



GET FIT + **FIGHT**



PARTICIPANT
INFORMATION



THANK YOU FOR YOUR COMMITMENT TO FIGHTING HUMAN TRAFFICKING THROUGH FITNESS.

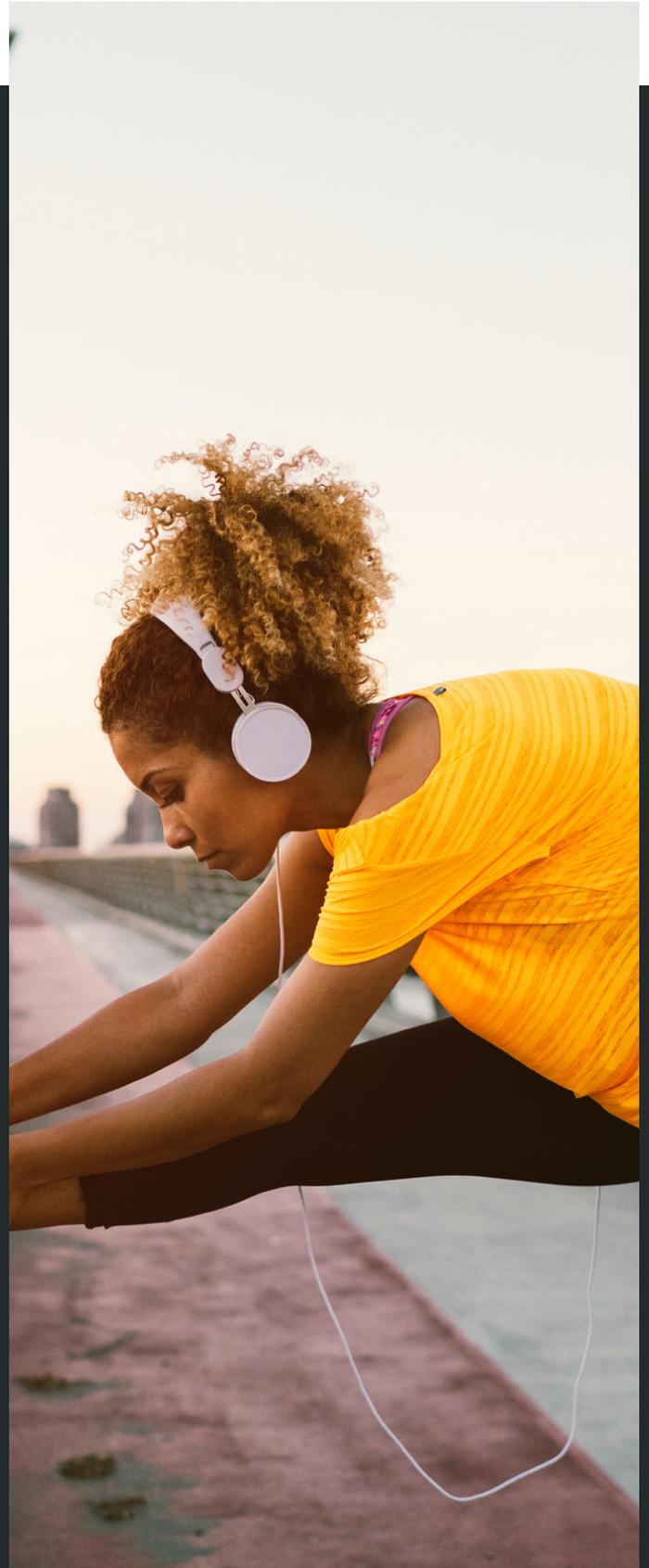
HERE'S WHAT YOU NEED TO KNOW

There's something for everyone.

Fitness isn't about how many miles or how long you can go. It's about leaning into the things that make you feel good. So if you're looking to start moving your body, deepen your breathing practices, or challenge yourself to go beyond your limit, Get Fit + Fight is about sustaining healthy bodies that make up healthy communities. We won't stop moving 'til everyone is free.

What's the purpose?

A 2nd Cup is Houston's only nonprofit coffee shop dedicated to ending human trafficking through awareness, partnership, and aftercare. Every dollar generated through this 31 day wellness challenge is directly invested into our programs that fight human trafficking.



WHAT'S NEXT

If you haven't yet registered by creating your fundraising page, [click here](#) or text GETFITANDFIGHT to 44-321 and click "I want to fundraise for this."



Personalize your fundraising page

You can start raising money today to fight human trafficking in Houston. Set a goal, add photos, and write a note about why you're passionate about this event and this cause.

Choose your wellness challenges

1. Create your own based on your favorite wellness activities.
2. [Click here to download our fitness guide](#) created alongside District H for suggestions.
3. Visit the Get Fit + Fight website to sign up for any of the classes offered by our community partners, and our free wellness workshops.
4. Throughout the month, enter your activity into our activity tracker and keep an eye on our leaderboards to watch your progress.

Have fun!

We'll send you weekly emails throughout the month of July with curated playlists, human trafficking awareness content to share via social media, and updates to our fundraising + activity leaderboards.

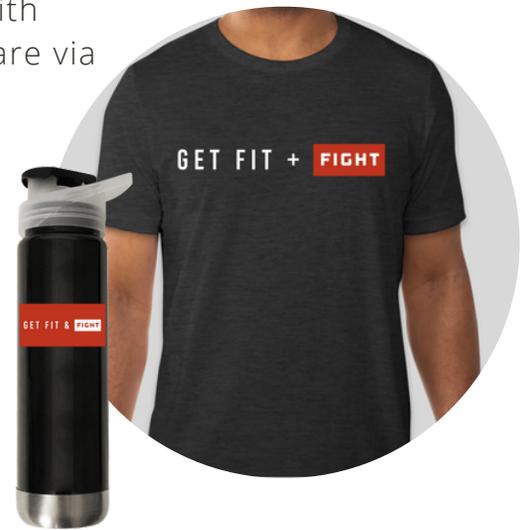
INCENTIVES

Earn prizes for your fundraising

Raise \$100 to earn a Bella + Canvas screen printed t-shirt

Raise \$150 to earn the t-shirt + a water tumbler

The overall top fundraiser and top activity challenger will each win free coffee for a year at A 2nd Cup!





TIPS FOR HOSTING A SUCCESSFUL FUNDRAISER



Make a donation to your own page.

No one wants to be the first one to a party. Get the ball rolling on your fundraiser by first making your own donation. This also shows your friends how much you care, which encourages them to care too.

Personalize your giving page.

People give to people. Add some photos or videos, and tell people why you've chosen to support A 2nd Cup. Your friends may be interested in the cause, but they clicked because they like you, so share a few words with them!

Share, share, share.

We know it can be intimidating to ask for money. Start small, by asking your closest friends and family to donate! Tomorrow, go bigger and ask 10-15 more people to donate. The closer you get to your goal, the easier it will become. Once you've made some specific asks, move onto sharing your page on social media.

PRO TIP: Tag those who have already donated to your page when you post on social media - it's a nice way to say thank you and more people will see your post!

REMEMBER TO FOLLOW UP! WE'RE ALL BUSY, IT'S OKAY TO REMIND THEM TO CHECK THEIR TEXTS OR EMAIL.

Tell a story.

Make sure you're letting your people know exactly how their money will be used. Later on in this guide, you'll see some facts, figures, and other content we've provided that you can share in your texts, emails, and social media posts.

COMMUNICATION TEMPLATES



TEXT

Hi friend! I am raising money to fight human trafficking in our city alongside A 2nd Cup for their Get Fit + Fight event. Would you consider donating \$20 to help me reach my goal of GOAL? Every dollar given is invested 100% in fighting trafficking, and I have a chance to win some cool prizes as well. Follow this link to give! <insert individual fundraising page link>

FOLLOW UP TEXT

Hey, I'm still \$XX away from reaching my goal of \$GOAL! Can you help me get there by chipping in today? Follow this link to give! <insert individual fundraising page link>

EMAIL

Hi friend! I am raising money to fight human trafficking in our city alongside A 2nd Cup through their Get Fit + Fight event.

Here are some really striking facts that I didn't know about trafficking:

- There are an estimated 315,000 victims of trafficking in Texas ALONE
- Traffickers make an estimated \$150 billion in profits annually
- Labor trafficking is just as prevalent as sex trafficking

I have a goal to raise \$XX which will help A 2nd Cup to keep raising awareness and support survivors. Would you consider donating today, by going to this link? <insert individual fundraising page link>

FOLLOW UP EMAIL

Hey, I am so close to meeting my goal of \$GOAL to support A 2nd Cup's fight against human trafficking. Can you give \$20 to help me get there?

PRO TIP

Consider asking people to sponsor you per fitness activity. For example: "I am committing to running 1 mile per day. Would you consider giving \$1 for every mile I run in the month of July? **Make sure you share your progress toward your fitness and fundraising goals!**

HUMAN TRAFFICKING 101



BELOW WE'VE PROVIDED SOME IMPORTANT FACTS AND FIGURES ABOUT HUMAN TRAFFICKING THAT YOU CAN SHARE IN YOUR EMAILS, TEXTS, AND SOCIAL MEDIA TO HELP YOUR NETWORK UNDERSTAND THE IMPACT OF THEIR FINANCIAL GIFT.

- Human trafficking is the second largest criminal enterprise in the world, second only to the drug trade. It is an industry producing over \$150 billion dollars in illegal profit every year.
- The estimated figure of individuals currently experiencing exploitation is around 40 million globally - a figure that is believed to be much higher due to lack of reporting structures.
- A 2016 study produced by UT Austin indicates there are approximately 315,000 victims of human trafficking within the state of Texas alone.
- Fair trade is a global movement demanding a higher standard for the way we do business. Fair trade brings transparency to the supply chain, ensuring workers are compensated with sustainable income; communities are developed and supported through economic development; and that the environment is well preserved. The Fair Trade certification label enables us all to be more conscious consumers, and support companies and products that are made in ethical ways.
- While sex trafficking often receives more media attention and public outcry, according to studies by the International Labour Organization, it only constitutes roughly 12% of all trafficking cases globally. The remainder of cases fall into forced labor (50%), and forced marriage (38%).
- Communities and groups that have a higher degree of vulnerability include children, immigrants, refugees, communities of color, those living below the poverty line, and individuals experiencing previous abuse.
- Although statistics are difficult to come by, there is evidence to suggest a disproportionate number of victims are persons of color - even as much as 70% of all trafficked persons.
- If you believe someone is in a trafficking situation, call the National Human Trafficking Hotline - 1.888.373.3888 or the local 24/7 hotline 713-322-8000. It is important to NEVER directly approach someone you believe may be trafficked unless you are certain it is safe to do so.

IT'S SO IMPORTANT TO MAKE SURE YOU DO YOUR RESEARCH BEFORE YOU SHARE A FACT OR FIGURE ABOUT HUMAN TRAFFICKING. MISINFORMATION CAN BE A POWERFUL TOOL FOR TRAFFICKERS. IF YOU'RE NOT SURE IF SOMETHING IS CORRECT OR LEGITIMATE, PLEASE REACH OUT TO OUR STAFF AS WE ARE ALWAYS HAPPY TO HELP!