

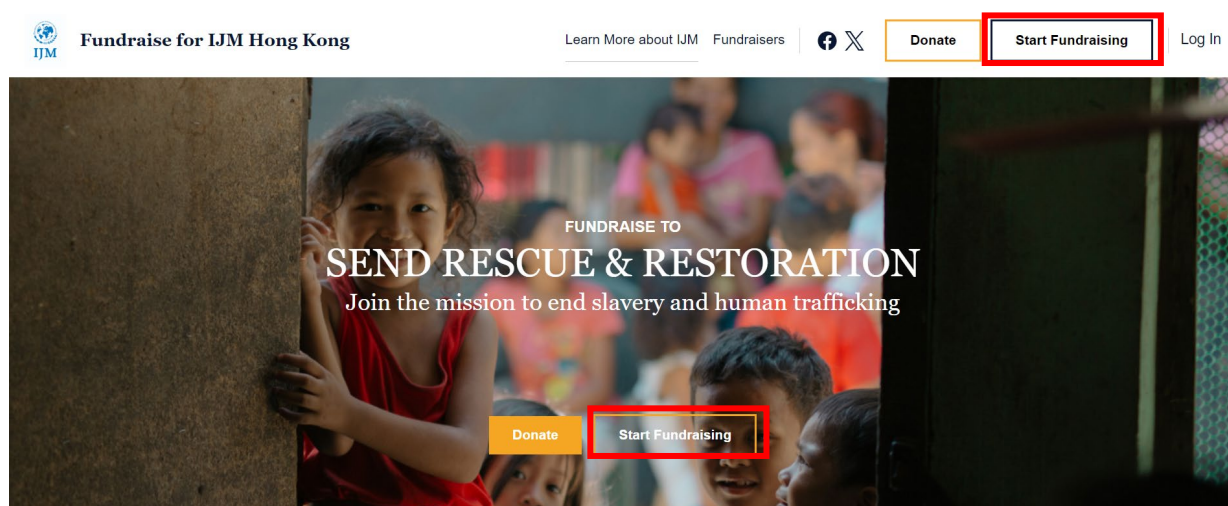
Set up Your Own Fundraising Page

STEP 1: VISIT THE WEBSITE

Go to website: <https://ijmhk.funraise.org/>

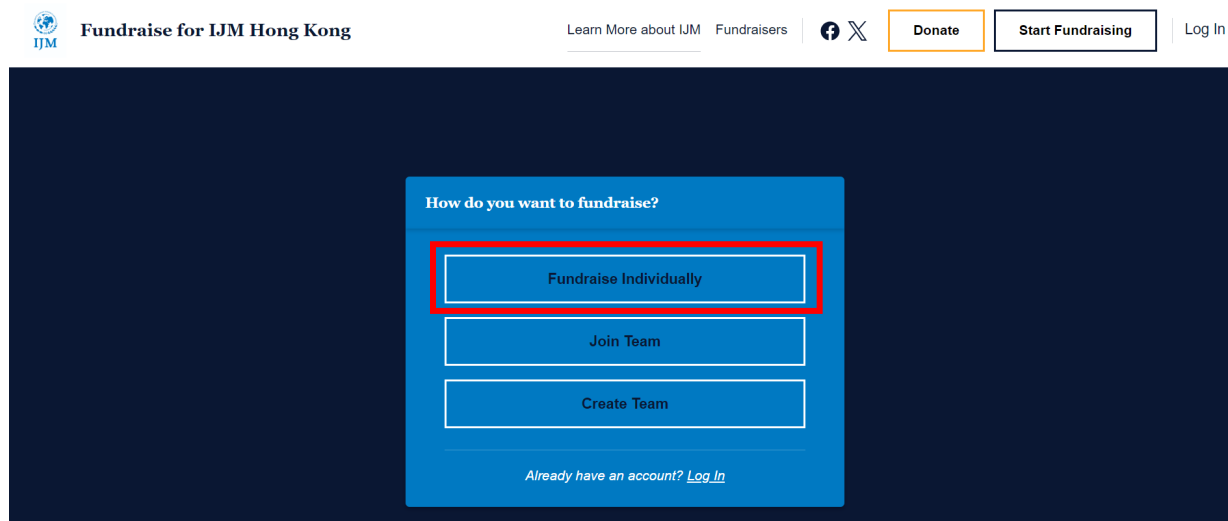
STEP 2: START FUNDRAISING

Click “Start Fundraising” button to get started.



STEP 3: REGISTER AN ACCOUNT

Click “Fundraise Individually” and create a fundraising account. For existing users, Login directly. Or you can join or create a team.



For New user, fill in Your First Name, last Name, Email, Phone and Set a Password, click “Next Step: Your Information”

Create a fundraising account

First Name
enter first name

Last Name
enter last name

Email
enter email

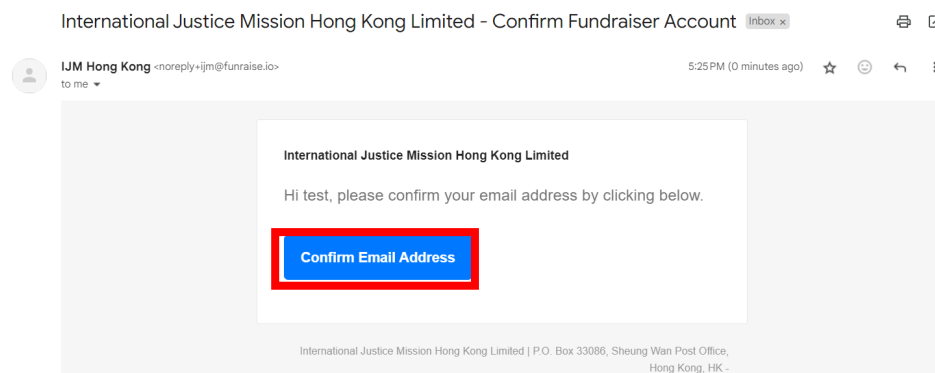
Phone
enter phone number

Password
enter password

Keep me informed with email and SMS updates

Next Step: Your Information

An email notification will be sent to your email, please click “Confirm Email Address”. If you will confirm later, please go directly to Step 4



STEP 4: CONTINUE TO CREATE YOUR ACCOUNT

Fill in Your Information, click “Next Step: Create Your Page”

Your Information

Address
Enter Address

Manually enter address instead

Gender
select answer

Date of birth
Unknown

Are you a First Time Advocte?
select answer

Do you agree to receive text message communication?
select answer

Next Step: Create Your Page

STEP 5: CREATE YOUR FUNDRAISING PAGE

- a. Upload your profile image, or you skip it for now and upload it later.
- b. Edit the “Page Name” and Key in the “Page Title”.
i.e.: Fundraising for IJM by “Your Name” OR Help “Your Name” to End Modern Slavery
OR any ideas come to your mind.
- c. Key in your Fundraising Goal and below are some cost equivalents for your reference.
HK\$ 1,500 - can provide access to critical medical attention for a youth survivor of violent abuse
HK\$ 2,500 - can provide one trauma-informed counseling session in an aftercare center
HK\$ 4,000 - can provide a DNA detection bluelight for undercover investigators
HK\$ 6,500 - can teach a community how to stop violence before it starts
HK\$ 20,000 - can help train police, lawyers and judges, transforming justice systems to protect vulnerable people.
HK\$ 50,000 - can pay for one slavery rescue operation, sends the survivors onto the path of recovery and restores hope in their lives.
- d. Key in the “Appeal Story”, simply share your story on why you are supporting IJM. We have prepared a sample text for you, please feel free to use it as much (or as little) as you’d like.

Sample text for your reference:

Thank you for visiting my fundraising page!

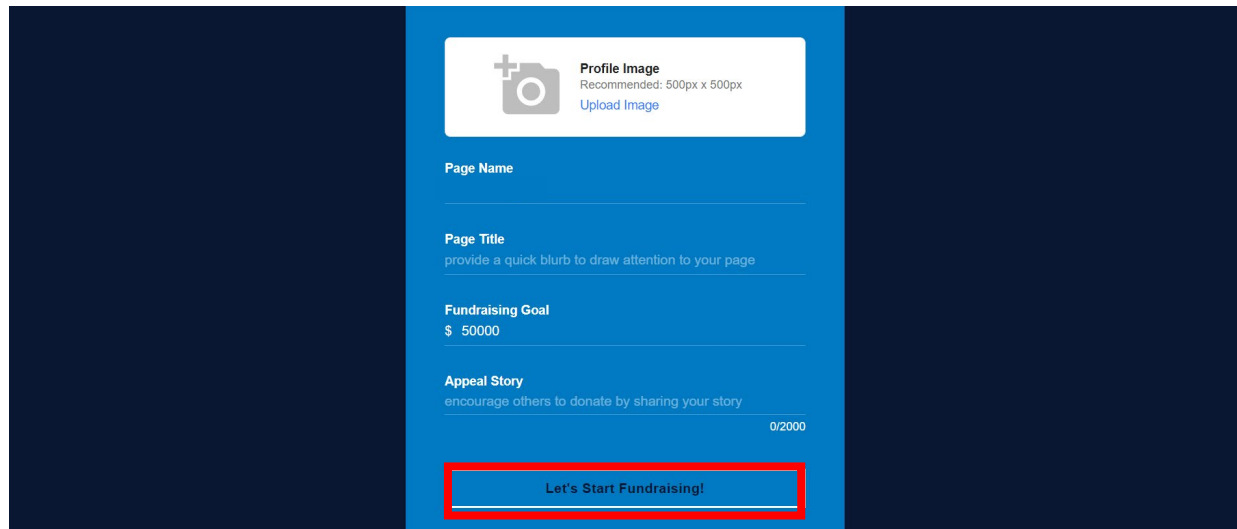
IJM is a global anti-slavery organization, their mission is to protect people in poverty from violence by rescuing victims, bringing criminals to justice, restoring survivors to safety and strength, and helping local law enforcement build a safe future that lasts.

I hope you will support IJM's work by making a donation.

- HK\$500 per month - could provide essential food for 75 survivors of forced scamming in a year, many of whom have had limited access to food or even faced starvation.
- HK\$1,000 per month - sends 60 Aftercare Kits with necessities, a toy and art materials per year to calm child survivors soon after rescue
- HK\$2,000 per month - could cover the cost of a legal team for a month in a year, as they work to hold traffickers to account.
- HK\$3,000 per month - provides 90 hours of counselling and therapy per year to help survivors overcome trauma and shame
- HK\$5,000 per month - funds IJM training for local authorities on rescue operation planning

Donating is really simple and secure. The money will directly go to International Justice Mission Hong Kong Limited.

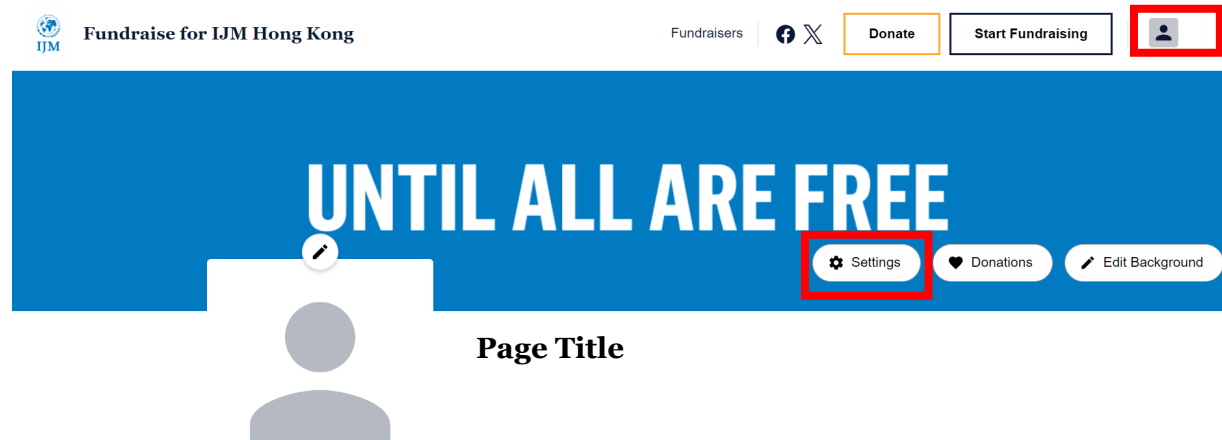
Then click “Let’s Start Fundraising!”.



The screenshot shows a central blue form on a dark blue background. At the top, there is a 'Profile Image' section with a camera icon, the text 'Profile Image', 'Recommended: 500px x 500px', and an 'Upload Image' link. Below this are four text input fields: 'Page Name', 'Page Title' (with a subtext 'provide a quick blurb to draw attention to your page'), 'Fundraising Goal' (with a pre-filled value '\$ 50000'), and 'Appeal Story' (with a subtext 'encourage others to donate by sharing your story' and a character count '0/2000'). At the bottom of the form, a red-bordered button contains the text 'Let's Start Fundraising!'.

Congratulations! Your Campaign Page is ready!

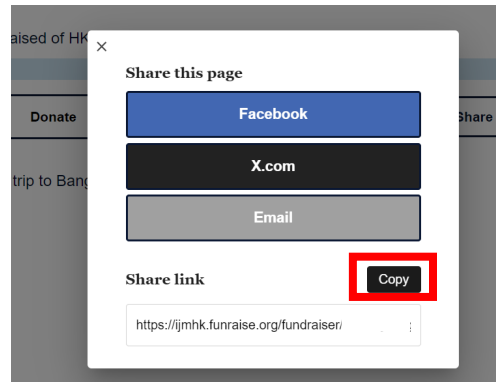
You can always edit the content and fundraising goals on your page by clicking “setting” or manage your account by clicking your profile picture at the top right-hand corner. Remember to write an update, post videos or photos to share your experience.



The screenshot shows the top navigation bar of the campaign page. On the left is the 'IJM Fundraise for IJM Hong Kong' logo. In the center are 'Fundraisers' and social media icons for Facebook and X. On the right are 'Donate', 'Start Fundraising', and a profile picture icon (highlighted with a red box). Below the navigation bar is a blue banner with the text 'UNTIL ALL ARE FREE'. Underneath the banner is a profile picture placeholder (with an edit icon) and the text 'Page Title'. To the right of the profile picture are three buttons: 'Settings' (with a gear icon and highlighted with a red box), 'Donations' (with a heart icon), and 'Edit Background' (with a pencil icon).

STEP 6: SHARE YOUR PAGE

You can copy a share link of your fundraising page and share via social media, WhatsApp and email with your friends and family. We have prepared a [Sharing Kit](#), please feel free to use the photos or messages to raise awareness of your fundraising campaign.



And don't forget to thank your supporters and share your experience with them.

In case you have any questions, please contact us at email: partnershiphk@ijm.org.

Thank you so much for your fundraising efforts!