



# IJM

## Fundraising Ideas for Campus Chapters

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Here are several ideas used by other campus chapters that you can tailor to your school and club to help with your fundraising efforts.

IDEAS	DESCRIPTION
Concert	Host a concert from which profits go to IJM Canada. Ask local bands or student bands to play and consider showing videos about IJM's work between sets. You can find a variety of video options on <a href="#">our Youtube page</a> . Be sure to also set up a booth where people can learn more about IJM and give you their contact info so that you can invite them to your club meetings.
Art auction	Request donations of art pieces from local artisans and students. Secure a location on campus to hold the auction. Advertise the auction around campus and/or in the community. Include a booth or informational display about IJM so people know what they are supporting through their purchases.
Bike race or 5km run	Find (or get city/county/park approval for) a course on which to hold the race. Request local businesses to donate prizes for winners. Make sure you have an official to judge the race and volunteers to run the check-in process and provide water, etc. Advertise for participants, and personally ask those in your network. Charge an entry fee to each

	or ask them to secure sponsorship support for the kilometres that they will run or ride.
Sports/game tournament	This can be held for nearly any sport or game from basketball to pool to <i>Twister</i> . Secure the use of facilities (gym, fields, etc). Request that local businesses donate prizes for winners. Advertise for participants, charging an appropriate fee based on the number of people per team. Make sure the tournament itself is organized efficiently and you have enough judges/referees. Include an awards ceremony to present winning teams with trophies and prizes. Include a few words about IJM so people understand what they are supporting and why it is important.
Car wash	Find a local business with a large parking lot on a well-travelled street corner. Ask for permission to use it for a car wash. Make sure you have access to faucets from there. Pick a day and advertise with posters.
Talent/fashion show	Find a location on campus with a stage and seating. Advertise on campus for groups to perform or participants to join in, as well as for students to attend. Consider having a justice theme to the show and encourage participants to incorporate this theme into their acts. Have club members sell tickets at church, school, etc. Ask businesses to donate prizes for winners as well as refreshments.
Bake sale/concession stand	Get permission to set up a table in the student centre, in front of a high traffic business, or at an event. Have members and other people on campus donate baked goods to sell. Include brochures and information about IJM at the table so participants can understand more about what they are supporting.
Garage Sale	Choose a date. Find a high-traffic location to hold a garage sale. If no club member has a home in a good location, ask a local business or your campus to use the edge of a parking lot. Have each member donate items to sell. Ask for donations from friends/faculty/etc. Advertise well – posters, newspaper ad, etc. Price all items before the day of the sale. Be ready for customers early in the morning. Have a specified cashier (or cashiers) to avoid confusion.
Fair Trade Chocolate Sale	Selling fair trade chocolate is a fun way to raise money for IJM and raise awareness about fair trade. You can search for a local distributor who will allow you to sell their chocolate, or research online (an example would be <a href="#">ChocoSol</a> ). Visit <a href="http://guide.fairtrade.ca">guide.fairtrade.ca</a> for a list of registered fair trade brands.

## Ideas from Other North American Campus Chapters

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### ***Purdue University | Work for Slaves***

*“Work For Slaves gives us a unique opportunity to interact not only with students on campus, but with our community in the fight for justice.”*

For the last 2 years, Purdue University’s IJM Chapter has led an event they have titled “Work For Slaves.” During the fall semester, they devote a day to community service work in order to raise awareness about slavery and raise funds. All money earned from their work is donated to IJM. They rake leaves, clean gutters, weed gardens, and do other yard work for fellow students and members of the community. This event provides the opportunity to share about the reality of slavery and everyday violence while they work. To date, *Work For Slaves* has raised over \$3500.

***Note: ‘Work for Slaves’ is not the suggested title for this event given the impression it leaves on those who do not know what the event entails. ‘Work to End Slavery’ would be a more appropriate title.***

### **How can your chapter do the same?**

1. Create promotional hand-outs and a registration page (or partner with others who can produce these items) for students to sign up to work and homeowners to receive services.
2. Partner with local churches, campus organizations, and other businesses to promote the event.
3. Request sponsorship from local businesses and churches to donate cleaning supplies and snacks.
4. Solicit interest from local homeowners by going door-to-door the weekend before the event.
5. Team up and delegate – split participating students into teams, each one serving 1-2 houses.
6. Provide details on IJM to homeowners by preparing packets (brochure, factsheets, etc) that are given to participants when students arrive to work.



### ***University of Waterloo/University of Victoria | Freedom Market***

Canadian campus chapters have used the idea of hosting a ‘Freedom Market’ – a gathering of ethical and fair trade vendors who will sell their goods and donate a portion of the proceeds to IJM. Vendors could also be asked to pay a set amount to ‘purchase’ their table, with better locations costing more. The University of Waterloo targeted their market to the Christmas

season, while the University of Victoria did it as a spring event. They had positive feedback from both vendors and attendees.

## How can your chapter do the same?

1. Research local fair trade and ethical vendors who may wish to participate.
2. Reserve a room in a well-trafficked area of campus.
3. Decide on the feeling of the event. What should be the experience of shoppers? Craft an event proposal that explains the event and what vendors will have to do to participate.
4. Approach vendors with the proposal to invite them to participate. Ensure you follow up with those who don't respond.
5. Map out the room to ensure all vendors have a table and merchandise is arranged in a logical manner for shoppers.
6. Advertise the event on campus and locally. Ensure shoppers know what forms of payment are accepted.
7. Decide on a way to communicate the 'why' of the Freedom Market. Whether someone will speak at set times during the day, or interesting facts will be placed around the room.
8. Set up an IJM campus chapter booth to answer any questions or take donations. Set a schedule to ensure it is manned at all times.



## Indiana Wesleyan University | Day 4 Freedom

Doulos is the name of Indiana Wesleyan's IJM Campus Chapter. They rallied many groups together to host a 'Day 4 Freedom', of which the highlight was a basketball game. The purpose of this event was to inspire & connect passion to fight human trafficking with actions that make a difference. The women's basketball team held a game from which the ticket proceeds would go to support IJM. The chapter, the women's basketball team, Destiny Rescue (international anti-trafficking organization), and the entire athletic department came together to raise awareness and raised ~\$5000 toward the rescue of children globally.

## How can your chapter do the same?

1. Use connections to campus sports teams to speak to them about justice issues and propose a joint event.
2. Partner with campus ministries, local churches, and other clubs to promote the event.
3. Sell tickets to students and others in your network and the local community. Ensure you indicate to all purchasers how much of the ticket price will be a donation.

4. Prior to the start of the game, take 5-10 minutes to speak to attendees about issues of slavery and violence. If possible, start with a video from our [YouTube page](#) to ensure everyone is silent when you speak.
5. Have a booth staffed by club members at which attendees can come to find out more about IJM or make further donations.
6. Close out the event with a final push and a thank you to all who came and donated.



## ***Gonzaga University | Valentine's Day CandyGrams***

Every Valentine's Week, Gonzaga's IJM Chapter has some version of fair trade chocolate sales. Chocolate is a great way to break the ice when you're talking about something as serious as forced labour. In the past, they used Equal Exchange chocolate, but this year they went with Theo chocolates in Seattle – a more local choice – and raised over \$200.

### **THE DEETS ON SWEETS**

Labor trafficking is common in cocoa production with children often being taken illegally across the border and forced to work on farms.

### **How can your chapter do the same?**

1. Research fair trade chocolate suppliers and whether they are able to provide a discount (or donation) to a student or non-profit group.
2. Order chocolates in a variety of flavours. Base numbers on budget, how many you think you'll sell, and on what you are hoping to fundraise – then buy extra so that all the club members can have one. (If budget is an issue, try looking for event sponsors.)
3. Reserve space for your booth on February 14<sup>th</sup> and before in a well trafficked area on campus.



4. Create stickers for the chocolate bars with facts about slavery and labour issues in the cocoa industry.
5. Advertise the event around campus with posters and by word of mouth.
6. Schedule club members to run the booth, doubling numbers during high-traffic times.
7. Sell chocolates for a fair price, taking into account your costs and what you hope to raise.
8. Have IJM materials on hand for people who wish to learn more.
9. **Eat the leftovers.**



Note:

Please enjoy some  
fair trade chocolate  
on behalf of:

Gonzaga's IJM Chapter,  
She's The First,  
&  
Gonzaga EAT



## ***University of Alabama | Threads***

*"Girls went crazy for this event, but we even had some guys attend! We'll definitely do this event every year. It costs very little to put on but brings in so much for IJM!"*

*~Alabama Chapter Leader*

'Threads' is a fundraising event that Alabama IJM's Event Coordinator came up with and they've held for the last 2 years. The event is a donation drive where gently used clothing items are donated through

sororities & fraternities and then resold. All proceeds go to IJM. Last year they raised \$2400!



## **How can your chapter do the same?**

1. Create an event proposal and invitation to donate/participate.
2. Should it exist on your campus, reach out to the Greek Panhellenic Council to give points to all Greek chapters for donating, attending, and making any purchases. Otherwise, use your networks and connect with other campus clubs/ministries to solicit donations.
3. Reserve an event location in a room off of a high-traffic area.

4. Collect items over a designated period, long enough that people have time to think about what they never use. If possible, place boxes in designated areas around campus, or in the sorority/fraternity houses.
5. Advertise event through posters, other clubs, and word of mouth.
6. Sort items and price them for resale.
7. Schedule club members to manage sale, designating a location for cashiers. (UAlabama also accepted credit card transactions through Square Reader).
8. Set up a booth beside the cash with cookies and IJM resources to further conversations about why purchasers should care about justice issues.



## ***Christopher Newport University | “Fairly Fashionable: Fall Fair Trade Fashion Show.”***

*“A lot of students came out to cheer on their friends who were strutting their stuff down the runway, while at the same time promoting fair trade products!” –CNU Leader*

Chapter leaders from Christopher Newport University designed & created this amazing event last fall. The idea came from a vision to give their campus a way to support survivors of slavery while providing education on the reality of fair trade goods. The show created a fun way to support friends while also contributing to positive long-term impact for entire communities & individual survivors of slavery.

### **How can your chapter do the same?**

1. Research fair trade brands online and locally, and educate chapter members on the subject.
2. Reserve an appropriate event venue (with a stage, seating, and room for merchandise tables).

3. Connect with local fair trade vendors to invite them to sell their goods at the event. Ask if they would be willing to donate a portion of the proceeds.
4. Determine clothing to be modelled – this could be provided by the fair trade vendors, or this club used clothing they already owned.
5. Solicit students (this event used 8 guys and 8 girls) to volunteer their time as models.
6. Arrange for a keynote speaker on slavery and fair trade ethics (this could be the same person, or two people sharing their expertise).
7. Advertise on campus and locally.
8. Have an IJM booth for attendees to learn more and give donations.



## ***Pepperdine University | Break Chains, Not Hearts***

*“Human trafficking is not an easy topic to discuss in daily conversation. Having the opportunity to bring it up over the sales of chocolate is a great way to raise awareness and get students involved. I am glad I was able to support IJM’s cause & help fight human trafficking by buying fair trade chocolate this Valentine’s Day.” ~Pepperdine Student*

‘Break Chains, Not Hearts’ is a Valentine’s Day-themed fundraising and awareness event designed by Pepperdine University’s IJM chapter. They received funds for this event by applying for a university scholarship. The chapter purchased fair trade chocolate and candy through Equal Exchange. By creating an online account, they were able to buy goods in bulk to cut costs. The chocolate was sold to students throughout the week of Valentine’s Day with prices at \$5 per chocolate bar, \$3 per candy bar, and \$4 for eight chocolate minis and a Valentine’s card. Every item was sold within three days and all proceeds were donated to IJM.

### **How can your chapter do the same?**

1. Assign leadership team roles to help facilitate the event.
2. Research and apply for a scholarship to fund the event.
3. Book a location for your booth in a high-traffic area.
4. Create promotional material to advertise the event. Distribute it around campus and through your networks.
5. Schedule club members to maintain the booth and sell chocolate.
6. Set up an IJM information table alongside the chocolate sales table.





## ***Auburn University | Waffles for the World***

*“The subject of slavery is heavy and very real. But instead of taking a solemn approach, we wanted it to be a celebration. A celebration of the lives IJM has already liberated and is going to liberate, and God’s steadfast love and faithfulness through it all. So we laughed and ate and celebrated. And at the end, our team joined hands with those Waffle House employees that came and lifted our voices to heaven in praise and prayer. It was a beautiful thing.”*

‘Waffles for the World’ is a fundraising and awareness event designed by Auburn University’s IJM chapter. The event was held in a large on-campus event space and a local Waffle House generously donated waffles, utensils & even the service of their employees! For \$5 a ticket, you got all-you-can-eat waffles, live music, backyard football, and a waffle-eating competition with prizes. Over 100 people ended up coming & Auburn raised over \$500 for IJM!

### **How can your chapter do the same?**

1. Unfortunately, not all of us have a Waffle House nearby that we can invite to get involved. However, brainstorm what you would like this event to look like, and then approach local restaurants or chefs in your network with a proposal to participate. You don’t know what the answer will be until you ask!
2. Having secured a cook and menu, ensure you have all of the other resources you’ll need, such as tables, plates, glasses, cutlery, and a venue. Book a location that will be easy for attendees to access.
3. If your food doesn’t come with service, designate roles to your campus club members.
4. Create resources and promote. Use the standard methods such as posters, hand-outs, and word-of-mouth, but also consider being creative! For example, what if you set up a table for two in a trafficked area and invited passersby to have a snack with one of your club members (who would then push them to purchase tickets).

5. Sell tickets. Set the price as something consistent with what the attendees will be receiving, but still seems like a good deal and within a student budget. All-you-can-eat waffles, live music, and backyard football is a lot to get for \$5. \$10 would also have been appropriate. To inspire early purchases, advance tickets can be set at a lower price than those sold at the door.
6. Ensure attendees know why the event is happening by spending 5-10 minutes welcoming them to the event and sharing about global issues of injustice. Have a well-placed IJM booth that interested parties can go to find out more.
7. Enjoy some good food!

