



# DRESSEMBER PITCH GUIDE

Fall / Winter 2021

# WELCOME TO THE MOVEMENT

*"We step into a dangerous trap when we tell ourselves not to attempt to make an impact unless it can be big. We forget that big impact usually begins as small impact." - Blythe Hill, CEO/Founder*

Every December, advocates from all over the world pledge to wear a dress or tie for the 31 days of December. We've had over 32,000 men and women join us since 2013. Some plan their outfits ahead of time, others challenge themselves to wear the same dress or tie during the whole month, and others enjoy mixing and matching with things in their closet each morning. **That's the beauty of the challenge: you make it your own.**



# MAKE IT YOUR OWN

*No two people have the same campaign. YOU bring your unique voice, talents, skills, and network to the fight. Let's make the most of it, together.*

**Start with your personal why.** Take a few minutes to journal about what led you to participate in Dressemer this year. Why is this cause important to you?

Your community will be more likely to give when you offer them a personal connection to the cause.



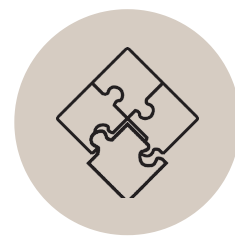


# PITCH ELEMENTS



## YOUR WHY

1-3 sentences about why you feel passionate about the cause. Do you have a personal connection to human trafficking or any other social issue it intersects with?



## HOW IT WORKS

Brief explanation of Dressemer and how it works. On the next page, we've offered you a sample. Be sure to mention the kind of impact others can have when they join you!



## YOUR ASK

Clearly state your fundraising goal and ask others to give directly. Make your ask simple and direct.

# ABOUT DRESSEMBER

Dressember is a global movement utilizing fashion and creativity to combat human trafficking from every angle. Our mission is to equip and empower individuals to advocate for the dignity of all people and our vision is a world where all are free. Each December we host a style challenge where men and women wear a dress or tie for 31 days. Advocates fundraise through the month of December, and since 2013, we've collectively raised over \$13MM to fight human trafficking around the world.





# OUR APPROACH

We approach human trafficking as an intersectional human rights issue recognizing that there are multiple overlapping forms of systemic oppression involved. To do this, we created the Dressemer Network, which is comprised of 18 different organizations supporting programs in the following areas: advocacy, prevention, intervention, and survivor empowerment. When you support Dressemer, you help dismantle trafficking holistically and in a way that prioritizes survivor needs and voices.



# MAP YOUR COMMUNITY

*Advocacy is always better together.*

*You likely know more people than you think you do. Mapping out your network can be helpful when you set out to make your fundraising goals!*

Make a list of each of your circles—from school to family to clubs and beyond. What are you involved in and where could you share about Dresseember?

Who do you know / what companies do you know that might be willing to contribute to your campaign? Can you pitch an Instagram takeover to your favorite local boutique? You can also reach out to your employer to see if they'd like to be involved through a match for your campaign.



# IDENTIFY YOUR ASKS

## **JOIN YOUR DRESSEMBER TEAM**

Ask your friends to join you by forming a DresseMBER team. Recruit them to do the style challenge with you!

## **GIVE TO YOUR CAMPAIGN**

Invite others to give toward your fundraising goal. Clearly share how much you're looking to raise and remind your audience that every dollar counts!

## **SHARE YOUR CAMPAIGN**

Perhaps the easiest way for others to support you is by sharing your campaign on social media. Ask them to repost your content!



# THANK YOUR DONORS

Your donors are supporting your personal Dresseember campaign page because you have inspired them to give. Thanking your donors is a critical fundraising tool that will inspire your donors to support your campaign year after year. Dresseember will take care of sending a standard thank you to your donors, which includes a tax receipt (for US-based donors), but be sure to show your donors how much you appreciate their support!

**Thank them personally:** pick up the phone, send snail mail, and explain to your donors how much it means to you that they came alongside you.

**Thank them publicly:** and get creative with it! Host a raffle for everyone that gives to your campaign, and announce the winner on social media. Use our story templates to thank donors and be specific with how their giving is impacting victims and survivors of trafficking.





# DON'T BE AFRAID TO REACH OUT

## OUR TEAM IS HERE TO HELP

You can always reach us via email at [hello@dressembler.org](mailto:hello@dressembler.org) or via DM on Instagram [@Dressembler](https://www.instagram.com/Dressembler). We'd love to help you make your campaign a success!