers might also see it and make a gift to your page!

**THANK YOU EMAIL**

Dear [DONOR NAME],

Thank you for donating to Wellspring Living through my fundraising page! Your gift will encourage a trafficking survivor on their journey to wholeness. You have directly supported safe housing, joyful field-trips and educational experiences, community gatherings plus training for anti-trafficking advocates across our country. Because of you they can turn hurt into hope and trauma into triumph. Thank you!

Thanks,  
[YOUR NAME]

P.S. - I'm only \$[AMOUNT] away from my goal. Would you mind sharing my fundraising page with your friends and family to help me get there? Here's the link: [LINK TO YOUR FUNDRAISING PAGE]

**THANK YOU TEXT**

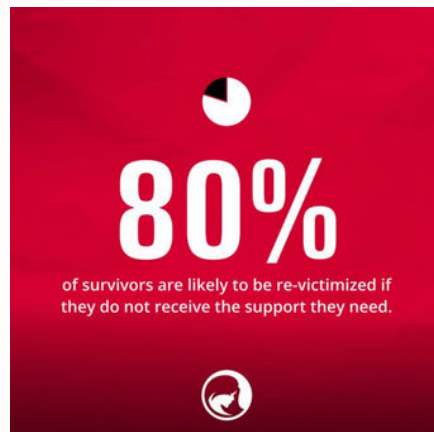
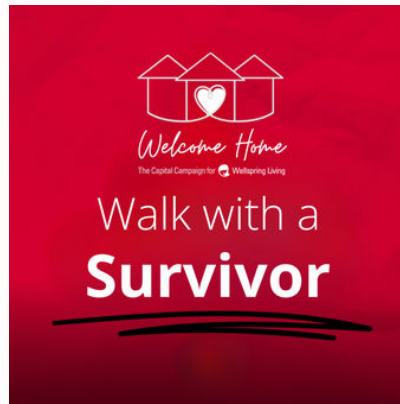
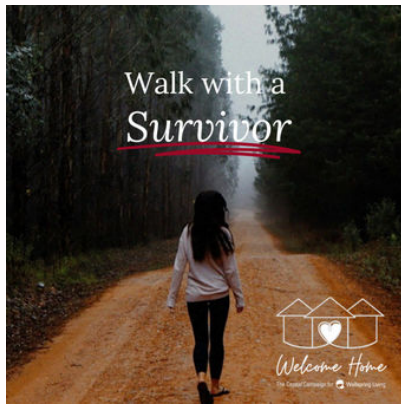
Dear [DONOR NAME],

Thank you for donating to Wellspring Living through my fundraising page! Your gift will help turn hurt into hope and trauma into triumph. Thank you for joining me to make a difference in the lives of survivors!

## THANK YOU SOCIAL MEDIA POST

Thank you for <INSERT TAGS> for donating to @WellspringLiving through my fundraising page! Your gifts have helped turn hurt into hope and trauma into triumph. Thank you for joining me to make a difference in the lives of survivors!

### Sample Social Media Images:



Atlanta Specific - Sample Social Media Images:



**Atlanta** has one of the **highest rates of sex trafficking** in the United States.



**5,000** youth are **at risk** of being sex trafficked **in Georgia** today.



**Over 50%** of Metro Atlanta's homeless youth have experienced human trafficking.



If a trafficking survivor does not have a safe place to go, **80% will be revictimized.**

