

THE ADVOCATE'S HANDBOOK

*A Blueprint for
Building your
Advocacy Campaign*



Dear Friend,

We hope this advocacy handbook will empower you to be an agent for change in your community and around the world. These tools will help you bring others into the abolition movement so that, together, we might bring an end to slavery—once and for all.

But let's get real. Those of us who have spent any time involved in movements for social change know that wins can be few and far between. Change takes a long time, especially if you're working with big institutions like the U.S. Congress. In moments of frustration and doubt, I am comforted by the knowledge that *history is on our side*.

The great abolitionist movement of the nineteenth century, which succeeded in outlawing the Transatlantic Slave Trade in Great Britain, began with just twelve men. They faced many obstacles in their campaign to make slavery illegal, not the least of which were a citizenry that did not recognize slavery as wrong and a nation that benefited richly from the trade in human beings.

Today, slavery is widely recognized as an abomination and is illegal in nearly every country on earth. What we need now are tougher laws, the political will and resources to enforce them, and an educated and mobilized constituency that will hold political leaders accountable.

At IJM, our lawyers, investigators and social workers partner with local governments to bring people out of bondage and restore them to the lives that God intended for them. But we are keenly aware that long-term structural change—the kind that will protect the poor from the violent oppression of slavery—requires sustained political pressure on our elected leaders.

IJM's President Gary Haugen has written that “the victims of injustice don't need our spasms of passion, but our long obedience in one direction.” Our Justice Campaigns team at IJM has found that this “long obedience in one direction” is a joyful mission, because we have been able to walk alongside people like you.

Whether you're a veteran advocate or someone who is just taking the first step, thank you for lending your voice, passion and skills to this movement to end violent injustice against the poor.

We look forward to partnering with you!

A handwritten signature in black ink, appearing to read 'Eileen Campbell', with a long horizontal flourish extending to the right.

Eileen Campbell
Director of Justice Campaigns

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What is IJM's Justice Campaigns?

IJM's Justice Campaigns team mobilizes people around the country in support of U.S. policies that will lead to the abolition of human trafficking and modern-day slavery and to the development of public justice systems abroad that protect the poor.

Working with individuals, students and churches, we encourage U.S. policymakers to use their influence to champion the rights of the poor and vulnerable.



Lobby Your Leaders

Understanding Who, What, Where and How

IJM can equip you with the tools you need to educate your legislators about modern-day slavery. Contact Justice Campaigns when you are ready to start building your campaign: JusticeCampaigns@ijm.org

What is lobbying?

Lobbying is simply asking an elected or appointed official to take a particular position, or to vote in a particular way on a specific piece of legislation. When you lobby, you are serving as a bridge between your elected government official and the people in your community.

By lobbying, you can influence how your elected officials vote on specific legislation. And, if they serve on the committee that will review the bill, you can influence how quickly the entire committee takes action on the bill.

Who am I to lobby my elected leaders?

You may be thinking, “Who am I to lobby the government?” *The answer is simple: Our government leaders were elected to listen to you.*

You don’t have to be a professional lobbyist, a celebrity or a politician to speak up to your elected leaders. You don’t have to know everything there is to know about an issue. And lobbying is not as hard, or mysterious, as you might think.

Anyone can lobby an elected official, and constituents are encouraged to do so. Meeting with constituents is part of an elected official’s job. The issues you care about should affect an elected official’s priorities.

Where should I lobby?

Fighting trafficking and modern-day slavery can happen at every level of our government: federal legislation determines the federal government’s response to slavery at the international and national level, and state legislation can fight trafficking in your own backyard. A comprehensive response to this borderless crime requires a strong grassroots constituency fighting for change at every level of government.

+ If you'd like a refresher on how our government works, see page 58.

3 Things You Can Do Right Now



Plug In

Connect with IJM's Justice Campaigns and with other advocates in your state by getting plugged in through social media!



Follow [@IJMcampaigns](#) on Twitter for updates and ways to get involved in advocacy opportunities.



“Like” your state’s advocacy group on Facebook to get connected with other advocates in your state. Find the list here: on.fb.me/ew8SDC

+ Want more social media tips? See page 42.



Get Connected



Email JusticeCampaigns@ijm.org with your city and state, and a Justice Campaigns staff member will follow up with you about advocacy work going on in your state. We’ll connect you to other advocates in your area or help you kick off your campaign.

+ Ready to start planning a campaign? See page 8.



Build the Movement



Build the movement to end slavery and let your members of Congress know that Americans care about this issue by taking the 100 Postcard Challenge!

+ Want to take the challenge? See page 45.

**We do make a difference—
one way or the other.
We are responsible for
the impact of our lives.
Whatever we do with
whatever we have, we
leave behind us a legacy
for those who follow.**

Stephen Corey

Prepare

Lay the Foundation



Set Your Goal

Laying a Foundation for Success



At a Glance

Learn how to set a goal for your campaign and make sure you stay on track with checkpoints along the way.



Whether you are rallying support to pass a specific piece of legislation to combat trafficking in your state or campaigning to get your university to serve fair-trade coffee, your action will be significantly more effective if you set—and stay focused on—straightforward, specific goals.

Although it sounds basic, many people often skip this critical foundation and begin by planning tactics—events, film screenings, lobby meetings, etc.

Before you start building your campaign, set your goal to lay a firm foundation.

What is the problem your campaign addresses?

Modern-day slavery is a complex problem, so *drafting a straightforward, specific problem statement is critical to setting an achievable goal.*

Your problem statement should be *straightforward*:

Good example:

One of the reasons slavery still exists in my state is because we don't have effective laws to hold traffickers accountable.

Not straightforward:

People are still in slavery around the world, including in my own state, because we don't have any good laws or aftercare facilities for survivors or training for law enforcement, and people don't know that slavery exists, much less how to identify it or do anything about it.

While all of this may be true, this problem statement is far too complicated to address with one campaign.

Your problem statement should be *specific*:

Good example:

The federal government needs to pass the Trafficking Victims Protection Reauthorization Act (TVPR A) this year in order to sustain global and domestic anti-trafficking programs, and my members of Congress have not yet co-sponsored the bill.

Not specific:

People are still in slavery around the world.

Slavery is a complex issue (and the world is a big place!). This may be the overarching problem you want to address, but your campaign should focus on a more specific problem within the issue.

What is the solution your campaign can achieve?

After you articulate your problem statement, you are ready to work towards the solution. *This solution is the goal of your campaign.* Like your problem statement, the goal of your campaign should be straightforward and specific. The campaign goal should also be measurable. In other words, how will you know when you have achieved your goal? Has a stronger law been passed? Has co-sponsorship been secured?

Avoid setting general goals like “raising awareness” about modern-day slavery. While educating people that slavery still exists may be an important first step, it should not be your ultimate goal—your ultimate goal should channel awareness of the problem into a specific, tangible action that brings about change.

Problem Statement	Campaign Goal
<i>One of the reasons slavery still exists in my state is because we don't have effective laws to hold traffickers accountable.</i>	<i>Pass a stronger law in our state legislature to address human trafficking.</i>
<i>The federal government needs to pass the Trafficking Victims Protection Reauthorization Act (TVPR A) this year in order to sustain global and domestic anti-trafficking programs, and my members of Congress have not yet co-sponsored the bill.</i>	<i>Secure co-sponsorship of the TVPR A from all three of my members of Congress.</i>

Are You Making Progress? Setting Campaign Benchmarks

After you've set the campaign goal, set campaign benchmarks—short-term and intermediate goals that will help you measure your campaign's progress. Think about these questions to help set your benchmarks:

- Where do you want your campaign to be in three months? Six months? Eighteen months?
- What would be some indicators of progress? If you're working on a piece of legislation, where might you want it to be in the legislative process after a certain amount of time?
- How many people do you want to have involved in your campaign? Set a recruitment goal to help keep yourself on track.

Identify Your Targets

Influencing Decision-Makers

At a Glance

Learn how to identify your targets and connect them to your campaign goal.

A good goal will have a clear target. A target is simply the person (or people) with power to give you what you want. Make sure your targets are specific people, not institutions. For example, the U.S. Senate is an institution, but the senator from your state is a specific individual.

+ For a refresher on how our government is structured, see page 58.

Keep in mind that your campaign may have multiple targets. *Primary targets* are people who have the power to give you what you want. These are the main targets of your campaign. *Secondary targets* are people who have more power over your primary targets than you do—people in a good position to influence your primary target’s decision.

Problem Statement	Campaign Goal	Targets
One of the reasons slavery still exists in my state is because we don't have effective laws to hold traffickers accountable.	Pass a stronger law in our state legislature to address human trafficking.	<p>Primary: State Senator Brown (Chairman of the Senate Judiciary Committee—legislator with power to shepherd the bill through the legislature), my state legislators and other key members.</p> <p>Secondary: Senator Brown's campaign donors, pastors, family members, staff, etc.</p>
The federal government needs to pass the Trafficking Victims Protection Reauthorization Act (TVPR A) this year in order to sustain global and domestic anti-trafficking programs, and my members of Congress have not yet co-sponsored the bill.	Secure co-sponsorship of the TVPR A from all three of my members of Congress.	<p>Primary: My two senators and one representative in Congress</p> <p>Secondary: The senators' and congressperson's campaign donors, staff, family, influential community leaders, etc.</p>

Get to Know Your Target

Once you've identified your primary targets, you can use a technique called *power-mapping* to learn more about your targets and how you can influence them to help achieve your campaign goal.

Power-mapping helps you to frame your issue in a way that will appeal to your target. Is your senator a parent? Connect them to the specific issue of *child* trafficking. Is your congressman concerned with issues of national security? Connect them to the issue of *cross-border* trafficking.

Use these questions to start your power-mapping exercise:

Research: Who is your target?

Where is he/she from?

Where did he/she go to university?

What do you know about his/her family?

Is he/she motivated by religious values? Does he/she attend a particular place of worship?
Does he/she share your own faith?

What is his/her voting record on related issues?

What issues or legislation has he/she championed?

Is he/she involved with any charitable organizations or clubs?

+ Check his/her website for your policymaker's official biography—a great resource to get you started!

Learn more: Who does your target listen to?

Who are his/her constituents? Who lives in his/her state or district?

Who are his/her campaign donors? *Check websites like opensecrets.org for information on your policymaker's funding sources.*

Is there a religious leader or other community leader he/she listens to (pastor, priest, rabbi, etc.)? What groups or organizations does he/she pay attention to or participate in? *These may be good secondary targets.*

Dig deeper: Where else does your target get information?

Has this issue been in the media in his/her home state or district?

Has this issue affected anyone in your community?

Does he/she communicate with his/her constituents in a particular way (town hall meetings, social media, etc.)?

Strategize

Powering Your Campaign



At a Glance

Learn how to develop a solid strategy that will put power behind your campaign.

What is a strategy?

You've set your campaign goal and identified your primary target—now it's time to develop the strategies that will help you to meet your goal.

Strategies are the overarching methods you will use to achieve your campaign goal. Your primary target has the power to help you achieve your campaign goal. *Your strategy identifies how you will tap into that power and direct resources to the anti-slavery movement.*

It is important to note the difference between strategies and tactics. Tactics are the steps you take to carry out your strategy. You'll get guidance on tactics in the "Execute" section of this handbook.

Example strategy:

Mobilize grasstops pressure to encourage state Senator Brown's support on state anti-trafficking bill.*

Possible tactic:

Schedule lobby meeting for community leaders, the senator's campaign donors and the senator's pastor to ask for Senator Brown's support on the state law we want to pass.

Possible tactic:

Organize a sign-on letter to Senator Brown from grasstops leaders who are unable to attend the lobby meeting.

**Grasstops are people of influence, usually due to their position of leadership or possession of resources. See page 67 for a complete definition of this and other key terms.*

Good strategies will capitalize on at least one of these types of power:



Relationships: The power of relationships is on your side when you mobilize the right people to join your campaign. Flip back to your power-mapping exercise. Who does your target listen to? It may take only one or two of the right people to influence your target.



Numbers: Often, if you can mobilize enough people—grassroots power—you can influence a target. This is particularly effective for officials who hold elected offices because they need votes to stay in office!



Money: Consider your own power and others'! For example, an elected official may listen to the people who give substantial sums of money to his/her campaign. But we all have power as consumers to decide where we are going to spend our money. Organizing a boycott would be one way of pooling our financial power as consumers to influence a corporate target.

Problem Statement	Campaign Goal	Targets	Possible Strategies
The federal government needs to pass the Trafficking Victims Protection Reauthorization Act (TVPR A) this year in order to sustain global and domestic anti-trafficking programs, and my members of Congress have not yet co-sponsored the bill.	Secure co-sponsorship of the TVPR A from all three of my members of Congress.	<p>Primary: My two senators and one representative in Congress</p> <p>Secondary: The senators' and congressperson's campaign donors, staff, family, influential community leaders, etc.</p>	<p> Mobilize grassroots leaders, including campaign donors, to encourage Senator Brown's support.</p> <p> Develop strong relationships with the senator's district office staff.</p> <p> Demonstrate large grassroots support for the issue.</p>

Know When to Act

As you develop your campaign strategies, try to identify when you will have the biggest opportunities to influence your targets. Here are a few examples:

- Members of Congress go on “recess” at certain times throughout the year so they can spend time in their home districts, listening to their constituents. If your strategy is to demonstrate grassroots support, plan your tactics for when your target is going to be in your district.
- Has modern-day slavery or human trafficking been covered recently in your local paper? If your strategy is to build a relationship with your legislator's office, send the article to the staff there to educate them more about the issue—and show that their constituents care about their response.
- Holidays or events that commemorate particular events might be good hooks for your campaign. Thanksgiving Day, for example, provides you an opportunity to remind your target how thankful you are for your freedom and to ask them to take steps to ensure everyone has that freedom. You can plan events around these dates to demonstrate your numbers, or use these hooks as an opportunity for your grassroots to reach out and use their relationships to help your campaign.

Make “Raising Awareness” Strategic!

Campaigns that raise awareness are helpful in educating people about the realities of modern-day slavery, but they will not be strategic when it comes to achieving your goal if they fail to influence your target. Make sure all your strategies engage others in concrete action steps that actually influence the target of your campaign.

For example, a film screening is a great way to educate people in your community about the issue, but it becomes strategic if you also make sure there is some way for them to influence your target, like signing a postcard or making a phone call to your legislator's office.

Campaign Planning Worksheet

Before you begin your campaign, use this worksheet to make a plan!

Problem Statement

Campaign Goal

Targets (Primary)

Targets (Secondary)

Strategies



NEVER DOUBT THAT A SMALL
GROUP OF THOUGHTFUL,
COMMITTED CITIZENS CAN
CHANGE THE WORLD.
INDEED, IT'S THE ONLY THING
THAT EVER HAS.

Margaret Mead



**Those who have the
privilege to know
have the duty to act.**

Albert Einstein

Execute

Tactics to Build Your Campaign



Lobby Your Leaders

Understanding Who, What, Where and How

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YOUR VOICE MATTERS

Stephanie's First Lobby Meeting



I was really nervous about attending my first lobby meeting. I went with another girl from Michigan named Elyse as part of IJM's annual Lobby Day. Elyse introduced herself to the Legislative Aide first, and I was so nervous that I nearly introduced myself as Elyse, too!

Despite the shaky start, once we started talking about human trafficking and the bill we were there to advocate for, the rest of the meeting—and the rest of our meetings that day—went really smoothly. **Since then I've done nearly 20 lobby meetings with my elected officials** and have developed relationships with the staff in my senators' and representative's offices.

When I walked out of that first meeting, I was surprised to find myself thinking, "I actually kind of like this!" **It felt great to speak up on behalf of people who often can't speak for themselves.** I felt truly empowered to make a difference.

Stephanie H. Michigan

How to Lobby: The Relationship is Key

Building a relationship with your elected officials is the key to effective lobbying, whether it's at the state or national level. Like any relationship, this will take time. You can write letters, make phone calls, sign online petitions and more, but meeting with your elected official and his or her staff is the most effective way to lobby. A meeting lets you ask and answer questions about the issue and engage in a dialogue.

Meet with Your Elected Official

Prepare: Gather the Facts

A strong advocacy campaign is founded on credible information and analysis. Educating yourself about the issue of modern-day slavery is critical to building a compelling case that will move your target to take action.

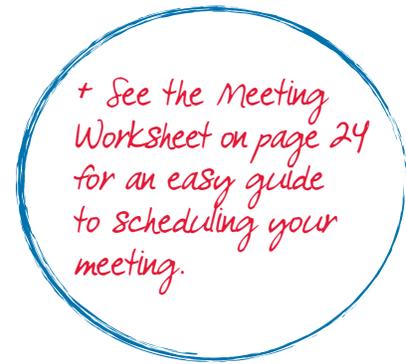
You don't need to be an expert, but make sure you have enough information—including statistics and stories—to educate your target and compel him or her to act.

Do some research so you can show your target that your goal is relevant. For example, has your community seen cases of human trafficking? Even if you are asking your policymaker to sign a piece of legislation that will help end trafficking overseas, sharing a story about an individual who was trafficked in your own state will make the fact that there are an estimated 27 million slaves alive today stick longer in your target's mind. As your meeting approaches, you can get relevant legislative updates from IJM's Justice Campaigns (JusticeCampaigns@ijm.org).

Set the Agenda

Communicate the plan and goals of your meeting to everyone who will accompany you. Consider assigning different sections of the meeting to different meeting participants—each person has a role, and you won't forget any important points.

Structure your meeting so that you quickly—but courteously—get to the purpose and ask your elected official to make a commitment. As you set the agenda, keep in mind *the four C's*:



Connection: Each person in your group should briefly introduce themselves—if you live in the official's state or district, be sure to mention this. Make a connection by briefly stating why you personally care about this issue, and mention anything from your preparatory research that connects the elected official to the issue. For example, you might say, "We know you have been a champion of child protection issues in the past, so we were confident that ending child slavery would be an issue of concern for you."

Context: Explain the purpose for your meeting. Tell the elected official or his or her staff that you are there to ask their office to do something specific to combat human trafficking. Provide some context for human trafficking and modern-day slavery internationally and domestically (see pages 69-79 for resources). Don't assume the legislator or staffer is well-informed on the issue; part of what you are there to do is educate him or her about the scale of the problem.

Commitment: Ask the elected official or staff person you are meeting with to make a specific commitment. This is the most important part of the meeting—assign one person before the meeting to make this ask. Be clear and ask for something specific. Be respectful but direct ("Can I count on you to...?"), and try to get a clear answer or at least a clear sense of the timeline for when you can expect to receive an answer.

Catapult: End the meeting by establishing a clear plan with the official or staff person for follow-up. Leave a packet of additional information with the elected official or staff person (see pages 69-79 for factsheets and stories about former slaves and trafficking survivors). Offer to keep the official apprised of new developments related to the issue. You can leave your contact information, but take the initiative to establish a timeline for when you will follow up with the office. We're happy to help you craft this ask: JusticeCampaigns@ijm.org.

Remember

Avoid partisan political conversations in your meeting. We need elected officials from across the political spectrum to support U.S. policies to confront modern-day slavery and combat human trafficking. Even if you don't agree with their views on other issues, fighting slavery is a non-partisan issue that everyone can support. Don't diffuse the issue by using politically charged rhetoric—stick to the facts and remember the ABCs on the next page!

Follow Up on Your Meeting

Always thank the elected official or staff person for taking the time to meet with you—be sure to send a thank-you note within the week.

Fill out a *Meeting Report Form* immediately following your meeting while the information is still fresh (see page 27). The Meeting Report Form will help you remember to follow up on any questions or additional information that came up in the meeting. Send the form back to us (JusticeCampaigns@ijm.org) so we can resource you with necessary information to take the next steps.

In your meeting, stick to what you know and remember the basics:

Be Accurate

You probably don't know everything there is to know about modern-day slavery or anti-trafficking legislation—and that's okay! Come prepared to talk about the facts of the issue, but never guess if you don't know the answer to a question. Write down any questions for which you don't have answers, and let the person you are meeting with know you'll track down the answers. List these questions in your Meeting Report Form, and we will help you find the answers so you can follow up with accurate information (*see page 27 for a Meeting Report Form*).

Be Brief

Elected officials and their staff are very busy—and so are you! Introduce yourself, get to the point and stay on message (*review “The Four C’s” on page 22*). Practice explaining in just five minutes why you care about fighting trafficking and how your representative can help end slavery. You'll likely have more time, but making your case in five minutes ensures your message has a clear purpose—and maximizes your time in case the meeting is interrupted. Don't diffuse your message by bringing up other issues; stick to building support for efforts to eradicate slavery and trafficking.

Be Courteous

Remember that your lobby meeting is part of a long-term effort to build support for a strong U.S. commitment to help end modern-day slavery. Successful advocacy involves building long-term relationships with policymakers, and this meeting is just one step in the process. Be respectful—your first meeting is a stepping stone for future meetings and requests. Listen actively—your elected official's views and priorities are important and will help you better engage with him or her in the future. Always say thank you!

Schedule a Meeting with your Elected Official

Use this worksheet as a guide to scheduling a meeting with your elected official.

Decide which congressional offices you want to lobby.

Every citizen* is represented by three federal legislators. Your state has two senators, and your district has one representative. You can meet with these members of Congress in their offices in Washington D.C., or in your home state or district.

Your Senator:

Your Senator:

Your District's Representative:

Visit senate.gov or house.gov to find your elected officials, and your state government's website to find your state legislators.

Get the office's scheduling information. Call the elected official's office and ask for the scheduler's contact information and how they would like to receive a meeting request: by email, fax or phone.

Scheduler's Name:

Scheduler's Contact Information:

Send in your meeting request. Approximately one month before you want to meet, send in your meeting request. Download a sample meeting request from IJM.org/JusticeCampaigns (see page 26 for an example).

Confirm your request. Two to three days after you send in your request, call the scheduler to make sure he or she received your meeting request.

Get your meeting on the calendar. Getting your meeting on the calendar often requires perseverance—one of the less glamorous but most important characteristics of effective lobbying. Every few days, email or call the scheduler to check on the status of your meeting request. If you are having trouble getting your meeting scheduled, feel free to email us at JusticeCampaigns@ijm.org so we can help.

Note: You may be scheduled to meet with a Legislative Aide if the member of Congress is unavailable. Don't be discouraged! Legislative Aides brief members of Congress on issues and recommend positions, taking constituents' viewpoints into consideration. They have a lot of power to influence the policymaker's decisions on issues.

Recruit others to join you. Just like everyone else, members of Congress are impacted by relationships. Consider recruiting a few other key participants to attend a meeting. A prominent member of your community or someone with firsthand experience of the issue can lend power to your message—consider the secondary targets you identified in your power-mapping exercise. (Recruiting them might require a separate mini-campaign!)

* Residents of D.C., Puerto Rico and other U.S. territories have one delegate in the House of Representatives but no senators.



Alan (right) meets with Georgia Senator Johnny Isakson.

YOUR VOICE MATTERS

Alan Learns that Persistence Pays when Lobbying Members of Congress

On a chilly December day in 2009, my friend David and I crammed into a taxi and made our way through the D.C. streets to Capitol Hill. To say that I felt butterflies would be an understatement. We were minutes away from an appointment at Georgia Senator Johnny Isakson's office, and I still had no idea what I was going to say.

Our aim was to ask the senator to help introduce an anti-trafficking bill called the Child Protection Compact Act (CPCA), and I was frantically trying to come up with something persuasive to convey.

We were led into an imposing conference room by an aide who politely introduced himself as Houston. The meeting was brief and courteous. Houston seemed receptive and agreed to take our request to the senator, and I left feeling inspired. But a few weeks later, we learned that Senator Isakson had decided not to help introduce the bill. It was discouraging to feel like our meeting hadn't made a difference.

Except it had.

That first encounter started a relationship. When the CPCA later passed in committee, Houston called to let me know. My wife Beth and I have now held six meetings with Senator Isakson's staff in D.C. and Atlanta, both on the CPCA and on the Trafficking Victims Protection Reauthorization Act (TVPRA). We've gone to our leaders time and time again, in order to express the importance of the legislation, as well as our personal interest in seeing our representatives in Congress take a leadership role on the issue of human trafficking.

I'm glad to report that, **even though we're ordinary constituents, it made a difference.** When I received a call from the senator's aide in Atlanta letting us know that Senator Isakson agreed to co-sponsor the TVPRA, I was elated. **After almost two years of relationship-building, we saw the fruits of our labor.**

Advocacy can often be slow, but perseverance really does pay off. This small victory has not only inspired us, but we know that victims of slavery are one step closer to rescue because of it.

Alan S., Georgia

SAMPLE MEETING REQUEST

FAX TO: The Honorable [YOUR SENATOR OR REPRESENTATIVE'S NAME]
FROM: [YOUR NAME]
DATE: [DATE]
RE: A meeting to discuss U.S. efforts to combat human trafficking and modern-day slavery

Dear [YOUR SENATOR OR REPRESENTATIVE'S NAME],

I am writing to formally request a meeting with you on [INSERT DATES YOU ARE AVAILABLE TO MEET] at your office in [CITY IN WHICH YOU'D LIKE TO MEET—FIND DISTRICT OFFICES ON YOUR SENATOR'S OR REPRESENTATIVE'S WEBSITES], to discuss U.S. efforts to combat human trafficking and modern-day slavery.

Attending the meeting will be [INSERT YOUR NAME AND ANY PROFESSIONAL AFFILIATION OR CHURCH AFFILIATION YOU WANT TO INCLUDE. IF OTHER PEOPLE ARE ATTENDING WITH YOU, INSERT THEIR INFORMATION AS WELL].

In particular, [I/WE] would like to discuss [TOPIC OF YOUR MEETING (*Example: the Trafficking Victims Protection Reauthorization Act (TVPRRA)*), which, when originally passed in 2000, created the State Department Office to Monitor and Combat Trafficking in Persons (TIP). The TVPRRA is up for reauthorization this year, which provides an opportunity to strengthen U.S. efforts to combat human trafficking both within our borders and overseas.)]

UNICEF estimates that nearly two million children are trapped in the commercial sex industry. Our own government plays an extraordinarily important role in the campaign to end modern-day slavery and trafficking, and efforts to combat trafficking and slavery have already brought together policymakers from both sides of the aisle. Given the magnitude of the problem, however, much more needs to be done.

Thank you for your attention to this matter and for considering my request. Please feel free to contact me at [YOUR PHONE NUMBER] or via email at [YOUR EMAIL].

Sincerely,

[YOUR SIGNATURE]

Plan an Event

Engaging Your Community

Strategic events give people an opportunity to connect with their elected official and help you to build the movement for your cause. Whether you are hosting a small gathering in your home or bringing together your community at a town hall, a strategic event is an important advocacy tactic because you can go beyond educating participants about the issue and give them an opportunity to take action and help make change. This section will teach you how to host three different types of events.

YOUR VOICE MATTERS

A Town Hall Meeting Gives People Tools for Action



Our town hall meeting turned out to be one of the most influential events in Chicago in 2011 to fight human trafficking. When Traffick Free set out to promote this event, alongside IJM and several other anti-trafficking organizations in Chicago, including inviting legislators to attend, we had no idea how many people would come.

The town hall exceeded our expectations. When we found out that 600 attended, **I realized that people are desperate to take action to combat human trafficking.** Whether they are raising money, conducting public outreach or learning how they can influence their representatives to back anti-trafficking legislation like the TVPRA, people are attracted to events that hold tangible tools for action to end injustice.

Policymakers, experts and even a survivor of human trafficking educated attendees. Then, IJM, Traffick Free and a variety of other organizations were able to give practical next steps in volunteering to help end human trafficking in Chicago and beyond. Not only did several members of Congress co-sponsor the TVPRA as a result of the event, but we were also able to build on the growing momentum in our community to address human trafficking in Illinois and around the world.

*Laura Ng
Executive Director, External Relations
Traffick Free, Chicago*

HOUSE PARTY

Why Plan a House Party?

Throwing a house party is a great way to introduce your circle of friends to modern-day slavery issues you care about and invite them to help you make change.

Getting Ready

1. **Reach out to Justice Campaigns.** Let us know you're hosting a house party (JusticeCampaigns@ijm.org). We can suggest action items, provide resources or recommend documentaries that will facilitate good discussion based on your audience.
2. **Set a goal.** For example, collect 50 Abolition Postcards to send your member of Congress asking him or her to help end slavery, or raise \$500 for IJM's work.
3. **Create an event agenda.** If you are showing a film to educate your friends about human trafficking, build in time for discussion as people reflect on the film. If you are raising money or collecting postcards for your member of Congress, determine ahead of time when you will ask people to give/sign.
4. **Invite guests!** Consider inviting your friends, acquaintances from church, colleagues or individuals who are part of other local anti-trafficking organizations. Create fun invitations to send in the mail or keep it simple with a service like Evite (evite.com), Pingg (pingg.com) or Facebook event invitations. Be sure to include the purpose of the event and other key information, like the film you'll be screening.
5. **Collect your RSVPs and send a reminder.** Make sure no one missed your invitation by giving them a quick reminder by phone or email a week or so before the event.
6. **Delegate.** Ask friends to help recruit others to attend, bring food, take photos or help with clean-up after the party.



Order a copy of IJM's award-winning documentary *At the End of Slavery* to screen at your house party and receive resources that will help you plan your party! attheendofslavery.com

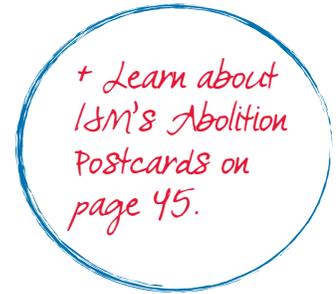
Day of the House Party!

1. **Set up your space.** Make sure you have enough places for everyone to sit. Designate an area where people can fill out your sign-up sheet, write letters to your members of Congress and/or leave donations. *Note: if your house or apartment is not large enough to host a sizable audience, you can ask a friend to help out by hosting.*
2. **Start by socializing.** Leave 30 minutes to an hour for people to mingle before your presentation begins.
3. **Make introductions.** Begin the program by introducing yourself and describing what inspired you to get involved with IJM. Talk about why you wanted to bring people together to learn more about modern-day slavery and trafficking. Give people time to introduce themselves.
4. **Begin your main event.** Show the film, make your presentation, invite your speaker to begin, etc. Afterwards, take some time to discuss people's reactions and facilitate Q & A.

5. **Articulate the action.** Let people know what they can do *right now* to support ending modern-day slavery (signing an Abolition Postcard, writing a letter, making a donation, calling your member of Congress, etc.). Empower your guests to take action before they leave!
6. **Thank your guests** for coming and invite them to keep learning about modern-day slavery by collecting their contact information and sending it to Justice Campaigns so we can keep them updated!

Materials

- Food and drinks
- Pens, paper, envelopes and stamps if you're writing letters to your member of Congress—or Abolition Postcards!
- Nametags, if the people coming might not know each other
- IJM brochures and fact sheets about modern-day slavery and trafficking
- A film, if you plan to show one
- Sign-up sheet so you can follow up with people after the event



Follow-Up

1. **Let us know how it went!** We love to see photos from your house parties. You can also send us the Abolition Postcards or letters you collected for your member of Congress, and we'll make sure they're delivered to Capitol Hill. Mail in any funds raised to *International Justice Mission, PO Box 58147, Washington, D.C. 20037*. We would also love to connect with your guests if they provided their contact information.
2. **Send a quick thank-you** note or email to your guests and encourage them to stay involved with IJM.

CALL-IN DAY

Why Plan a Call-In Day?

Organizing a call-in day targeting your elected officials is another way to mobilize a large group of people to support your campaign goal.

Congressional offices keep track of how many calls they receive on different issues every day—this record helps elected officials understand what issues are important to their constituents. Congressional offices say that all it takes is 10 to 15 calls on a specific issue to significantly raise the profile of your issue with that office. You can help make fighting human trafficking a priority for your legislators by arranging a call-in day to support your campaign goal.

Getting Ready

1. **Pick your date.** Organizing a high volume of phone calls on one day can help your issue stand out more than it would if there were a small stream of calls over time. Pick a date two to three weeks in advance so you have enough time to recruit participants.
2. **Spread the word.** Tell your friends and networks about your call-in day, and recruit other people to help you get the word out too. Create a Facebook event, use a hashtag on twitter, send an Evite that friends can pass on to friends, or spread the word by tabling (see page 32). The more people calling, the better.

Day of the Call-In Day!

Make it easy. Calling an elected official's office can seem intimidating. The easier you make it to participate in your call-in day, the more people will join.

- **Provide phone numbers** for the elected officials you are targeting. You can find contact information for members of Congress at senate.gov and house.gov. Include these phone numbers in the invitations you send.
- **Create a sample script.** Many people don't call their members of Congress because they don't know what to say. The offices are as busy as you, so your phone call will usually take less than two minutes. You can use this sample script to make it easy for people (or write your own!).

Hi, my name is _____ and I'm calling from _____. I'm calling to
Name City, State

ask _____ to _____.
Senator Name Your Ask (ex. "co-sponsor the Trafficking Victims Protection Reauthorization Act.")

_____.

This would help combat human trafficking in the United States and abroad, something I really care about. Would you please pass my message on to _____? Thanks!
Senator Name

Let us know if you are arranging a call-in day in your state—we're happy to help you get the word out and provide a sample script!

TOWN HALL MEETING

Why Plan a Town Hall Meeting?

Members of Congress often attend town hall meetings in order to talk to constituents and learn about the issues that matter to the people in their state or district. You can plan a town hall meeting to educate your community about slavery and build political support to combat it. A large and well-informed audience at a public meeting demonstrates support for an issue, which motivates policymakers to respond.

Getting Ready

1. **Establish your key messages.** How does this event support your campaign goal? Can you incorporate a global and local message? What action do you want your elected official(s) to take as a result of your event?
2. **Invite your elected official.** Having one of your elected officials present is one of the keys to a successful town hall meeting. Determine who you would like to invite (always invite legislators from both political parties, if possible). Then call the elected officials' offices to find out when they will be in town (see page 24 for similar steps in "Schedule a Meeting"). Plan around their availability as much as possible, even if they can't commit until much later. Securing a member of Congress' participation is difficult but makes your event all the more effective; it's a good idea to invite several to increase your odds of getting one to attend.
3. **Create a budget.** Start by setting a goal for the size of your audience, then work backwards. Consider these important categories as you determine where you'll spend your resources and how you might fundraise: renting a venue, publicity, printed materials like programs, potential costs related to a keynote speaker's participation (like any necessary security services), etc.

VIP Receptions

Consider hosting a VIP reception before the event to give local leaders and policymakers the chance to connect. A reception gives you the opportunity to speak with the speakers and key guests one last time before the event begins. If you do host a VIP reception, provide light food and beverages. If possible, host the reception in a separate room from the main event—but close by, to ensure your VIP guests will arrive on time.

What is Tabling?

Tabling is a way of drawing attention to your campaign by setting up a table in a high-traffic area and offering people easy opportunities to get involved. Set up a table in the student union at your school or in the lobby of your church. Catch people's attention with banners or signs. When people come to your table, offer them a way to take action, like signing a postcard to their member of Congress or making a phone call right on their cell phone (be sure to have the phone numbers and scripts ready!). Set up computers where people can easily take action by signing an online petition.

Tip

Make sure you are standing in front of your table, rather than sitting passively behind it. If you are out in front, you will look more approachable and will have an easier time engaging people who walk by.

The Recruitment Law of Halves

When planning an event, it's good to keep in mind the Law of Halves. If you're calling people by phone to attend your event, you can expect about half of those people to answer. About half of the people you personally ask to attend an event will say yes ("personally ask" means in-person or over the phone, rather than with an email or voicemail). Of the people who agree to come to your event, about half will actually show up. So if you want 25 people to attend your event, you need 50 people to say they will come. You'll need to speak with 100 people to get 50 people to say yes. And you'll probably need to make 200 calls to reach 100 people.

4. **Recruit volunteers.** Volunteers can help you execute an excellent event, but it's important to be organized. Start by creating a timeline. Group your tasks by categories (recruitment, materials, publicity, media, logistics, etc.). Delegate and assign tasks, clearly articulating responsibilities and deadlines. Check in regularly to make sure your volunteers are on track to meet their goals and timelines.
5. **Secure a venue.** Is there a local school campus or church that would give you space for free? Check with your volunteers to see if they have contacts. Ask your speaker(s) what audio/visual support they will need (slide projector, power point, etc.) and find out if the venue will provide this equipment (this could be a hidden cost). Choose a venue that is a reasonable size for the audience size you expect to attend; you don't want a great turnout of 200 people to look small in a huge auditorium.
6. **Plan your program.**
 - a. Choose a name for your event—it can be simple ("Town Hall to End Slavery at Home and Abroad").
 - b. Consider your audience when you choose the time (lunchtime works well for university students, whereas after-work hours will draw in a larger crowd from the community).
 - c. Then set your program.
 - If you can, start the evening with a story that illustrates the issue (IJM can provide you with video).
 - Consider inviting a local leader to host the event, offer an official welcome and possibly act as emcee.
 - Local organizations can help you secure speakers for your event; sometimes they may be able to connect you with trafficking survivors who choose to serve as public advocates in these settings. Determine what other speakers you want to invite in addition to the elected officials you've already invited. Consider having a local expert and an international expert speak on the issue. Invite speakers as far in advance as possible, and make sure they are fully confirmed.
 - Have back-up speakers lined up just in case something unexpected happens.
 - Consider if you will close with a Q & A period.

Note: Make sure the program is compelling and will attract an audience even if the member of Congress does not show up.
7. **Recruit a host committee.** A host committee is a group of individuals who sponsor your event. This does not necessarily mean they give financial resources, but rather their names demonstrate that the wider community is invested in the issue and this event (consider university leaders, church leaders, local anti-trafficking experts, people who are personally acquainted with the elected official, etc.). You can also invite local NGOs to co-sponsor the event.

8. **Publicize!** This step is essential—you don't want to get a member of Congress to show up at an event that is not well attended. As you determine your publicity strategy, consider *who* you want in the room, not just how many people. If you delegate this important task to a volunteer, be sure to check in frequently to ensure progress. Ask each person on your host committee to commit to recruiting a certain number of people to the event. As the event date gets closer, organize a planning meeting with all volunteers and host committee members to push for final recruitment. *See the sidebar for tips.*

9. **Engage the media.** Send a media advisory announcing the event to your local or state newspaper(s) about a week before and again on the day of the event—find contact information on the paper's website. Email JusticeCampaigns@ijm.org for assistance with drafting an advisory.

Follow up with phone calls to reporters inviting them to attend the event. At the event, assign a volunteer to hand out press kits to reporters including a press release on your event, bios of speakers, background on the issue and contact information for spokespeople. Follow up with any members of the media to ask if there is any other information or resources you can provide.

10. **Follow up.** Although this will happen after your event is over, it's important to think through follow-up as you plan the event. Establish clear actions that you'll take to follow up with the elected official or other speaker(s) who participate. Have a press release prepared to send out immediately following the event. And be sure to quickly email or send thank-you notes to the volunteers and host committee members who made the event possible.

Materials

Plan ahead to make sure you, or a designated volunteer, creates or collects materials that you'll want to have at the event. Be sure to visit IJM.org/JusticeCampaigns to browse available resources, or email JusticeCampaigns@ijm.org if you have questions.

Abolition Postcards. Signing a postcard is an immediate action people can take to support ending slavery, and it's a great way to build your local movement. Put a postcard on every chair. *See page 45 for more information on IJM's Abolition Postcards.*

Event program. Include speaker bios, a list of sponsoring organizations and contact information, thanks to keynote speakers and volunteers, ways to get involved, etc.

Fact sheets about trafficking or modern-day slavery. *See pages 69 and 75.*

Brochures and information from any additional anti-trafficking sponsoring organizations

Podium Signs. Adding a printed sign with your event name and any sponsor names can add a level of professionalism and make for better photo opportunities.

Where should I publicize my event?

- Newspaper calendars
- Radio announcements
- Social media like Twitter and Facebook
- Your personal networks
- Local colleges and universities
- Church bulletins—yours and your friends'
- Coffee shops and local restaurants
- Public places with a bulletin board for community events
- Neighborhood or other listservs

Be creative!

- Water** for speakers
- Microphone and podium** for speakers
- Name tags.** Depending on the size of your event, you may only need name tags for the VIP reception.

Day of Your Town Hall!

Arrive at your venue early to make sure location, materials, equipment and volunteers are all set. Make sure you have enough time to do last-minute folder stuffing, leafleting, photocopying, etc. Have at least one or two volunteers assigned to run errands if things come up (they often do!).

Follow-Up

Ask volunteers to help clean up the event location. Save the contact information you collected at the event, and follow up on projects, ideas and networking opportunities that arose organically at the event. Thank the speakers, volunteers and hosts, both publicly at the event and with thank-you notes a day or two after the event.

Event Planning Worksheet

Your Event

Date

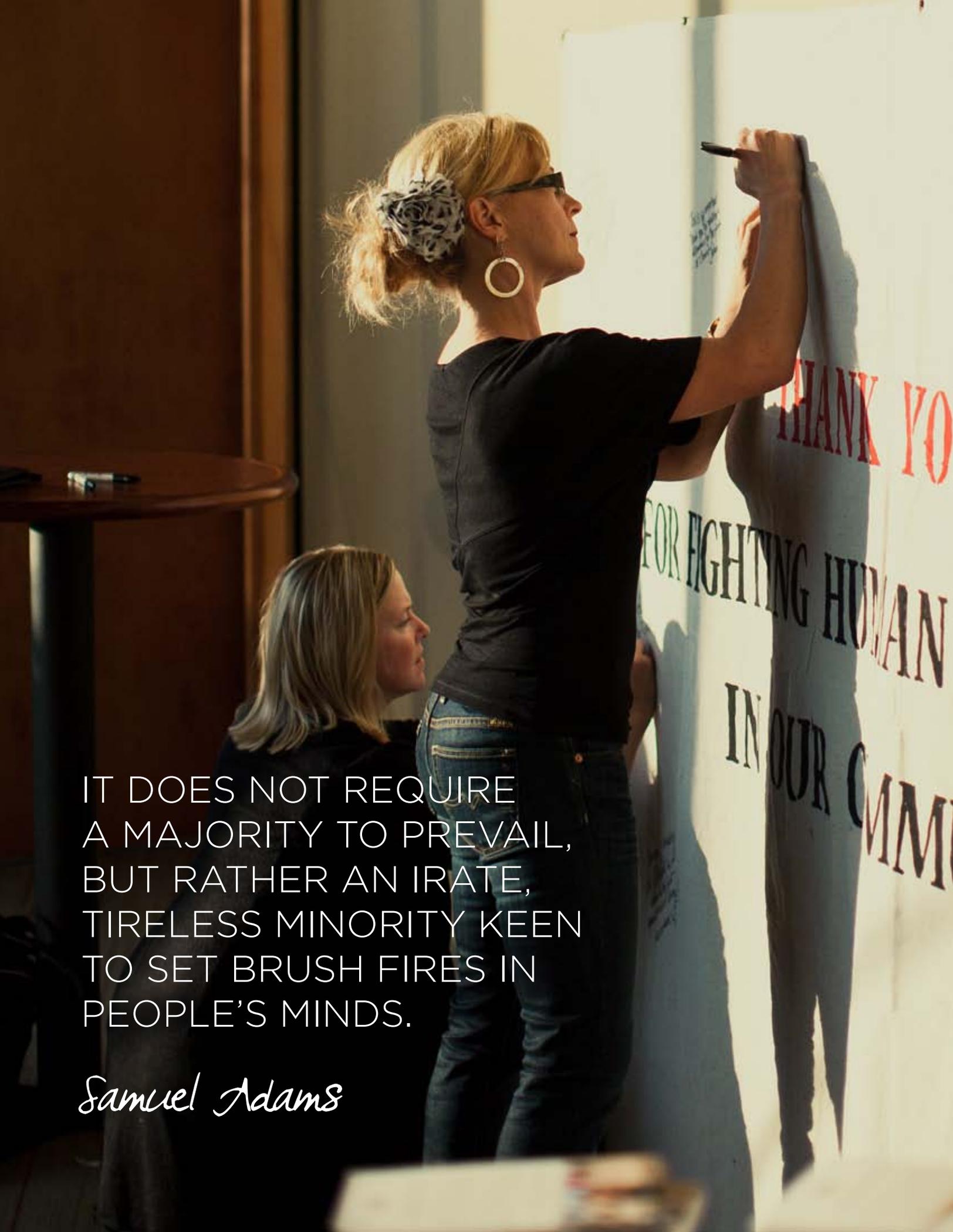
Venue

Getting Ready

Materials

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Follow Up



IT DOES NOT REQUIRE
A MAJORITY TO PREVAIL,
BUT RATHER AN IRATE,
TIRELESS MINORITY KEEN
TO SET BRUSH FIRES IN
PEOPLE'S MINDS.

Samuel Adams

Get the Word Out

Working with Media

News media can be a powerful tool to bring attention to an issue like modern-day slavery. By providing information on an issue through the media, you can provoke public interest and shape public opinion. You can accomplish this through traditional media (Op-Eds, Letters to the Editor and feature stories) or through social media. Policymakers track the issues that are covered by their local media, so don't feel like you need to get into the *New York Times* to make an impact.

How to Write an Op-Ed

The *Op-Ed* section of a newspaper—so-called because it often appears opposite the Editorials section—is a place for readers to express their opinions on an issue. Writing an Op-Ed is a strategic way for citizens to shape the public debate and to persuade others, including policymakers, to consider an issue from a different point of view.

1. **Choose a media outlet.** Identify the local newspapers in your area. The more local the paper, the more likely it is they will run your Op-Ed. But don't be afraid to submit something to a bigger paper as well—it's always worth a try! Someone involved in your campaign may have connections to media outlets, which can be helpful in getting your piece published.
2. **Follow the rules.** Every newspaper has its own guidelines for word count, style and submission. Find out what your newspaper requires before you start writing. Check the paper's website for submission guidelines or a specific form you should use.
3. **Make it timely.** Papers will select Op-Ed submissions based on how relevant they are to their target audience. Connect your piece to a current event like the anniversary of a major event, the publication of new research findings, or a politician's visit to your city. The stronger the "hook," the greater your chances of being selected.
4. **Take a stand.** Op-Eds are meant to persuade, not merely inform. Communicate a clear and concise argument and back it up with facts. If you present facts, cite any sources you use. Add credibility by linking the content you submit to your personal experience.

5. **Be brief and focused.** Keep your piece to 500-750 words and stick to one issue. Use short sentences and get to the point in your first paragraph. If it's any longer and you aren't well-known in your community or field, most editors will not consider your piece.
6. **Determine the voice.** You can reference and even lead with a personal anecdote or story, sharing a vivid and relevant example to grab the reader's attention. Sometimes, you may consider asking a prominent member of your community if they would allow the article to be published in their name, which can increase the likelihood it will be published and lend even more credibility to the piece. If you "ghost write" a piece on their behalf, be sure that they have a chance to review and approve what you have written before you submit it.
7. **Propose a solution.** Rather than just bringing the issue or problems to light, the Op-Ed should include specific recommendations on how to address the issue. Your Op-Ed can be a platform for you to ask your campaign target to take a specific action.
8. **Address your critics.** Consider devoting one paragraph to anticipating your opponents' objections and respond to them.
9. **Go out strong.** Your Op-Ed should conclude with a strong closing paragraph that summarizes your argument and drives your point home.

It may take several attempts before you are able to get an Op-Ed published—don't be discouraged! Ask for feedback from other people in your campaign, or try a different news hook to make your piece timely.

Writing Letters to the Editor

A Letter to the Editor is typically written in response to an event recently covered in the newspaper, a recent editorial feature or the way a newspaper covered a particular issue. Be on the lookout for articles in your local paper that you can connect to the issue of modern-day slavery and human trafficking.

Writing a Letter to the Editor allows anyone who reads the newspaper to express an opinion to a large audience. Policymakers also pay attention to Letters to the Editor—one of the most read sections of the paper—so they are also an important advocacy tool!

A persuasive Letter to the Editor will generally follow this format:

- To the editor:
- “Your article, ‘TITLE, by AUTHOR on DATE’ ...”
- One or two short paragraphs stating your position about the article and any facts supporting it, or extending the topic of the article to your issue
- Pithy closing line
- Your name, title (if relevant to the issue you are writing about), email address, and phone number

Guiding Principles:

1. **Speed is (almost) everything.** Editors receive hundreds of letters every day. How do they decide which ones get printed? Often it boils down to timing. Responding to a news story the same day it was printed will greatly increase your chance of getting published.
2. **Keep it short and to the point.** Keep your letter to a maximum of 150 words. Be sure to make your point in the first paragraph and substantiate it with facts throughout the letter.
3. **Use your own voice.** Editors are less likely to print submissions that seem like form letters. Be strategic with any special knowledge or expertise you bring to the issue.

Here is some sample language you can incorporate into your own media piece:

On Abolition:

There are an estimated 27 million people living in slavery today, making it the fastest-growing criminal activity in the world. Around the world, governments of good will and organizations like International Justice Mission (IJM) are combating this horrific—yet preventable—crime.

Scaling up this effort requires funding, diplomatic leadership, trade reform and political commitment. Abolishing slavery in our lifetime is possible. All elected officials, including our members of Congress and the President, must be involved in a campaign to eliminate modern-day slavery.

On Building Justice Systems that Work for the Poor:

In many developing countries, vulnerable children, women and men are victimized by slavery, sexual exploitation and other forms of violent oppression because the local public justice systems are under-resourced or lack the political will to enforce the law. When the public justice systems—police, courts and laws—do not function properly, the poor are particularly at risk.

But, as organizations like International Justice Mission (IJM) have demonstrated, even in the poorest of countries, justice systems can work for everyone when perpetrators of violent crimes are prosecuted in local courts and held accountable according to the law. The U.S. must support the training of police, prosecutors, judges and social service providers through increased diplomacy and foreign assistance.

On Human Trafficking and the Need for Additional Funding:

According to the U.S. Department of State, human trafficking is the world's third largest criminal enterprise, after drugs and weapons—and it is the fastest growing. The International Labor Organization (ILO) estimates that profits from trafficked victims account for \$31.6 billion per year. This violent crime will flourish as long as it remains profitable.

Government agencies, like the U.S. Department of State's Office to Monitor and Combat Trafficking in Persons (TIP), and organizations like International Justice Mission (IJM), work to free trafficking victims and prosecute their perpetrators. Congress should continue to provide funding for anti-trafficking activities like these and exert diplomatic pressure on countries that turn a blind eye toward such crimes.

In addition to coverage of modern-day slavery, consider the following “hooks” for your Op-Ed or Letter to the Editor:

- **Human rights, poverty, empowerment of girls, development aid efficiency:** Expand on these issues by addressing how modern-day slavery relates to them.
- **Specific regions or countries:** If the paper features a story on a region that you know is hard hit by human trafficking, use that opportunity to highlight the problem and propose solutions, like anti-slavery legislation that would help protect the poor and vulnerable in that region.
- **Federal funding or other government action:** Address the importance of the United States taking a leadership role in fighting human trafficking and the need for legislative (and fiscal) support to make it happen.

Social Media Advocacy

Social media is a free platform that anyone can use. Increasingly, elected policymakers are using social media like Facebook and Twitter to engage with their constituents—take advantage of this quick and easy way to communicate!

Using Twitter for Advocacy

-  **Follow @IJMcampaigns** to stay updated on advocacy opportunities with IJM. We tweet links to action alerts or breaking news—stay in the loop!
-  **Follow and tweet at your elected officials!** Many policymakers use Twitter as a way of interacting with their constituents. Some members of Congress even hold Twitter Town Hall Meetings where you can tweet questions and the member of Congress will respond to your tweet. Find out if your members of Congress use Twitter at TweetCongress.com.
-  **Use hashtags to give unity to your campaign.** If you are hosting an event or targeting a specific member of Congress through social media, use a hashtag to unite your effort. For example, a group in Louisiana used #TwitterVitter to target Louisiana Senator David Vitter in their campaign. Don't forget to include the member's Twitter handle so they see the tweet too.

Using Facebook for Advocacy

-  **Connect with other advocates in your state.** Around the country, IJM supporters are organizing efforts to combat slavery and trafficking through IJM's state advocacy groups on Facebook. "Like" your state's page to learn about events going on locally and about opportunities to be involved. Find your state page here: on.fb.me/ew8SDC. No page for your state? Email JusticeCampaigns@ijm.org to start one!
-  **Connect with IJM.** "Like" our Facebook page to stay updated on breaking news from the field that you can use in lobby meetings or as a way of engaging other people in your campaign. Learn about ways to get involved in the work IJM is doing around the world.
-  **Connect with your policymakers.** It's important to stay informed about what your policymakers are working on, and many have Facebook pages that you can "like" in order to get updates in your newsfeed. Some even allow you to comment or post on their walls. Use this as an opportunity to connect with them about your campaign.



SPEAK UP FOR THOSE WHO
CANNOT SPEAK FOR THEMSELVES,
FOR THE RIGHTS OF ALL
WHO ARE DESTITUTE.
SPEAK UP AND JUDGE FAIRLY;
DEFEND THE RIGHTS OF
THE POOR AND NEEDY.

The Book of Proverbs

A photograph of a man and a woman looking at a book together. The man is on the left, wearing a blue denim shirt over a red t-shirt with a yellow graphic of trees and the text 'KAYN INDUSTRIES'. The woman is on the right, wearing a dark blue long-sleeved shirt. They are both looking down at a book held by the man. In the background, other people are visible, and there are stacks of books on a table in the foreground.

I SWORE NEVER TO BE SILENT
WHEREVER HUMAN BEINGS ENDURE
SUFFERING AND HUMILIATION.
WE MUST TAKE SIDES. NEUTRALITY
HELPS THE OPPRESSOR, NEVER THE
VICTIM. SILENCE ENCOURAGES THE
TORMENTOR, NEVER THE TORMENTED.
SOMETIMES WE MUST INTERFERE.

Elie Wiesel

Multiply Your Impact

Building the Movement

Y*our campaign* will run out of steam fast if you're the only person who is committed—so any successful campaign will include strategies to grow the movement. Every event and meeting is a recruitment opportunity to build the movement for your cause!

The 100 Postcard Challenge

IJM's Abolition Postcards communicate specific ways that Congress can address the problem of modern-day slavery. They are an easy way to tell members of Congress that their constituents care about ending modern-day slavery, and they are a great way to grow the movement. Signing a postcard is one of the easiest steps individuals can take to get involved, and, stacked together, these postcards can make a significant impact.

If you get 100 people to sign *IJM's Abolition Postcards*, you will: 1) show your members of Congress that people in your state care about abolishing modern-day slavery and 2) grow the anti-slavery effort in your state by adding more voices to the movement.

How Does it Work?

1. **You take the challenge** by emailing JusticeCampaigns@ijm.org or signing up online at IJM.org/JusticeCampaigns.
2. **IJM mails you 100 Abolition Postcards**, along with instructions and helpful tips.
3. **You collect signatures** from friends, family, colleagues, etc.—on your own or at an event!
4. **You mail the postcards back to IJM** in the self-addressed envelope you receive with your shipment.
5. **IJM's Justice Campaigns team hand-delivers your postcards** to your members of Congress' offices in Washington, D.C.

Involving Your Networks

Don't forget to involve your own networks in your campaign—you are probably more connected than you realize! Think about the people who are already in relationship with you. Those people have a reason to listen to you and may be some of your greatest allies in building your campaign.

Here are some potential networks you may have:

- Schools or Alumni Associations (or your kids' schools)
- Small group or Bible study
- Your church or your friends' churches
- Work colleagues
- Neighborhood groups
- Civic associations—Rotary Clubs, Kiwanis, etc.
- Fraternities or Sororities
- Social media networks



Think about how you will frame the issue for each of these groups. What will make the issue compelling to them? What will connect with them on a personal level and inspire them to get involved in your campaign? Your pitch may look different for each group. If you're connecting with a church or religious community, check out some additional resources on page 62.

YOUR VOICE MATTERS

The ICJustice Coalition

In 2007, I picked up an IJM brochure at a California church I was visiting. I came home to Idaho, ordered both of IJM President Gary Haugen's books and read them within weeks. The reality of modern-day slavery and human trafficking overwhelmed me—the darkness of the issue paralyzed me.

There was a question that had haunted me for years: Why was there still so much poverty, pain and suffering throughout the world when so much had been done to alleviate these very issues? I had been on mission trips and given to many relief organizations, yet for all of the lives that I had seen changed, the problems still remained.

International Justice Mission has answered the question—the **injustice that holds people in slavery and trafficking perpetuates the cycle of poverty, pain and suffering**. IJM has helped me understand the issue and find ways to be involved in the fight for justice.

My journey led me to start a non-profit, Idaho Coalition for Justice (ICJustice), with two of my friends. Our goal is to bring awareness to Idahoans about slavery and trafficking and provide ways for every Idahoan to get involved at whatever level they want with organizations that are on the frontlines of the fight for justice in Idaho and around the world.

IJM has given me the tools and support to be a part of the change the world needs. Launching ICJustice is just the beginning of what we will work towards in Idaho.

Kim P., Idaho

Building a Coalition

Building a coalition of organizations to work together on your campaign can help expand your campaign's resources and its credibility. Don't be afraid to reach out to other groups in your state or community who may also have an interest in ending human trafficking and modern-day slavery.

These organizations may include:

- Local anti-trafficking groups
- Organizations that work on sexual violence or domestic violence
- Organizations that focus on child protection issues
- Law enforcement or your Attorney General's office, many of which have human trafficking task forces
- Large organizations like the Salvation Army, which has anti-trafficking programs in a number of cities
- Law schools or graduate schools that have programs on international issues
- IJM student chapters or other IJM-affiliated groups—email JusticeCampaigns@ijm.org to find out if local groups already exist in your area.

You may be surprised how many organizations have an interest in working on this issue, and bringing these groups together can grow the movement.

Do your homework when soliciting potential partnerships. For example, if you are trying to build a strong relationship with a member of Congress, a group that is known for being confrontational with that target may not be the best choice for your coalition. This isn't to say that you need to agree with every group on every issue or tactic—just be sure you've assessed the potential risks. Working with multiple groups may introduce new challenges and require additional compromise on strategy, but there are significant advantages working with coalitions!

Advantages of Coalition Work

- Adds resources to your campaign
- Increases the scope of your expertise
- Presents a unified front to your target
- Demonstrates the breadth of support for your issue

Determine where you want your coalition to fall on the spectrum of formal to informal—there are benefits to both sides!

Formal Coalitions ←————→ Informal Coalitions

- More established with greater credibility
- Share leadership in decision-making
- Set decision-making process

- Good for shorter-term goals
- Shared responsibility for execution
- More fluid methods of collaboration

The most important thing about working in coalitions is to establish very clear expectations with all the groups involved from the outset. Everyone should know what the benefit will be to joining the coalition, as well as what they are expected to contribute to help the group succeed. Once you make sure everyone is on the same page, your combined efforts can amplify the effectiveness of your campaign to help you achieve your goal!

Developing Other Leaders

Finally, one of the most critical ways to help grow the movement to end slavery is to raise up other leaders in your campaign. None of us can do this work alone, and developing other leaders who are committed to the cause can make your campaign—and the movement—more powerful.

Every time someone new expresses interest in joining your campaign, be sure to give them a specific job. Responsibility gives them a reason to stay involved; it lets them know that you value their contribution and will miss them if they don't show up!

Make an effort to get to know those who are working against slavery with you, so you can match people's gifts or talents with specific roles. Set up time to have coffee or an informal meeting with new members—learn their story, why they care about the issue and how they want to be involved. Consider how their previous careers, educational expertise or interests might strengthen your campaign. A few areas to consider: media, recruitment, public speaking, faith outreach, technology/social media, event planning, policy and lobbying.

Encouragement is crucial to leadership development. Make sure everyone knows how their contribution is bringing you closer to reaching your goal. Recognize the contribution of individuals on your team. Offer praise for jobs well done and encouragement when your campaign faces setbacks.

ALL THAT IS NECESSARY
FOR THE TRIUMPH OF EVIL
IS FOR GOOD MEN
TO DO NOTHING.

Edmund Burke



**Change does not roll in
on wheels of inevitability,
but comes through
continuous struggle.
And so we must
straighten our backs
and work for freedom.**

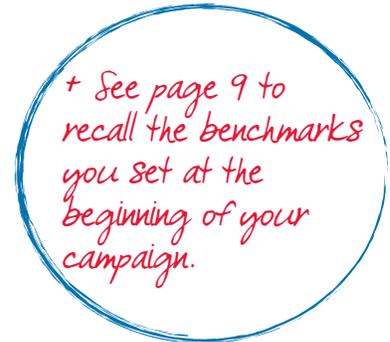
Martin Luther King, Jr.

Evaluate
Measure Your Success



Evaluate

Throughout your campaign, you'll want to assess the benchmarks you've set in light of the progress you've made to determine if your strategies are getting you closer to your goal. When you reach significant campaign benchmarks (for example, after a large event or after a few months of relationship-building with your elected officials), evaluate your campaign's progress.



Did you hit the benchmarks you set when you started, and can you measure how you progressed towards your goal?

Are you missing any key resources?

Has your capacity changed—are more people involved in your campaign that might have new resources or ideas to offer?

Which strategies have been most effective? Which ones haven't worked the way you thought they would? *(For example, if your legislator didn't respond to broad constituent pressure, consider enlisting "grasstops" or elite support.)*

Have you found the right allies? Who are your secondary targets—the leaders in your community or people with close ties to your legislator?

Has the policy environment changed in a way that might affect your campaign (for example, an election year or party-shift in Washington, D.C.)? *Check in with Justice Campaigns to learn more.*

How can you build on the successes you have seen?

How have your expertise and skills grown? Do you have a better understanding of how federal or state politics work? Are you able to effectively communicate the process to others?

Have you developed solid relationships with local organizations that are working to combat modern-day slavery?

Have you developed influential champions for your cause? *(For example, maybe your state senator tried to push a bill through your state legislature. Even if the bill didn't pass, support from that one senator is important, and something you can build on in the future.)*

An honest evaluation after your events will help you adjust your methods, tactics and even messaging in order to make your campaign more effective. Refining your strategy can help you make sure you are staying focused on your goal and using the most effective strategies to reach it.

THE GREATEST ENEMY IN OUR
STRUGGLE TO STOP OPPRESSION
AND INJUSTICE IS ALWAYS THE
INSIDIOUS ETIQUETTE OF SILENCE.

Gary Haugen



Celebrate!

When you reach significant campaign benchmarks or after your campaign is over, don't forget to celebrate! Make sure you let your supporters know how your campaign has contributed to the fight against slavery so they understand the value of their participation.

It is important to celebrate your accomplishments—big and small! Keep a record of success that you can use to help secure more funding and support for future campaigns. Invite your team of friends, volunteers and supporters to celebrate with you. Send your elected officials a note to let them know how the campaign is progressing. And don't forget to tell us!

I have walked that
long road to freedom.
I have tried not to falter;
I have made missteps along the way.
But I have discovered the secret
that after climbing a great hill,
one only finds that there are
many more hills to climb.
I have taken a moment here to rest,
to steal a view of the
glorious vista that surrounds me,
to look back on
the distance I have come.
But I can only rest for a moment, for
with freedom come responsibilities,
and I dare not linger,
for my long walk is not ended.

Nelson Mandela

Appendix



Get to Know Your Government

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Get to Know Your Government

Which policymakers you target will depend upon the goal of your advocacy campaign. Explore this section for a quick refresher of who our policymakers are and how legislation is enacted.

The U.S. government is divided into 3 branches:

- **The Legislative Branch**—the Senate and the House of Representatives
- **The Executive Branch**—the President and government agencies like the State Department, Department of Labor, etc.
- **The Judicial Branch**—the court system

Get to Know: The Legislative Branch

The Senate	The House of Representatives
<ul style="list-style-type: none">• There are 100 senators.• Every state has two senators, regardless of size or population. Senators represent the entire state.• Senators serve six-year terms. Every two years, one-third of the Senate is up for re-election.	<ul style="list-style-type: none">• There are 435 representatives.• Every state is divided up in districts based on population. Each district has one representative.• Representatives serve two-year terms, so the full House is up for re-election every two years.

Advocate to Policymakers in your Home State!

Your advocacy campaign may target state-level policymakers. Visit PolarisProject.org to learn more about your state's anti-trafficking laws. Be sure to connect with other advocates in your state to combine forces and multiply your impact. Find the IJM Facebook page dedicated to your state (see page 42) or contact JusticeCampaigns@ijm.org to learn more.

Get to Know: The Trafficking in Persons Office

The Office to Monitor and Combat Trafficking in Persons (The TIP Office)

The State Department's TIP Office is the primary office within the U.S. government that addresses human trafficking and modern-day slavery around the world. Congress created the TIP Office in 2000 when the Trafficking Victims Protection Act was passed.

The TIP Office has two main functions:

1. Drafting the annual *Trafficking in Persons Report*, which outlines the challenges, trends and successes in fighting human trafficking worldwide. Read the report at state.gov/j/tip/rls/tiprpt.
2. Providing grants that support these findings and help combat trafficking worldwide.

The Trafficking in Persons Report (The TIP Report)

The TIP Report is produced every year to analyze trafficking and slavery in over 175 countries around the world. The report rates countries, placing each country on one of four tiers based on its government's action to combat human trafficking within or across their borders.

Tier I: Countries on Tier I fully comply with the minimum standards to combat trafficking.

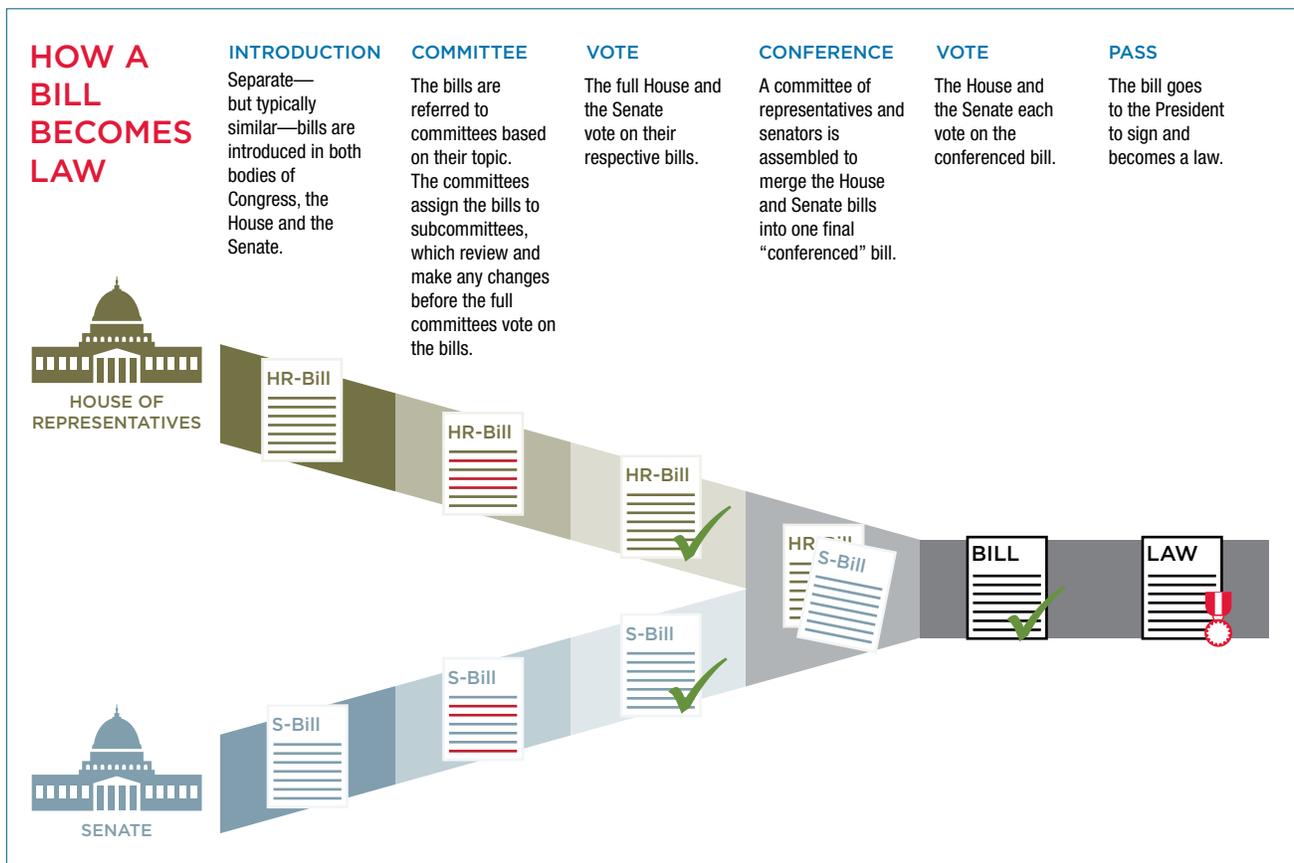
Tier II: Countries on Tier II do not fully comply with minimum standards in confronting trafficking, but are making significant efforts to bring themselves into compliance.

Tier II Watch List: Countries on the Tier II Watch List are unable to provide evidence that they have been making the necessary effort to comply with minimum standards to combat trafficking. Countries are only allowed to remain on the Watch List for two consecutive years; after that, they must be moved up to Tier II or bumped down to Tier III.

Tier III: Countries on Tier III are not meeting minimum standards to combat trafficking, nor are they taking appropriate steps to do so. *Tier III countries run the risk of losing U.S. foreign aid.*

Why the TIP Report Matters

The Philippines was designated as a Tier II Watch List country for the second consecutive year in 2010. Unless the country demonstrated significant progress to fight human trafficking, the Philippines would fall to Tier III and risk losing foreign aid from the United States. The TIP Office, strongly supported by the U.S. Embassy in Manila, worked closely with the Philippines' government to address particular weaknesses in the country's capacity to combat sex and labor trafficking. The Philippines made significant reforms, including putting trafficking cases on a fast-track in the judicial system. As a result, a years-long pipeline of unfinished cases was unclogged, resulting in more perpetrators being convicted for their crimes.



The U.S. Government’s Budget

Those who care about fighting human trafficking (and a host of other issues affecting the most vulnerable) have a stake in how the U.S. federal budget is allocated. Asking legislators to provide funding for particular issues can often be an uphill battle, but the federal budget is one way that we as a society express our values. Every U.S. citizen has the right to weigh in on what our priorities should be. Did you know...

- The budget for international assistance is actually less than 1% of the federal budget? The budget for fighting human trafficking is just one small part of what that international assistance budget funds.
- Every month, the government spends twice the amount of the TIP Office’s 2010 budget to fund military bands?

Here’s how the government’s budget process ideally works:

1. **The President submits a proposed budget to Congress in February:** The President’s budget serves as a starting point for Congress to consider. Congress is not obligated to adopt the President’s entire budget and often makes significant changes, but it does take the President’s request into consideration since the President must ultimately approve all future bills they propose.
2. **The House and Senate Budget Committees report the Budget Resolution:** The Budget Resolution is an important document in which the Budget Committees in the House and Senate lay out Congress’ spending, revenue, borrowing and economic goals for the next several fiscal years. As part of the Budget Resolution, Congress determines the “discretionary spending allocation.” About two-thirds of the government’s budget goes

toward mandatory expenses, like social security and Medicare programs or interest on the national debt. The remaining one-third of the budget is “discretionary,” meaning Congress can decide what that money is used for. Both House and Senate Budget Committees hold hearings on the annual Budget Resolution and present—or “report”—their final Budget Resolution to the full House and Senate by April 1.

3. **The House and Senate consider the Budget Resolution:** The full House and Senate now debate, amend and vote on the Budget Resolution as reported to them by their respective Budget Committee.
4. **The House and Senate work out differences in their Budget Resolutions:** Since the House and Senate each pass their own Budget Resolution, a committee of officials from each body is appointed to resolve the differences between the two. This group is called the “conference committee.” They work to create a single, agreed-upon version of the Budget Resolution.
5. **The full House and Senate vote on the Budget Resolution:** After the bills are “conferenced” together, the House and Senate vote to approve the final version of the Budget Resolution. This must be completed by April 15 each year. This final approved Budget Resolution governs the remainder of the budget process for the year.
6. **The Appropriations Committees develop 13 spending bills:** Between May 15 and June 10, the House and Senate Appropriations Committees take the total discretionary spending allocation (from step #2) and divide it into 13 “sub-allocations.” They take the total discretionary “money pie” and cut it into 13 slices, each of which funds a different government function, from agriculture to defense to foreign operations.
7. **The full House and Senate vote on the spending bills:** By June 10, the full House and Senate should begin to vote on the 13 spending bills that the Appropriations Committees have created. Other than some special rules of debate, the 13 spending bills follow the same legislative procedure as other bills (see page 60 for how a bill becomes a law).
8. **The House and Senate bills are conferenced together:** Since the spending bills in the House and Senate are passed separately, they have to go through the same conference committee process that the Budget Resolution did. The conferees have to agree on one version of the bill that will be passed in both the House and Senate by majority votes.
9. **The full House and Senate vote on the 13 conferenced bills:** The full House and Senate must both approve the conference bill by a majority vote. All the bills are voted on separately.
10. **The President signs or vetoes any or all of the 13 bills:** The President has ten days to: (1) sign each bill into law; (2) veto the bill(s) and send it back to Congress, requiring that much of the process begins again for that particular bill; or (3) allow the bill(s) to become law without his signature, thereby making it law but doing so without his express approval.
11. **The government begins a new fiscal year:** If the process goes as planned, all 13 spending bills are signed by the President into law by October 1, which is the start of the new fiscal year.*

**Most years, this happens, but not always. If the budget process is not completed by the October 1 deadline, a “Continuing Resolution” to extend the government’s current budget must be passed in Congress and signed by the President to avoid a government shutdown.*

Resources for Working with Churches

Explore the Biblical Call to Justice

Many great movements for change have been led by the Church.

Advocacy is about calling those in power to use their own power and authority to defend and protect the oppressed. God calls us as individuals to use our power to do the same. Proverbs 31: 8-9 directs us to “speak up for those who cannot speak for themselves, for the rights of all who are destitute...”

Compassion for the poor and a desire for justice are part of God’s character and plan, and therefore vital to the mission of the Church. We are called to put things right, to seek justice, to rescue the oppressed.

The call to advocacy resonates profoundly in the Bible. Throughout scripture, prophets are consistently urging others to “learn to do good; seek justice, rescue the oppressed, defend the orphan, plead for the widow” (Isaiah 1:17). God raised up righteous prophets to plead with, exhort, encourage and confront rulers so authorities might rightly execute their ministry of justice on behalf of the weak and oppressed and refrain from abusing their power for unjust gain. From Joseph to Moses to Esther to Nehemiah, biblical advocates understood that working with local leaders and government was an essential element of protecting people at the margins of society.

Likewise, Jesus teaches and exhorts us to spend ourselves on behalf of “the least of these” as a way of serving him (Matthew 25:40). Through Jesus’ own example of healing, love and commission, we are invited into the vital work of building God’s kingdom here on earth.

With these biblical examples before us, let us enter the halls of power to continue the prophetic tradition of advocating for those who suffer injustice in our world today.

Advocates in the Bible

Joseph: Genesis 41:37-45, 45:8-9, 26

Moses: Exodus 3-12

Esther: Esther 4-5

Isaiah: Isaiah 1:15-17; 13-23; 58

Jeremiah: Jeremiah 5:27-29

Daniel: Daniel 4:27

Amos: Amos 5

John the Baptist: Luke 3:12-14, 19

Nathan: 2 Samuel 12

Invite an IJM Speaker to your Church!

Educate your church about the biblical call to justice by having an IJM speaker preach at your church! IJM’s Church Mobilization team, many of whom are pastors or former IJM field staff, speak at churches around the country, sharing real-life stories of injustice and rescue and the biblical mandate to seek justice. Request a speaker at IJM.org/resources/inviteaspeaker.



Mark Fisher of Cornerstone Fellowship delivers Abolition Postcards to Senator Boxer's aide.

YOUR VOICE MATTERS

How Churches Partner with IJM in Advocacy

By engaging in the fight to end violent oppression, churches can experience the joy of responding to God's heart for justice and make a real difference in their communities and the world. Here are two examples of how churches in California partnered with IJM to make a significant impact in the fight to end modern-day slavery.

In 2008, Cornerstone Fellowship, a church in Livermore, California, hosted an IJM speaker to preach at their weekend services. His message resonated with the church community, and shortly thereafter they formed a Justice Team to explore the biblical call for justice and to see how their church could respond. The group has thrived and avidly supports IJM's advocacy initiatives every year by distributing Abolition Postcards for church members to sign. They regularly host a table at the church so congregants can learn more about ways to get involved. Congregants have also met with their leaders in Congress and have built a relationship with congressional staff in a continual fight to improve anti-trafficking legislation.

In 2009, a staff member of Westside Shepherd of the Hills of Los Angeles, California, learned about IJM and decided to organize a local Advocacy Weekend. She contacted other area churches and mobilized them to action—nine churches hosted IJM speakers, and congregants signed Abolition Postcards to their senators, asking them to support anti-trafficking legislation. Then, Westside Shepherd of the Hills hosted a film screening. Over 400 people attended, and each had the opportunity to sign an Abolition Postcard. The cards were hand-delivered to California's senators. Westside Shepherd of the Hills continues to be a supporter of IJM's advocacy initiatives.

Both of these campaigns—started and sustained by local churches—contributed to a strong foundation for California advocacy. Thanks to the commitment of these passionate, determined church bodies, California Senator Barbara Boxer is one of the most ardent supporters of anti-trafficking legislation.

NEHEMIAH NIGHTS

What is a Nehemiah Night?

A Nehemiah Night is a structured evening incorporating both prayer and advocacy. The event follows the biblical example of Nehemiah to empower participants to become advocates for the oppressed.

Customize the event to best serve your church, *but we encourage you to include the core elements of a Nehemiah Night: Prayer and Advocacy.*

- **Prayer:** Through prayer, God has given us a way to stand in the gap on behalf of those who need his help. We intercede and advocate on behalf of others to the ultimate authority, God. Your Nehemiah Night should contain an element of active prayer for those who suffer under oppression, for IJM staff and other workers on the frontlines, and for systems that exist to protect the poor and vulnerable.
- **Advocacy:** At its root, advocacy is about calling on those in power to use their own power and authority to defend and protect the oppressed—just as God calls us as individuals to use our power to do the same. Your Nehemiah Night should allow participants to advocate with their elected officials—by signing cards, writing letters or making phone calls to their representatives.

Why should your church host a Nehemiah Night?

As churches and individuals, we sometimes look at the problem of human trafficking and think, “This problem is overwhelming! What can I do to help?” At IJM, we believe that God wants to use the Church to bring justice to those who are suffering under violent oppression. A Nehemiah Night is one way your church community can be part of the movement to end slavery.

This event takes inspiration from the biblical story of Nehemiah, who never prayed without acting and never acted without praying. Through a combination of prayer and action, Nehemiah reunited a scattered Israelite community and successfully led them to rebuild and repair what historians believe was a 4.5 mile-long wall in merely 52 days in Jerusalem. And Nehemiah achieved all of this under the threat of war from external enemies and deceitful plots from internal adversaries.

In his time, Nehemiah pursued rebuilding the wall as one step in facing the crisis of his day: the exile, displacement and abuse of the Israelites. Nehemiah did not have a firsthand account of Jerusalem’s destruction, but he took efforts to learn more. He pleaded with God to effect transformative change in his city. He also recognized that he had resources, skills and talents that people closest to the need either did not have or could not access because of their oppression.

Nehemiah used his prayers and his resources to help those who were oppressed and could not help themselves. Today, we have the opportunity to help those in our world who likewise need freedom from oppression: victims of human trafficking and slavery. In the illicit global trade market, profits from human trafficking match those from the illegal sale of weapons, and these industries are second only to the market for illegal drugs.

We have a voice. Our voice can move the heart of God and direct the power of a nation—a nation with strong influence and the ability to increase global efforts against trafficking. Let us use our voices on behalf of the oppressed.

Structuring Your Nehemiah Night

A Nehemiah Night, regardless of its length, should include a prayer activity, the biblical foundation for advocacy and advocacy action steps.

Suggested Prayer Activities

- **Prayer wall:** Gather written prayers and/or prayer requests related to trafficking and display them for attendees to pray over silently.
- **Group intercession:** Split attendees into small groups and ask them to pray for something specific together.
- **Simultaneous prayer:** Display specific topics on a screen and have every attendee pray over that topic simultaneously, covering each issue in prayer before moving on to the next.

Potential Prayer Topics

- **Pray for victims** of specific types of trafficking—sex trafficking and forced labor trafficking—as they heal from this abuse.
- **Pray that the U.S. government** would use its power and resources to protect and rescue trafficking victims.
- **Pray against the powers and systems perpetuating** the global trafficking epidemic.
- **Pray for the encouragement of IJM staff** and for a sustainable impact as a result of our work around the world.

Recommended Action Steps

- **Sign IJM Abolition Postcards.** After the event, the organizer should mail the signed cards back to IJM, so we can hand-deliver them to your representatives on Capitol Hill (see page 45 to learn more about Abolition Postcards).
- **Educate participants** on how to call their members of Congress, and sign a pledge committing to do so.
- **Call your members of Congress** (if their offices are open).
- **Write letters** to members of Congress.

If you are interested in receiving the whole Nehemiah Night Organizer Manual, email Churches@ijm.org.

Frequently Asked Questions

Q: Isn't advocating with our elected officials controversial or too political for a church?

The Church can play a critical role as the conscience of the state. The reality is that human trafficking is simply not a very controversial topic. Ending modern-day slavery is an issue everyone can support, and Christians should lead the charge. Members of Congress from all across the political spectrum can find common ground on an issue like this.

Q: Are churches allowed to lobby?

Churches (and organizations like IJM) that have a 501(c)(3) tax exempt status are allowed to lobby on specific legislation or issues, but are not allowed to endorse political candidates. Organizations may host events, conduct educational meetings or provide materials about an issue—such as modern-day slavery—without jeopardizing their tax-exempt status. If you are advocating for a specific piece of legislation—such as a federal or state-level anti-trafficking bill—lobbying efforts simply must not become a “substantial” portion of overall budget and activities. Generally, courts have found that spending more than 20% of an organization's or church's budget would constitute as “substantial,” so a group that exceeds this amount would jeopardize its tax exempt status. However, there is much you can do to raise your voice in advocacy without coming near this figure. Activities like distributing postcards or generating phone calls cost almost nothing beyond some minimal volunteer or staff time. *The IRS provides a guide for churches here: <http://www.irs.gov/pub/irs-pdf/p1828.pdf>.*

Q: If we get involved in advocacy, are we moving away from evangelism?

There need not be competition between sharing the message of Jesus' saving grace and showing God's great love for others through justice and mercy. As we see in the Scriptures, God cares about justice and calls us to seek it. The church serves a prophetic role in advocating for the proper use of power and resources. In Matthew 23, Jesus rebukes the Pharisees for prioritizing their personal piety and “individual relationship” over equally important commands to pursue justice and mercy.

Q: Aren't we always going to have the poor with us? Shouldn't we focus on their souls, and not their present suffering?

Suffering is a reality of sin, which will be with us until Jesus returns, but Jesus tells us not to give up doing good (Ephesians 2:10), but to be the salt and light of the world (Matthew 5:13-16) and to run the race until we are finished (2 Timothy 4:7). He also tells us to love our neighbor as ourselves (Matthew 22:39). As we consider the suffering of the poor in the world today, we must try to imagine what we ourselves would want if we were in their position—both deliverance from any suffering in eternity, as well as rescue from the violence they are experiencing today.

Additional Resources

Key Terms

Advocacy

Advocacy is strategic action taken with the goal of bringing changes to the policies, positions or programs of an institution, like the U.S. government.

Lobbying

Lobbying is one advocacy strategy aimed at influencing public officials' opinions and actions on a particular policy or piece of legislation.

Grassroots

Grassroots refers to the general public—from students to church members to working professionals. Grassroots support implies that the general public is supportive of the issue.

Grasstops

Grasstops are people of influence, usually due to their position of leadership or possession of resources—celebrities, community leaders, pastors, judges, city mayors, political campaign donors, etc. Grasstops have a unique type of power or resource that they can contribute to a campaign.

Sharing about IJM

IJM seeks to make public justice systems work for victims of abuse and oppression who urgently need the protection of the law. You can point to the work that we are doing—and to the lessons that we've learned through our work—in your conversations with policymakers about modern-day slavery.

IJM's Work

- International Justice Mission (IJM) is a human rights agency that brings rescue to victims of slavery, sexual exploitation and other forms of violent oppression. IJM lawyers, investigators and aftercare professionals work with local officials to secure immediate victim rescue and aftercare, to prosecute perpetrators and to ensure that public justice systems—police, courts and laws—effectively protect the poor.
- IJM's justice professionals work in their communities in Asia, Africa and Latin America to secure tangible and sustainable protection of national laws through local court systems.

IJM's Collaborative Casework Model

- IJM's casework model combats victimization and violence on the level of the individual and supports functioning public justice systems where the poor urgently need an advocate.
- IJM investigators, lawyers and social workers intervene in individual cases of abuse in partnership with state and local authorities to ensure proper support for the victim and appropriate action against the perpetrator. Such collaboration is essential to obtain convictions against individual perpetrators and to bring meaning to local laws that are meaningless if not enforced.

IJM's Vision

To rescue thousands, protect millions and prove that justice for the poor is possible.™

Forced Labor Slavery

Forced labor slavery is the use of deception or violent coercion to compel someone to labor without pay or for no pay beyond the substance necessary to continue the labor. Modern-day slaves face brutal conditions in rock quarries, rice mills, brick kilns, fisheries, garment factories and many other industries around the world. Victims of slavery are often deprived of the freedom of movement, unable to leave the facility where they are forced to work and unable to seek employment elsewhere. Forced laborers are also often victims of violent physical and sexual abuse.

Debt bondage is a common method used to entrap victims of slavery. In this illegal scheme, an employer offers a small loan (often as low as \$25) to a laborer, with the understanding that the loan will be repaid through work at the owner's facility. The perpetrator ensures this repayment is impossible by inflating the loan through exorbitant interest rates, false charges and denying requests for information on the status of the loan. The laborer is forbidden to leave the work facility until the loan is repaid in full. The employer becomes the laborer's owner – and the loan's conditions are often extended to relatives of the victim, including children, who are forced to work off a false and ever-growing debt.

THE FACTS

- There are an estimated 27 million slaves in the world today—more than any other time in history. (Bales, *Disposable People*)
- Children below the age of 18 years represent between 40 to 50% of all forced labor victims. (ILO)
- In a recent, wide-reaching survey conducted by the United Nations Office on Drugs and Crime, 40% of countries had not registered a single conviction against perpetrators of trafficking and slavery, which is crucial for deterrence. (UNODC)

IJM'S RESPONSE

IJM investigates cases of slavery and partners with local authorities to release slaves and their families from the facilities where they are held. IJM lawyers work to pursue perpetrator accountability, so that slave-owners are prosecuted with sentences commensurate with their crimes – a rarity in most of the world. IJM staff ensure that victims of forced labor slavery are provided the full spectrum of government rehabilitation services to which they are entitled, including financial compensation. Former slaves are provided with aftercare services, including counseling, assistance securing employment and enrolling children in school, facilitation of community groups and assistance opening a bank account. IJM's casework on forced labor slavery is conducted primarily in India, where IJM has secured the freedom of more than 2,000 forced labor slaves and provided long-term aftercare for them and their families.

ABOUT INTERNATIONAL JUSTICE MISSION

International Justice Mission is a human rights agency that secures justice for victims of slavery, sexual exploitation and other forms of violent oppression. IJM lawyers, investigators and aftercare professionals work with local officials to ensure immediate victim rescue and aftercare, to prosecute perpetrators and to promote functioning public justice systems.



KUMAR'S STORY - INDIA

Orphaned at age five, Kumar became a slave in a brick kiln at age seven. He was forced to carry heavy loads of bricks on his head and work through illness and injury. While his peers were in school, he struggled daily with the physical stress of hard labor.

After several years at the kiln, Kumar was released from slavery through IJM intervention in collaboration with local authorities. Kumar is now free to pursue his dream for the future: “I want to become a police officer so I can help and protect the good people of our village,” he recently told staff. He has excelled in school and has recently begun an internship with one of IJM's India field offices.



IJM.org



International Justice Mission

at a glance



Gopinath spent 15 years in slavery in an Indian rock quarry. He and his wife raised their young children in the facility, and feared they would become slaves as well. But the family was rescued through an IJM operation in collaboration with local authorities, and today, Gopinath cares for his family in freedom. He has secured employment and recently purchased goats as an investment. His daughter is in school, and his sons will join her there when they are old enough. "All the struggles that I've faced in life seem to be small," he told his IJM social worker, "when I think of my big future."*

International Justice Mission is a human rights agency that brings rescue to victims of slavery, sexual exploitation and other forms of violent oppression. Every day, IJM lawyers, investigators and aftercare professionals work with local governments in 13 countries to:

- rescue victims of violent abuse and ensure long-term aftercare;
- prosecute their perpetrators under local laws; and
- transform public justice systems to protect entire communities.

Through individual casework, IJM confronts aggressive violence — violence that steals dignity and health from children trafficked into forced prostitution, strips widows and orphans of their homes and hope, and denies freedom and security to families trapped in slavery. Today, four billion of the world's poorest people are not effectively protected by their countries' own laws against abuse and oppression—but IJM sees daily that violence can be stopped when vulnerable people are served by their public justice systems.

As today's leading casework-based human rights organization, IJM is transforming justice systems and building hope in Africa, Latin America, South Asia and Southeast Asia.

"When our grandchildren ask us where we were when the voiceless and the vulnerable of our era needed leaders of compassion and purpose, I hope we can say that we showed up, and that we showed up on time."

—Gary Haugen, IJM President and CEO

IJM Casework

- Forced labor slavery
- Sex trafficking
- Illegal property seizure
- Illegal detention/police brutality
- Sexual violence

The work of IJM has been featured by *The New York Times*, *The Washington Post*, *The Times of India*, *The Guardian*, *The New Yorker*, *Foreign Affairs*, *Christianity Today*, *Forbes Magazine*, "The Today Show," "The Oprah Winfrey Show," "Dateline NBC," MSNBC, CNN, BBC World News and National Public Radio, among many other outlets.

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¹ U.N. Commission on Legal Empowerment of the Poor
^{*} A pseudonym.



KUTTY'S STORY

Once a Slave, Now an Elected Official

CHENNAI, INDIA – Three years ago, Kutty was a slave. Today, he is an elected government official, empowered to lead his community.

Trapped in Slavery

Kutty and his family once lived and worked as slaves in a rice mill, their entire lives controlled by the abusive owner. Instead of going to school, Kutty's four children, aged 5 to 13, were put to work in the rice mill. They could not leave without the owner's explicit permission—whether they simply wanted to go to the market or needed to go to the hospital for an emergency.

When IJM investigators first met Kutty, he was extremely malnourished and exhausted. He related the harsh realities inside the rice mill with tears in his eyes: "I have four kids in the rice mill working... Even if we are sick, we have to work. We cannot go to our home village for any occasion, or the owner will come after us." The owner also intimidated Kutty and his family with threats of witchcraft, and Kutty told IJM, "I am really scared of him."

In October 2008, Kutty's reality changed from fear to freedom, when IJM assisted local authorities to rescue Kutty and another family from the abusive rice mill.

October 2008: Kutty was rescued from slavery in a rice mill.
October 2011: Kutty was elected as a local government official.

Building a New Foundation

Kutty and his family began a two-year journey through IJM's aftercare program. IJM helps newly released forced laborers learn how to rebuild lives in freedom. IJM social workers regularly visit families and conduct monthly meetings for groups of former slaves to give them a chance to learn from one another's experiences.

Kutty learned about his rights as a citizen, and IJM staff helped him access government benefits that are available to former forced laborers like him. His children are back in school, and he and his wife are both working. Kutty works with the Forestry Department to catch snakes, whose venom is harvested to use in medicine. The job requires exceptional skill and a special license, and Kutty takes pride in his work. He even lobbied the Department for better wages for him and his fellow snake catchers.

With help from IJM's aftercare team, Kutty and his family built a new foundation, and began to dream about a different future.

A Pillar in the Community

Three years after he was rescued from slavery, Kutty attended IJM's Leadership Training, a three-day workshop to equip individuals who have demonstrated leadership qualities with further training so that they can be a voice for their own communities. One of the training sessions



(Above) The slaves were forced to live in tiny cement buildings in the rice mill.

(Left) Kutty and his family, pictured with official documents certifying him as a local government official.

was led by a Panchayat President, a locally elected government official who presides over several villages. Kutty was inspired by the good work this leader was doing in his community and asked many questions in order to understand the election process.

Kutty had learned to stand up for his own family's needs, and he was ready to do the same for others.

"Effective aftercare empowers released laborers to recognize their potential. It does not just enable former forced laborers to take care of themselves, but empowers them to become pillars of the community," says Pranitha Timothy, IJM Chennai's Director of Aftercare. "Not only do they protect their villagers from becoming enslaved, but they also contribute to the broader wellbeing of the community. Kutty has benefited from IJM's rehabilitation program and has become just this kind of leader."

Kutty decided to run for election in his own village. As Panchayat President, he would be able to bring better roads, a water supply and electricity to the villages.

In October 2011, Kutty won the local election in a landslide victory. No longer a slave ruled by fear, Kutty is empowered to lead his community. With a huge smile, Kutty told IJM: "I want to do good for my people and my village."

IJM's work in India is supported by the US State Department Office to Monitor and Combat Trafficking in Persons (TIP).

- IJM Chennai was established in 2001 to **assist local authorities in rescuing and rehabilitating forced laborers**, and to **ensure slave owners are held accountable under the law**.
- IJM's successful collaboration with local authorities was such a compelling model that, in 2005, the **TIP Office awarded IJM a grant to replicate the project** and open another office in Bangalore.
- In 2009, IJM Chennai received a two-year grant from the TIP Office, enabling IJM to build on its decade of anti-slavery casework by **building capacity among Indian authorities and generating awareness through increased media coverage**.
- In collaboration with local authorities, IJM Chennai has **rescued over 1,800 forced laborers** and IJM Bangalore has **rescued more than 550**.





IJM CHENNAI COLLABORATES WITH GOVERNMENT TO COMBAT FORCED LABOR SLAVERY

Hundreds Rescued in Landmark Operation

CHENNAI, INDIA – Over 500 children, women and men were rescued from forced labor slavery in a single operation in April 2011.

Big Picture: Forced Labor Slavery

Forced labor slavery is the use of force, fraud, or violent coercion to compel someone to labor for little to no pay. For over a decade, IJM Chennai has worked with the public justice system—the police, courts and laws—to protect individuals from forced labor slavery.

The Bonded Labour System (Abolition) Act of 1976 outlaws forced labor from India, but many public officials lack the capacity or the mandate from their superiors to proactively enforce the law. IJM Chennai leads capacity-building workshops for law enforcement officials, public prosecutors and judges to equip them with the necessary expertise. Additionally, IJM directly advocates with government officials to conduct individual rescue operations. In collaboration with local authorities, IJM Chennai has rescued over 1,800 forced laborers.

One Rescue: Hundreds Free

In early 2011, a Revenue Divisional Officer (RDO),

(Above) When IJM asked “Who wants to leave?” the laborers raised their hands.

Kandasamy, contacted IJM for support after a man reported that his relatives were trapped inside a massive brick kiln. RDO Kandasamy attended an IJM-led training six months before and had since been a strong proponent of enforcing the Bonded Labour Act.

On the day of the operation, RDO Kandasamy led the team of government officials, police and IJM staff. Inside the brick kiln, the laborers were scattered and hard at work. The owner of this brick kiln profited easily from his slaves, who were forced to work 18-hour days without enough food or rest, refused promised payment and viciously beat into submission by the owner or his henchmen. Kandasamy quickly determined that this was a forced labor system.

Kandasamy arranged transportation for the laborers to a nearby school in several trucks. A medical camp was set up to administer check-ups and medication; a water tanker was brought in to provide clean drinking water; police provided 24-hour protection; and classrooms were cleared to accommodate the new arrivals.

Local media arrived on the scene almost immediately. As the laborers recounted cruel beatings, restricted movement and brutal working conditions, a clear picture of the reality of forced labor emerged. Shortly after the operation, the CNN Freedom Project produced a special international report on the remarkable operation, highlighting the importance of government collaboration with IJM.



(Above) More than 500 children, women and men were rescued from slavery in the brick kiln.

(Left) Since participating in an IJM-led training, RDO Kandasamy has exercised his authority to enforce the Bonded Labour Act. He was a strong advocate for the laborers freed from slavery.

Release Certificates were granted to 371 laborers—including 23 children as young as 8 years old. The certificates cancel their alleged debt and entitle them to government-allocated rehabilitation funds. The emancipated laborers were ready to return to their home state of Orissa. Kandasamy arranged for tickets—and even ordered that an extra train car be added to the next train—to take all of the families back to their home state, 1000 miles away.

“This is the most impressive display we have seen to date of the government being proactive in combating bonded labor and being sensitive to the needs of the victims,” remarked Saju Mathew, IJM South Asia Regional Director. “It is a huge encouragement to work with talented, dedicated officials like these, who clearly demonstrate the potential of the government to lead the charge against bonded labor in India.”

Today, the families are part of IJM’s robust aftercare program, a two-year program for families rescued from forced labor, that includes regular visits to each client’s home and monthly meetings for families living in close proximity. IJM social workers help clients find sustainable jobs and ensure children go back to school. IJM also connects families with Self Help Groups and grassroots NGOs in the respective regions where they resettle, establishing a sustainable support network.

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Sex Trafficking

Sex trafficking is a growing global enterprise driven by deception, coercion and force. Traffickers transport or detain their victims for the purpose of commercial sexual exploitation. This trade in rape for profit thrives in the absence of robust law enforcement to ensure the protection of the law for vulnerable children and women.

THE FACTS

- After drug dealing, human trafficking (both sex trafficking and trafficking for forced labor) is tied with the illegal arms industry as the second largest criminal industry in the world today, and it is the fastest growing. (U.S. Department of Health and Human Services)
- Worldwide, there are nearly two million children in the commercial sex trade. (UNICEF)
- There are an estimated 600,000 to 800,000 children, women and men trafficked across international borders annually. (U.S. Department of State)
- Approximately 80 percent of human trafficking victims are women and girls, and up to 50 percent are minors. (U.S. Department of State)
- The total market value of illicit human trafficking is estimated to be in excess of \$32 billion. (U.N.)
- Sex trafficking is an engine of the global AIDS epidemic. (U.S. Department of State)

IJM'S RESPONSE

International Justice Mission's first priority in its anti-trafficking casework is to secure the protection of the law for trafficked women and children forced into commercial sexual activity. IJM investigators spend hundreds of hours gathering and documenting undercover evidence of trafficking and sexual exploitation. Using this evidence, IJM staff members then partner with local authorities to rescue victims from situations of ongoing abuse and ensure that they have access to aftercare services to meet their vital needs. IJM lawyers work alongside local authorities to secure the conviction and sentencing of traffickers and other perpetrators.

Sex trafficking will endure as long as it remains a profitable criminal enterprise. By freeing victims and prosecuting their perpetrators, IJM operations increase the risk and decrease the profitability of trafficking for those who would commit this crime. IJM works to combat sex trafficking in Bolivia, India, Cambodia and the Philippines. IJM investigations have resulted in freedom for more than 1,000 girls and women held by force in the commercial sex trade.

ABOUT INTERNATIONAL JUSTICE MISSION

International Justice Mission is a human rights agency that secures justice for victims of slavery, sexual exploitation and other forms of violent oppression. IJM lawyers, investigators and aftercare professionals work with local officials to ensure immediate victim rescue and aftercare, to prosecute perpetrators and to promote functioning public justice systems.



MANNA'S STORY - INDIA

When 14-year-old Manna* ran away from her abusive home, she met a woman who offered her a job selling fabric. She accepted the position, and the woman provided her a place to sleep for the night. When Manna awoke in the morning, the woman was gone, and Manna discovered that she was in a brothel. For the next two years, she was held in the brothel and raped by customers for the profit of the brothel owners.

She was freed when IJM investigators discovered her captivity and alerted local authorities, working with them to release her and three other young girls from the brothel. The brothel owners each received five-year sentences for their crimes, and Manna was brought to an after-care home to heal in security.

* In order to protect this IJM client, a pseudonym has been used and the photograph has been obscured. Real name and casework documentation are on file with IJM.





International Justice Mission

at a glance



Kunthy was trafficked into a brutal Cambodian brothel at 13 years old. She was freed when IJM investigators found her and partnered with local police to rescue her through a sting operation. IJM’s legal team ensured that those who trafficked her were arrested and convicted for their crimes. Today, Kunthy lives in an aftercare home where she is well-loved; she is pursuing her education and serves as a mentor to other girls.*

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¹ U.N. Commission on Legal Empowerment of the Poor
*A pseudonym



LIEN'S STORY

A Journey of Hope

PHNOM PENH, CAMBODIA – When Lien* was a teenager, she moved with her family to Cambodia from Vietnam. They settled into a village outside the capital city of Phnom Penh, where they worked hard as rice farmers. Like many immigrant families, they struggled to make ends meet.

Lien's older sister told her younger sisters that she was going to take them to work in a coffee shop in another city, on the border of Thailand. But it was not a coffee shop, it was a brothel.

Lien had been trafficked.

Every night before the brothel's customers arrived to abuse Lien and the other women and girls trapped inside, managers would distribute narcotics. The drugs made them more compliant, and the addiction was a safeguard against running away. For many of the brothel's victims, drugs became the only way they could face the pain of their daily existence.

But Lien refused to detach or resign herself to life inside the brothel. She never accepted the mind-numbing drugs.

Women and girls were regularly beaten if they refused to

"I used to feel weak, but now I feel strong," says Lien, pictured at the café where she now teaches other trafficking survivors how to make beautiful cakes.

see customers. For three long years, Lien was routinely raped by the brothel's customers. She never stopped resisting.

Lien's life changed in March 2008, when the anti-trafficking unit of the Cambodian Police rescued Lien and ten other girls and women trapped inside the brothel.

After the rescue operation, police called IJM Cambodia for support. IJM social workers immediately responded, assisting the police with crisis care and helping contact aftercare shelters where the girls could live.

Finally, Lien was free.

At first, Lien was reluctant to talk about her life in the brothel. She still feared for her safety and worried that her family would be punished if she told her story.

But over the course of a year living in a safe and loving aftercare home, Lien started to open up and share. She was also reunited with her sister, rescued from another brothel, and the girls started to learn how to rebuild lives in freedom.

Lien felt ready to return to her family's village. But many people in her village knew that she had been sold into prostitution. They told her that since she had lost her virginity outside of marriage, there were no choices for her besides sex work.

She was devastated. For three years she had fought and resisted her abusers, hoping for a better life. She had been



A student at the café learns how to create the beautiful cakes and pastries, shown above.

rescued, learned new skills and was determined to thrive in freedom.

Resilient Hope

Eager to help Lien hang onto her resilient hope, Lien's social workers encouraged her to start a new aftercare program at a high-end café that offers vocational training in cake-decorating and pastry arts for trafficking survivors.

Lien stood out among her peers. She gained confidence in her own skills, and she now works at the café, teaching other young women to create art with the cakes. Today, Lien is happily married and gave birth to her first child in 2011.

“You shouldn't be afraid,” Lien tells other sex trafficking survivors who are just beginning their own journey into freedom. “When I first came I felt the same way. But if you try hard, you can succeed like I did.”

She understands that many of these girls and women have been told the same lies she was told in the brothel and by the people in her own village: that they are ruined and unworthy of dignifying work.

But Lien believes that they are unique individuals who have the power to change their futures. She says that after so many have believed in her, she wants to be the one who believes in other girls like her.





CHARLYN'S STORY

Girls are Protected When Laws are Enforced

CEBU, THE PHILIPPINES – Charlyn* grew up with six siblings on a rural island in the Philippines. She lost her mother when she was in the fifth grade, which left her to care for her younger siblings while her father ran the family's small farm. Charlyn was not able to finish high school, because she needed to find a job that would help her support the struggling family. She moved to Cebu, a bigger city with better job prospects.

Vulnerable to Traffickers

Charlyn was vulnerable and alone, living on her own for the first time as a 17-year-old. By day, she worked as a maid; at night, she worked in an internet café.

Charlyn met a woman who promised her a better-paying job. The woman was actually a street-level pimp. She took Charlyn to a local mall, where she met the first man who would pay to rape her. The customer negotiated with the pimp, then took Charlyn to a motel. After Charlyn was assaulted, the man sent her away in a taxi.

Night after night, Charlyn was sold for sex, usually receiving about \$10. Multiple pimps profited from

Charlyn's sale—in the red-light district in Cebu, women and girls are exploited by a loose network of pimps, recruiters and boardinghouse owners who work together to provide a supply to match demand.

On a night that began like too many other nights, Charlyn waited in a hotel room while a pimp negotiated a sale—Charlyn's sale. The pimp was well-known in the red light district, notorious for procuring minors for sexual exploitation. It was the first time she had sold Charlyn—and she had unwittingly sold her to an undercover police officer in an IJM-assisted rescue operation.

Beginning to Heal

Since she was rescued in 2008, Charlyn has received support from IJM social workers. While Charlyn began to heal in a safe and loving aftercare home for trafficking survivors, IJM developed a strong legal case against the trafficker. Charlyn bravely chose to testify in court, pointing out the woman who had sold her the night she was rescued.

For two years, an IJM attorney prosecuted the case alongside the court-appointed public prosecutor. Finally, the judgment was delivered: **The notorious pimp was convicted under the strong Philippines anti-trafficking law and sentenced to 20 years in prison.**

IJM celebrated the hard-won legal victory, the first

(Above) Charlyn volunteers with street children, eager to give back to her community.



Charlyn (above) bravely chose to testify in court. IJM Cebu stand staff stand outside the court after a conviction against the trafficker is announced (left).

conviction in an IJM case since Cebu began casework in 2007—and only the fourth such trafficking conviction recorded in the entire Central Visayan region. The IJM attorney said, “This victory in court allows me to realize that justice is real here on earth, as it is beyond.”

Today, Charlyn continues to thrive in an aftercare home where she volunteers in a ministry reaching out to street kids and goes on short-term missions projects. Charlyn is also finishing high school, and she wants to attend college for social work or some other service-oriented profession—so she can give back to the community.

IJM rescues girls like Charlyn from violent injustice and provides aftercare to ensure holistic restoration. Holding the perpetrators accountable for the crime is critical—so that survivors like Charlyn no longer live in fear of the abuser, and so that other would-be perpetrators see there is a consequence for the crime.

Justice Proven Possible

In 2006, with funding from the Bill and Melinda Gates Foundation, IJM opened an office in Cebu to test a simple

but powerful theory: If laws are enforced, then people will be protected. The answer matters to girls like Charlyn.

The project was called **Project Lantern**, and it was IJM’s **most aggressive attempt to date to measure and quantify the provision of justice** in a concentrated project area. To measure the rate of victimization of girls who had been trafficked for sex in metro Cebu, IJM commissioned a three-part study to independent researchers posing as customers. The results were stunning: Independent researchers found that the number of minor girls readily available for sex had dropped 79% from 2006 to 2010.

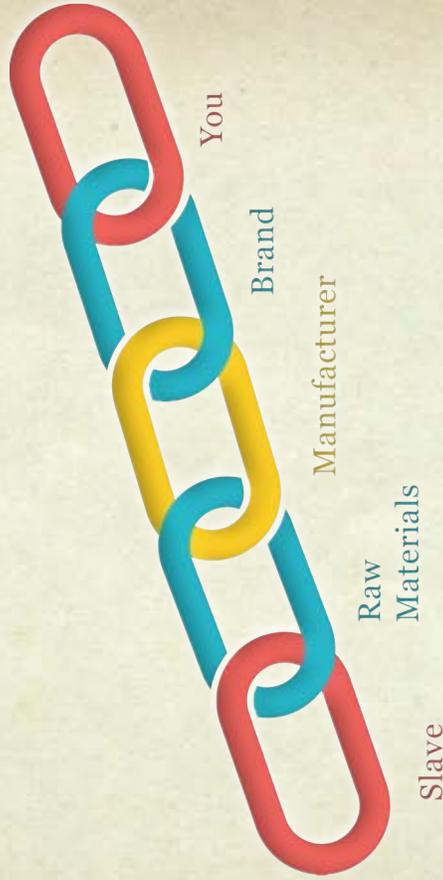
The simple but powerful hypothesis was proven true. If the public justice system—police, courts and laws—functions properly, then the public will be protected from violent injustice. The collaborative casework model and advocacy strategies championed by Project Lantern pave the way for transformation that may be replicated in other communities—so that those most at-risk of sexual exploitation—the vulnerable and the poor—will never be victimized in the first place.



Everyone says they would have fought slavery 150 years ago.

Now is your chance.

27 million slaves work in supply chains making products we own.



Find out

How many slaves work for you?

SlaveryFootprint.org

Now What?

Fight modern day slavery the modern way - with the Free World App. Let businesses know you buy from brands who share your values.



Use your voice



Use your dollar



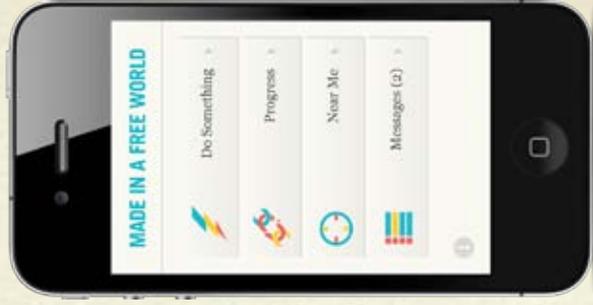
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Our app is your tool to work towards a modern emancipation. Use it everyday, wherever you go. So soon we can look for products with the most valuable label in the world:

Made In A Free World





Human trafficking is modern-day slavery,
and it's happening right here in the United States.

National Human Trafficking Resource Center (NHTRC)

1-888-3737-888

or email: NHTRC@PolarisProject.org

TOLL-FREE | 24 Hours/day, 7 Days/week

Confidential | Interpreters available if needed

WHO ARE THE VICTIMS?

Victims are forced to provide labor or commercial sex, and can be:

- U.S. citizens or foreign nationals
- Men, women, or children

WHERE DOES HUMAN TRAFFICKING HAPPEN?

Human trafficking can happen in many situations, including in:

- Commercial sex industry (street prostitution, strip clubs, massage parlors, escort services, brothels, internet)
- Factories (industrial, garment, meat-packing)
- Farms, landscaping, or construction
- Peddling rings, begging rings, or magazine crews
- Private homes (housekeepers, nannies, or servile marriages)
- Restaurants, bars, and other service industries (nail or hair salons)

Call to report a potential case, get information or resources,
request training or technical assistance, or receive referrals.

FOR MORE INFORMATION: www.PolarisProject.org/nhtrc



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Learn more at IJM.org