

# Justice Week Toolkit



## **Introduction**

Thank you for hosting a Justice Week on your campus!

Your passion to grow the justice movement inspires us at IJM & will help bring rescue around the world. We pray you see God move as you share the passion he has given you.

You are one of the most powerful parts of what IJM has to offer those in need, and we're grateful to join with you in this fight.

IJM Student Mobilization Team

# Talking About IJM

We want you to be in the know so you can educate others about the work of International Justice Mission. Please use the information included below.

Check out [IJM.org/resources](http://IJM.org/resources) for additional fact sheets and materials.

## Our Fight

There is a plague of hidden, everyday violence devastating the developing world and undermining our efforts to end poverty. IJM combats these forms of everyday violence around the world:

- + Sex Trafficking
- + Slavery
- + Sexual Violence
- + Property Grabbing
- + Police Abuse of Power
- + Citizenship Rights Abuse

## Facts about Everyday Violence

- + **1 in 5 women** will be a victim of rape or attempted rape in her lifetime. *UN*
- + Nearly **30 million people** are held as modern-day slaves worldwide. *Global Slavery Index*
- + **2 million children**, most of them girls, are exploited in the multi-billion dollar commercial sex industry. *UNICEF*
- + **4 billion people** live outside the protection of law. *World Bank*
- + **By 2020**, 1.5 billion of the world's poor will live without secure rights to their homes and property. *UN HABITAT*

## Video Resources



Most of the survivor stories and photos in the toolkit also have corresponding videos on our YouTube channel: Griselda, Grace, Joseph, Suhana ("Ray of Hope"). Find videos to integrate into your promotion or race-day activities: [youtube.com/ijm](http://youtube.com/ijm)

*At this time, we are unable to provide downloadable video files.*

## Our Results

- + **18,000+** relieved from oppression since 2004
- + **770+ criminals** convicted for violence against the poor since 2004
- + **4,000 aftercare participants** are currently receiving services
- + **13,000+ officers** and officials trained since 2012
- + **Case Study:** After four years of IJM's collaboration with local law enforcement, an independent study found 79% drop in the availability of children for commercial sex in Metro Cebu, the Philippines.

## Who is International Justice Mission?

IJM is a global organization that protects the poor from violence in nearly 20 communities throughout the developing world by partnering with local authorities to:



Rescue victims



Restore survivors



Bring criminals to justice



Strengthen justice systems

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# Introduce Injustice

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# Generate Publicity

It is crucial for you to promote the week early on and prepare the campus and community for the events to come.

## Ideas for Publicity

### Posters & Flyers

Posters & Flyers are great tools but can often go unnoticed. Spend some time thinking of creative ways to advertise what would suit your campus well. This is a great opportunity to give people with creative & graphic design talent the opportunity to contribute meaningfully to the mission! Check out what is available at [www.ijm.org/resources](http://www.ijm.org/resources).

### Social Media

Social media can be a great way to promote Justice Week. No matter which platform/s you use, consider ways to multiply your following in advance of the promotion of these events. Some groups have created YouTube videos to promote the week of events, shared flyers on Instagram & Twitter or created a separate Facebook event for the group.

### Email

- ▶ Use any listserves you, your school, or your school's student governing board may have in place.
- ▶ Send an email to the students, faculty and staff one week before Justice Week begins, on the first day of Justice Week and before your Celebration Night, if you're having one.
- ▶ Make sure any emails you send are engaging and concise, and be respectful of the people on your listserves by not sending too many and keeping the information relevant to your readers.

### Media Outreach

Send a letter to the editor of your campus newspaper or local newspaper, or a press release to media outlets on and off campus. Many outlets, including campus papers and radio stations, feature a calendar that accepts community events.

### Church Bulletins

If you are opening your events to participation from outside campus, send an email or letter including a schedule of events to local churches approximately two weeks before Justice Week begins.

### Creative Ideas

Flash mobs, shirts, buttons or other paraphernalia start conversations about slavery and how others can get involved in fighting it. A group of women at the University of Toledo held a "One Dress One Month" campaign and each wore the same dress every day for 30 days. They were able to raise awareness and funds for IJM & local anti-trafficking efforts and were featured in local news!

### Network

Network with other groups on campus (UNICEF, Cru, Invisible Children, Amnesty International, etc.) to make your reach even bigger. There may be other groups that share your passion who are willing to help sponsor events, run events, or help advertise. If you do this with groups that don't share your Christian faith, be sensitive to the fact that you are coming from different places, but you still do share a lot of common ground.

# Campus Outreach Day

An outreach day is a great way to get people thinking about justice issues. If you are planning to host your justice week in the spring, make every effort to incorporate Stand4Freedom as part of your event. Not only will you be blitzing your campus with awareness but you'll be able to share that you are standing alongside thousands of others around the world in this fight to end slavery.

## What You Can Do

Distribute conversation starters among your group and then intentionally strike up conversations with people around campus - you can talk to people one-on-one, or set up a table in the Student Union or another frequently traveled area.

## Reach out

No matter what your presence looks like on campus, placing yourself in a high traffic area & intentionally starting conversations with people around you is often the best starting point. Starting a conversation doesn't have to be intense or difficult - you can simply invite people to stop: "Hi, do you have 30 seconds to help end slavery?" or "Did you know that slavery still exists?" Having a quick action step that students can take in that moment can make the conversation even more natural.

Remember, part of your goal is to simply get people thinking about these issues. Most of the students on your campus may not know that slavery still exists and where they stand on issues of injustice. Simply taking the initiative to reach out to those around you on critical issues is important during justice week & in life. At the end of the day, you'll have generated interest and have met a lot of new people as a result.

If people you speak with are interested in learning more or taking action, take down their contact information so you can communicate with them in the future. This is also a good time to hand them a postcard/flyer listing the week's events so they can come back. These are also great resources to share with those who may not have time to stop and talk during your event but express interest in learning more.

## Preparation

- + Pick a conversation starter.
  - We have prepared sample quizzes and surveys which were included in this download.
  - Cru developed [Soularium cards](#) as conversation starters. Ask questions like: "which three pictures represent injustice?"
- + Find volunteers to be "conversation starters."
- + Target areas on campus where people hang out.
- + Choose a "next step" to invite participants to attend during Justice Week.
- + Request contact information from interested individuals.

## Film Screening and Discussion

Movie screenings are a great way to break the ice & start discussions about difficult issues like slavery & human trafficking in the U.S. and around the world.

### Tips

- + Check out [this list of movies](#) that other campus groups have used for successful screenings. If you're interested in showing either of IJM's movies about modern-day slavery—"At the End of Slavery"—email [chapters@ijm.org](mailto:chapters@ijm.org).
- + A local movie theater may be willing to show the movie for free or you could consider a prominent location on campus. Although you are allowed to take donations, the movie should be free to the viewers. If you collect donations benefiting IJM, make sure the percentage of the proceeds that go to IJM is clearly communicated to attendees.
- + **Important:** you may need to obtain a license to show a movie if it is not shown in a movie theater or on your campus. Make sure you have a campus IT staff-member or a tech-minded member on your team to help set up the film and avoid last-minute problems.
- + If the venue allows it and you have funds to make it possible, provide food or snacks for your audience. Include this in your advertising for the event to draw a larger crowd.
- + At the end of the movie, you may host a panel of experts to address these topics at greater length & invite questions and/or invite viewers to participate in a discussion in small groups. Plan in advance how you will break the audience up into these groups—will participants number off? Turn and discuss with their neighbors? Move about the room? Make sure you are prepared with some questions to get the conversation started.



# Mobilize Students

- + Call Your Official Campaign
- + Schedule an In-District Meeting
- + Letter Writing Campaign
- + Host a Fundraiser

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# Call Your Elected Official

Elected officials were put in office to serve the people in their districts. They have a responsibility to listen to their constituents. That's you!

## What You Can Do

This is a great example of the easy action step people can take on your outreach day. Set up a table in a high-traffic location so people can sign a running petition or call their elected representatives, urging them to take action to fight slavery and human trafficking. Calls take just one minute and people can make them from their cell phones.

## Preparation

- + Visit [IJM Freedom Commons](#) for all the latest information on how to advocate your elected official. On that site, you'll find what advocacy events are happening around the country, materials on current anti-trafficking legislative priorities, a tracker on how supportive your elected official has been on these issues, and sample scripts and talking points to help you prepare for your phone call or in-person meeting.
- + Feel free to contact [justicecampaigns@ijm.org](mailto:justicecampaigns@ijm.org) to discuss how your group can work to raise the profile of these issues with your policy-makers. Remember, your peers have been responsible for some of the biggest accomplishments IJM has ever seen!

## Sample Script

Hi, my name is [NAME] and I'm from [CITY]. I'm calling to ask Senator [NAME] to cosponsor the [Trafficking Victims Protection Reauthorization Act of 2011]. Ending human trafficking is something I really care about, and passing the [TVPRA] is an important step in doing that. I hope the senator will make this a priority. Thanks!

## Tips

- + Utilize IJM Freedom Commons and do some additional research to find out your elected representatives' position on anti-trafficking legislation. If your representatives have supported bills in the past, you'll want to thank them for their support in your letters/calls.
- + Everyone has three elected representatives (two senators and one representative in the House of Representatives), so consider calling or meeting with all of them.



### Have Questions?

Justice Campaigns is IJM's advocacy program. Email us at [JusticeCampaigns@IJM.org](mailto:JusticeCampaigns@IJM.org).

## Schedule an In-District Meeting

Student leaders like you have been the force behind ground-breaking legislative advancement. Leaders at the University of Wyoming helped pass the state's first and only law making human trafficking illegal. The Governor of Indiana declared a statewide "Stand for Freedom" day because of Purdue's chapter leaders.

### What You Can Do - Meeting

- + Find a group who is interested in meeting with your senators or representative and decide what days and times you're all available to schedule a meeting.
- + Call your representatives' district offices (contact information is on [house.gov](http://house.gov) and [senate.gov](http://senate.gov)) and find out who the scheduler is for that office.
- + Email a meeting request to the scheduler or call them with the dates that your group is available (more resources at IJM Freedom Commons).
- + Be persistent! An office may not respond to your request right away, so you may need to call more than once to make sure your meeting gets on the agenda.
- + Once your meeting is scheduled, you'll be able to meet with your elected representatives (or their staff) and ask them to make ending slavery and human trafficking a priority.

### Preparation

Visit the [IJM Freedom Commons](#) for information on how to plan an effective in-district meeting. On that site, you'll find materials on current anti-trafficking legislative priorities that you can deliver at your meeting, as well as talking points to help you prepare your group on what to say.

If you have any questions or want help preparing for your meeting, email [justicecampaigns@ijm.org](mailto:justicecampaigns@ijm.org) and we'll be happy to connect with you!

### Idea: Network with Similar Groups

There are going to be other groups on campus who care about these issues and may want to help you have a bigger impact. Work with other advocacy groups on campus, or even with your campus political groups. You can bring like-minded groups together by hosting events that both parties are interested in, and they may be able to offer some experience or help with event planning.



#### Have Questions?

*Justice Campaigns is IJM's advocacy program. Email us at [JusticeCampaigns@IJM.org](mailto:JusticeCampaigns@IJM.org).*

# Letter Writing Campaign

Who writes letters these days? It turns out a handwritten letter has proven very effective in getting attention from elected officials.

## What You Can Do

This is a great example of the easy action step people can take on your outreach day. Set up a table in a high-traffic location so people can sign a petition or form letter or write their own letter to their elected representatives, urging them to take action to fight slavery and human trafficking.

## Preparation

- + Print downloadable petitions provided by IJM (if available) or bring notebook paper, envelopes and pens so it's easy for people to write letters.
- + Make it simple for people to address their envelopes by printing out the addresses for the senators and representatives from your state.

## Variations (Optional)

### Write Letters Online

Set up laptops where students can write letters to their representatives electronically. Visit the [IJM Freedom Commons](#) for a link to IJM's most current action alert.

### Postcards

IJM offers postcards that you can sign and send to your elected representatives. You can order the free postcards by emailing [justicecampaigns@ijm.org](mailto:justicecampaigns@ijm.org). Be sure to include your shipping address and how many postcards you need. The postcards call on Congress to make ending slavery a priority and feature current legislation IJM is working to pass. For those who don't have time to write a letter, this is a simple way to take action.



### Have Questions?

Justice Campaigns is IJM's advocacy program. Email us at [JusticeCampaigns@IJM.org](mailto:JusticeCampaigns@IJM.org).

## Host a Fundraiser

The generous gifts of people committed to combatting injustice can literally make a life-or-death difference to those who are waiting for rescue and help. A fundraising activity is a great addition to a Justice Week.

### Fundraising Inspiration

Please visit [IJM's Fundraising page](#) for tips, guidelines, ideas, resources and more! Be inspired by the stories of others who have raised funds to bring rescue & find out more about the impact of your donation! For more on creating your very own fundraising page as a way to invite even more people to support your great effort, visit: <http://fundraising.ijm.org/>.

#### Idea: Partner with a local business

Many student groups have built relationships with local businesses like coffee shops, ice cream shops, salons, restaurants, etc. who are happy to partner with students to donate one day's worth of proceeds to an important cause. Talk to your local businesses and see if they would be willing to partner with your team. In this way, you can draw others out to an event at a location where they would already go and the purchases they make go toward the work of IJM.

#### Idea: Host a Benefit Concert

Host a benefit concert in a prominent location on campus. Some campuses have hosted big names and have been able to fundraise thousands for the cause, but you can even start small and invite campus musicians who want to be more known on campus. These musicians would probably be willing to play for free, and may even be willing to donate a portion of merchandise sales from the evening to your cause.

See page 19 for more on Benefit Concerts.

#### Idea: Hold an Athletic Event

This can be held for nearly any sport or game from basketball to balderdash. Secure the use of facilities (gym, fields, etc.). Invite local businesses to donate prizes for winners. Advertise for participants, charging an appropriate fee based on number of people per team. Make sure the tournament itself is organized efficiently and you have enough judges/referees. Include an awards ceremony to present winning teams with trophies and prizes. Include a few words about IJM so people understand what they are supporting and why it is important.



#### Fundraising Rules

*Please adhere to the Better Business Bureau guidelines when undertaking any fundraising activity on IJM's behalf. Any time that you raise funds for IJM's work, we ask that you please clearly articulate in your marketing materials and presentations the exact portion of the proceeds that will benefit IJM. Please contact IJM for more details or if you are unclear on the policy.*

# Engage the God of Justice

- + Praise and Worship Service
- + Prayer Gathering
- + Small Group Bible Study



# Praise and Worship Service

Worship has a way of drawing people closer to God's heart for justice and his passion for the oppressed. It can offer the opportunity to find hope in the face of overwhelming need.

## Resources are Available

Be sure to make use of the stories, verses, and other resources available at [www.ijm.org/resources](http://www.ijm.org/resources).

## Service Planning

### Share Verses

Take time to share some verses that show God's passion for justice and his call for Christians to join in seeking justice. The Good News about Injustice by Gary Haugen has a full list in the index. A few to get you started are: Isaiah 1:17, Amos 5:24, Micah 6:8, Psalm 10, & Isaiah 58.

### Create an Atmosphere of Reflection

Brainstorm creative ways to depict survivors of slavery, the Bible's call to justice, the perpetrators of injustice and those working on the frontlines to combat violence.

### Share Stories

You can share stories of rescue & transformation from IJM's work, or have people from your group share how God has changed their heart & life and why they care deeply about justice.

### Take Time for Worship

Choose praise and worship songs that focus on God's justice, mercy, compassion and goodness. Set the tone at the beginning of the service to direct the audience to consider how those characteristics of God relate to justice.

### Offer a Challenge

End the service with a challenge. You may encourage attendees to write down or share what steps they will take or how they desire to live differently in light of what they have learned about the God of justice.

### Announcements

Remember to let the attendees know about the other events that are happening throughout the rest of the week.

## Bring it Together

Justice Week should be viewed as a powerful opportunity to bring together all types of groups, organizations, and ministries who care about justice. If this includes groups that do not share your faith, you may choose to drop these components or create a separate time for them.

If you will have a faith-based approach, consider reaching out to many different ministries on your campus and local church/es to create a campus-wide worship service. If you attend a Christian college or university, your school may have a regular worship service. Approach the organizers of this time to request the opportunity to work with them to plan a justice-themed worship event during your Justice Week.

# Prayer Gathering

Prayer plays a critical role in the work of justice, and your Justice Week may be a great time to involve your community in prayer.

“We tend to use prayer as a last resort, but God wants it to be our first line of defense. We pray when there’s nothing else we can do, but God wants us to pray before we do anything at all.”

–Oswald Chambers

## What You Can Do

You can also hold a Prayer Gathering during Justice Week - this can be a significant way to engage your campus in actively advocating on behalf of victims of oppression.

Your Prayer Gathering can last an hour, evening, full day or be spread over several days. You may choose a highly visible location (some student groups have chosen to set up a tent on campus to attract interest), or you may prefer a reserved room, dorm, campus center or off-campus location.

## Preparation

- + Talk to the appropriate offices at your school to obtain any necessary permissions or space reservations.
- + Like all events of the week, be sure to publicize the event on campus or through other prayer-focused organizations on campus. You may want to consider inviting local churches to join you for this time.
- + Make sure that the location of the gathering is clearly marked.

## Activities & Tips

### Online Community

Visit [IJM's Prayer page](#) for prayer resources and more on how to become a prayer partner & start a prayer community.

### Prayer Wall

Hang a printed map of the world with prayer requests specific to that part of the world. Be creative about the format you use to invite people into prayer for the world. You can find recent stories and fact sheets on various types of our casework on [IJM.org/resources](#) or on IJM's YouTube channel. You can use these materials to focus prayer on different parts of the world or different types of IJM casework. You can also use IJM's weekly prayer update (see next).

### Pray for Recent Requests

Praying through the requests and praises in IJM's weekly prayer update emails, which you can receive by signing up to be an IJM Prayer Partner. Consider sharing about this program with attendees as well.

### Write Encouraging Notes

Provide cards & markers for people to write notes and prayers of support to IJM frontline staff around the world. Again, it will be helpful to provide resources for what people can pray (IJM prayer updates, Operation World, etc.). At the end of the week, mail the cards to IJM (Attn: College Student Mobilization, PO Box 58147, Washington, D.C. 20037) and we'll deliver them for you.

**This event works well combined with a Praise and Worship Night!**

## Small Group Bible Study

The work of justice is deeply rooted in Scripture. Let's study God's perspective on justice and healing.

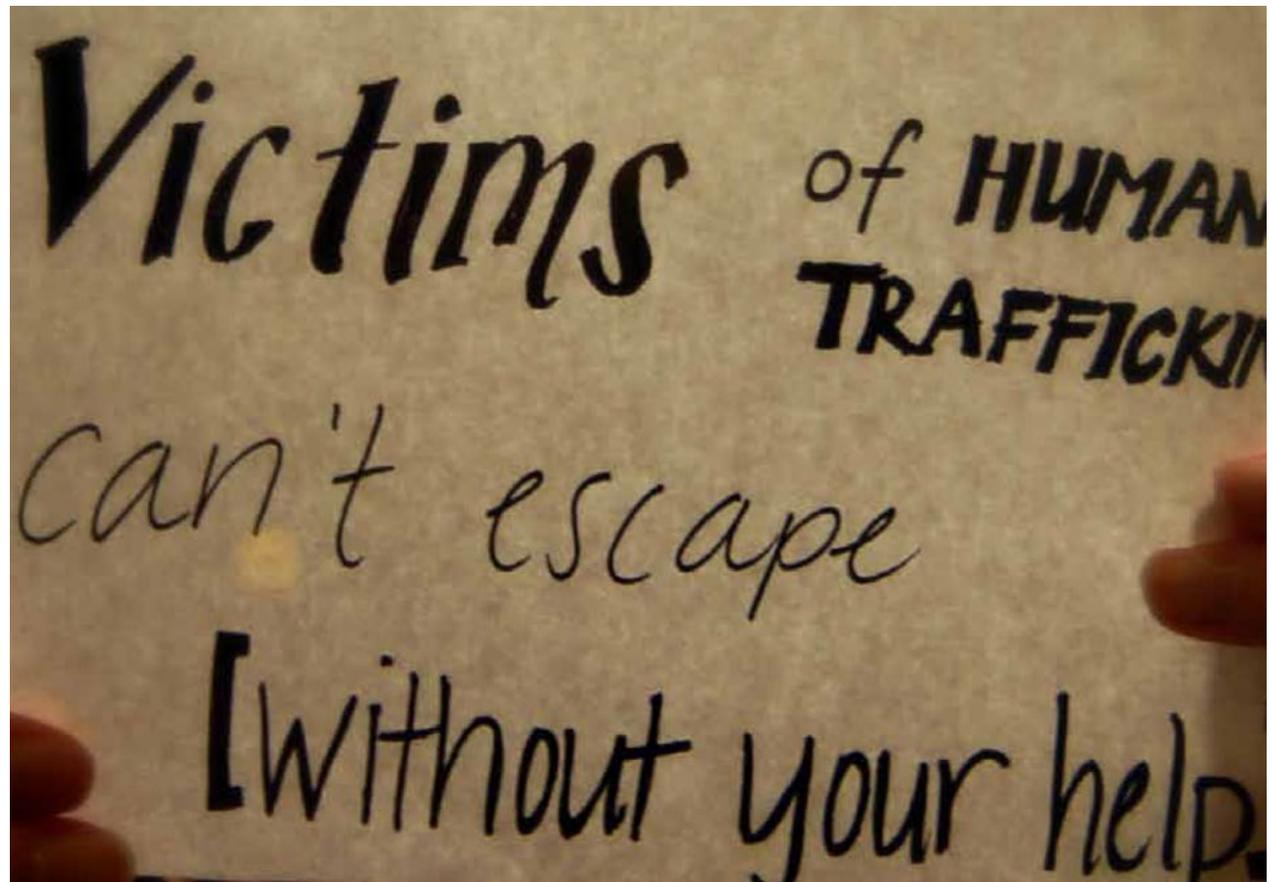
### What You Can Do

Consider setting aside time during your Justice Week to dig deeper into what the Bible says about justice. If you are planning your Justice Week through a campus ministry, you may be able to engage the entire group in this time of study.

You may also want to reach out to other ministries on campus to see if they would consider joining you in this focus.

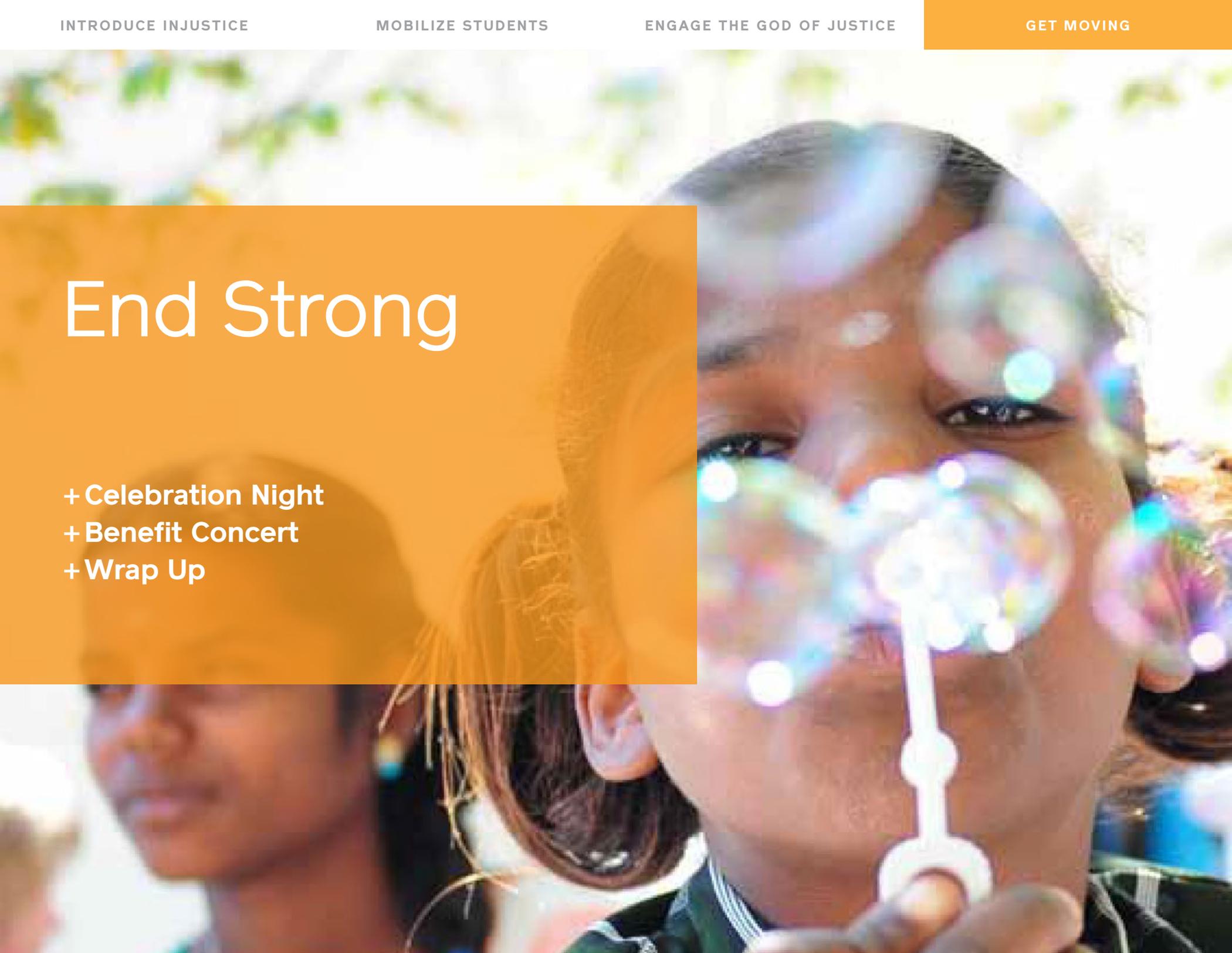
### Preparation

- + Cru worked with IJM to put together a great [three-part Bible study](#) on justice that you can use to resource small groups.
- + Go through [IJM's Prayer Devotional](#) over the course of the semester and highlight portions or focus on one segment during justice week.



# End Strong

- + Celebration Night
- + Benefit Concert
- + Wrap Up



# Benefit Concert

Many chapters have put on concerts as part of Justice Week or as a stand-alone event. Remember, this full list of activities to raise awareness is available to you.

## Suggestions

- Pray**  
The best first step in any plan.
- Plan**  
Who is your target audience? What will draw the largest crowd?
- Budget**  
Another important beginning step. Will a local church support you? Do you have chapter funds available from past fundraising efforts?
- Network**  
Who are you & other chapter leaders already connected to? Which artists already support IJM or other like-minded organizations?
- Contact the Musician**  
Always start with the manager!
- Find & Book a Venue**  
This process can be lengthy so start early.
- Sign a Contract**  
The musician's manager will often drive this but it's important to get everything in writing to avoid last-minute cancellations.
- Promote**  
Getting the word out is a key step with any event. See [page 5](#) for more on promotion.
- Sell Tickets**  
Consider sites like [showtix4u.com](#) or [eventbrite](#) that will make this process run smoothly.
- Put on the Concert**  
All hands on deck! Get to the venue early & have a every detail you can think of taken care of beforehand. Have fun!

# Celebration Night

End the week by focusing on the hope for rescue and restoration.

## Suggestions

- Action Steps**  
Advocate for victims of trafficking and modern-day slavery with the latest action steps from IJM Justice Campaigns.
- Fundraising**  
Take a collection to raise funds for the work of justice. Check out [IJM Fundraising](#).
- Pray**  
Spend time in prayer or encourage attendees to become [IJM Prayer Partners](#).
- Become a Freedom Partner**  
Starting with your leadership, encourage participants to consider becoming an IJM [Freedom Partner](#). Giving \$24 or more a month makes it possible for IJM to show up 24 hours a day to rescue men, women & children from slavery.
- Sacrificial Giving**  
Starting with your leadership, encourage participants to consider becoming an IJM Freedom Partner giving \$24 a month, makes it possible for IJM to show up 24 hours a day to rescue men, women & children from slavery.
- Follow IJM**  

- Request a Speaker**  
Be inspired by an expert—[invite an IJM speaker](#) to your event!
- Share Stories**  
Whether it's your individual story, an IJM client or other survivor, remember that these testimonies (told in person, video or live video chat) are often the most powerful & meaningful way you can invite people to get involved in the fight to end slavery. Be sure to highlight these real life stories all throughout the week.
- Share Your Impact**  
If you have any special stories from the week or numbers related to what you accomplished, be sure to share those with everyone on the last night (see Wrap Up). It's all about celebrating what you did together to make an impact!

## Wrap Up

We love getting feedback, suggestions, and success stories from Justice Week!

### Accomplishments

- + How many new people did you reach?
- + How many advocacy cards/signatures/calls were made to your elected officials?
- + How much money did you raise?
- + What prayers were answered?
- + What went better than in past years (if this is not your first)?

### Send us Your Feedback!

Email IJM Headquarters at [chapters@ijm.org](mailto:chapters@ijm.org). Reminder: tag IJM in social media posts about your week!

- + Your contact information
- + Accomplishments
- + Pictures/video from the week
- + A synopsis (story) of your week
  - ▶ Successful new events or activities you hosted
  - ▶ Links to any media coverage you received
  - ▶ Copies of promotional materials you created
- + Feedback
  - ▶ What worked?
  - ▶ What didn't work?
  - ▶ What could we do to help you better?

### Next Steps

- Process with Your Team**  
Take time on your own and with your team to process what you learned and accomplished over the course of the week.
- Thank Your Team**  
Thank your team and celebrate with them—consider planning a special time of prayer with them, sending short thank you notes, or sharing a fun evening together.
- Take it to another Level**  
Is God calling you to do something new with the momentum you generated and awareness that you raised?
  - ▶ Establish IJM on your campus.
  - ▶ Bring Your Leadership Team to [NorthStar](#) (IJM's Student Leadership Conference)
  - ▶ Work with a local anti-trafficking organization.
  - ▶ Support IJM on a monthly basis
  - ▶ Intern with us!

Email feedback to [Chapters@IJM.org](mailto:Chapters@IJM.org)

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

**Gary Haugen**



# **International Justice Mission**

Chapters@IJM.org